

A STUDY ON CUSTOMER AWARENESS OF POSLAJU EZIBOX SKUDAI, JOHOR

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Abstract

This research studies on customer awareness of Poslaju Ezibox Skudai, Johor was done to identify the problems of Poslaju Ezibox and provide an understanding on why the problems occur. As e-commerce became more and more used, inadvertently the need for courier and package delivery service is needed more than ever. Improvement in terms of service from courier and parcel delivery services such as Poslaju are done to meet the customers demand one of them being Poslaju Ezibox. This study was done significantly on this topic as to provide the public an alternative where improved service is offered to support the increasing demand of e-commerce. This research was mainly on Poslaju Ezibox Skudai and it is conducted to the populations surrounding it. The objective of this study is firstly, to identify the level of awareness of customers toward this specific service. Second, is to improve the customer's understanding towards its usability and accessibility. Lastly is to encourage the use of the service among the customers. This is a quantitative study done by distributing questionnaires to the population of Skudai with expected population respondents of 361.

Keywords: Poslaju Ezibox; parcel locker; drop box; customer awareness; Skudai

1.1 RESEARCH BACKGROUND

Electronic commerce or e-commerce have been around for a long time and currently is getting more popular by the minute. E-Commerce is a platform where people and firms have the availability and accessibility to buy and sell things over the internet. E-commerce nowadays can easily be conducted through mobile devices such as smartphones, tablets, and laptops and have access to nearly all the product and service such as books, music, groceries, clothing products, plane tickets and much more.

With the increasing use of e-commerce in our daily life the number of courier service company also increase as to balance the order received and delivered. Pos Malaysia Berhad is the national postal delivery service in Malaysia that dates back to the early 1800s. Currently, other than postal delivery service Pos Malaysia Berhad also provide services such

as courier, express and parcels (CEP), international mail, logistics, and e-commerce. Pos Malaysia Berhad is constantly thinking on how they can upgrade their services as to attract more users and improve their delivery services as the nation's postal delivery service.

The improvement that they have executed comes in many different forms, one of them is Poslaju Ezibox. Poslaju Ezibox started in 2016 is a type of parcel collection and drop point that is built to improve collection and delivery process. It is a safe, fast and convenient alternative to either collect or drop your parcel. With 24/7 security it can be used any time of the day. It is strategically placed in post offices, petrol stations, supermarkets, universities, train stations and many more. Poslaju Ezibox currently can be used all over Malaysia.

1.2 RESEARCH PROBLEM

Every day the number of people using e-commerce platform grow as the platform certainly provided them with an easier access to their daily activities such as shopping for groceries or just weekly shopping. Thus the need to improve courier services is essential to accommodate for the increasing growth of e-commerce users. Upgrading and innovating the parcel delivery system may help in improving this issue.

With the increasing number of e-commerce usage these days, it is important that courier services provide the best services for their customers. Any improvement or innovation towards the collection and delivery process is deemed necessary as any problems or issues that can hold back the process will significantly reduce the customers trust on the courier company. Poslaju Ezibox is a great example of innovation that helps with the issue. Based on a pre-study done initially, 16 out of 20 respondent does not know about Poslaju Ezibox and while it have been around since 2016 why are customers still not aware of its existence.

It is common that everything that is intended to be used by general public should come with instructions as it will help its users to understand it and use it properly. In this case, if the customers does not really understand the functions of Poslaju Ezibox how does Poslaju intend customers to properly use it and promote others to use it. Proper marketing and introduction to their customers will play a crucial role in attracting more users for the system.

Customer's attitude also affects Poslaju Ezibox number of usage. As customer are complacent with the traditional parcel delivery system they do not seek the need to improve their current position as long as they still receive their parcels as intended. In the long run, if the traditional parcel delivery system face problems that effects customers current position they will gradually turn on the courier service for their lacking services when they are also the cause for the problem.

1.3 RESEARCH QUESTIONS

The research question is being constructed by using the points that have been found in the making of the research problem. This research question is also made to make sure that it is related to the research objectives. This are the list of research questions:

- I. Why are customers still not aware of the existence of Poslaju Ezibox?
- II. Why does customers do not understand the functions of Poslaju Ezibox?
- III. Are customers too complacent with traditional delivery?

1.4 RESEARCH OBJECTIVES

In this research, there are three main objective that the researcher want to aim, which is:-

- I. To identify the level of awareness of customers towards Poslaju Ezibox.
- II. To improve the customers' understanding towards Poslaju Ezibox process.
- III. To encourage the usage of Poslaju Ezibox among the customers.

1.5 SCOPE OF STUDY

The scope of this study will cover on customer awareness on Poslaju Ezibox under the subject of Logistics. It will focus on customer's knowledge, customer process and customer's attitude towards this system. This study will be mainly on Poslaju Skudai facilities and a survey will be done on their users as to obtain data for analysis.

2.0 LETRATURE REVIEW

The current literature in a subject area is distilled by a literature review; the objective of the literature review is to summarize the state of the art in that subject matter. It becomes possible from this review of earlier and recent work to identify fields in which further study would be useful (J Rowley, F Slack, 2004). The researcher will discuss the literature review related to Poslaju Ezibox.

Parcel lockers, found at a picked, often attended locations, are an unattended delivery system. It is a series of reception boxes for receiving and sending parcels 24 hours a day, seven days a week (S Iwan, K Kijewska, J Lemke, 2016). We can see from this definition that the parcel locker is an unattended system that can be found or located at places with high density of people and operates 24 hours a week.

The use of parcel locker that is similar to a huge postbox is a feasible alternative. Logistics firms will distribute the parcels in batches with lockers. Shipment consolidation decreases traffic flow and the number of vehicles needed, creating better routes and improving cost efficiency. Without ever being there, the lockers allow the client to pick any locker site as the pickup location. At their convenience, they can then reclaim the packages (Lin, Y. H., Wang, Y., & Lee, L. H., 2020)

The general concept behind customer pick-up stations or parcel lockers serves as an alternative to traditional home delivery, providing consumers with an alternative location where orders can be shipped and picked up at the convenience of the customer. Modern pick up stations rely heavily on integrated IT

solutions and web apps, enabling package monitoring and customer engagement to provide customers with the requisite real-time information about their order status (S Rohmer, B Gendron, 2020). It is generally used as an alternative that aims to be more flexible for customers in terms of collection and delivery place, time and easier to use for the associated.

2.1 CUSTOMER AWARENESS

In this research, perception is defined based on prior (initial) awareness, online shopping customers think about package delivery methods (parcel lockers and direct delivery). Customer impressions of parcel lockers are that most customers have encountered a problem with the delivery of orders, especially in terms of being late to receive the order (53.37%). In fact, only a few (2.59 percent) of customers have used parcel lockers (Nahry & Vilardi, 2019). In this research it is shown that most online customers have not even used parcel lockers.

The most numerous group consisted of individuals that could be considered to be young and active at work. With a 95 percent likelihood, it is possible to say that between 39.44 percent and 43 percent of all consumers of parcel lockers fall within the 25 to 35 age group. The generation "25-34" uses the internet on a regular basis and there are no mental or technical obstacles to online shopping for them. The study indicates a connection between the usage of parcel lockers and the use of IT. When they used the internet for different purposes (online shopping, online ads, social media, other online activities), almost 88 percent of respondents heard about parcel lockers (Justyna L, Stanislaw I, Jerzy K, 2016). The research shows how age plays an important role in determining customer awareness and how the customers that are exposed to IT and e-commerce have higher chances of having knowledge on parcel locker.

For installing a locker box station, there are some limitations to the location availability. Companies tend to create parcel lockers because of these disadvantages in private areas, such as shopping malls, where the population is dense, such as in large cities and their suburbs. (G Zenezini, A Lagorio, R Pinto, A De Marco, R Golini, 2018)

This also shows how location affects customer awareness as in major cities parcel locker may be well known but in rural areas, the likelihood of having heard of parcel lockers are slim. Even if they were to know about it, the chances of them using it is also slim as it costs them much more to go to the locker to retrieve their parcel and will result on them having no knowledge of how the system works.

2.2 KNOWLEDGE

A significant side note is the fact that the survey respondents in the study of customer's perspective in using parcel locker do NOT use the service of parcel lockers that much or not all. The reasons are that online sellers do not provide the facilities and consumers are thus unable to choose a parcel locker as a viable delivery alternative (JHR Van Duin, BW Wiegmans & B Van Arend, 2020). The same goes for the research that is done in De Pijp, Amsterdam where in fact the respondents does not use the lockers that often as online retailers does not offer the use of parcel locker as an alternative for customers (Van Amstel, Y., 2018). This may be the reason why parcel lockers are not well known, as e-commerce does not provide or promote the facility or service, people that know about the service perceive it as an alternative while customers that does not know continue to be clueless of the option.

In another research, it states that Y generation are heavy users of ICT in the context of e-commerce. Y generation are peoples that are born between 1980 and 1999. As Y generation are frequently using the internet it often expresses itself via transaction application and this connected it to their method of collection (Moroz, M. & Polkowski, Z., 2016). In this sense, as people are more exposed to ICT or internet they are more prone to have knowledge on the existing parcel locker system.

2.3 PROCESS

Process is mainly on the customers understanding on how the parcel locker system works and this may vary from people to people. But it also considers the operators understanding on how to handle this system. In the beginning, it is likely that couriers need skills and knowledge to perform the Operations are quick and smooth, however a technological obstacle to this distribution platform is still viewed by some customers. Often they tend to have human contact in gathering the parcel (De Marco A, Mitrea I A, Zenezini DG, 2020). Knowledge of how to retrieve a package from a locker point includes information about how to use it, which may be a barrier to the use of the service for some consumers (e.g. disabled or elderly), as the store employees handle the collection process at a service point (JWJ Welteverden, 2008). Even if there are less documents for the distribution of parcel lockers and it may be quicker, many clients prefer to go to the pickup point and have human interaction with printed documents. If customers feel that parcel lockers are difficult to use and that their knowledge needs to be improved, it is important for drivers to carry out training courses so that the operations at the parcel lockers can be carried out easily and smoothly. (Justyna L, Stanislaw I, Jerzy K, 2016)

Shipping Cash-On-Delivery (COD) was selected for most e-commerce transactions. Payment mode (due to the habit of using cash), which does not allow the

use of the smart locker as an unattended delivery mode (Huong T.T, Thiet B.T.). Even though Vietnam has many existing online payment platform, the customers are more used to COD as they have confidence when using the process. But, as the smart locker or parcel locker is an unattended delivery mode they still need to adapt to the new process to use it.

2.4 CUSTOMER ATTITUDE

Fifty percent of respondents were optimistic about using collection and delivery points (CDP) to receive their online orders, the results showed. In particular, 68 percent young people around the age of 14-18, 64 percent students, and 54 percent full-time individuals have a favorable opinion of using this program, while elderly people around 65 years and older and unemployed people were far more hesitant to use CDPs that is only 36% and 42% are favorable of CDPs (JWJ Welteverden, 2008). The situation of every person determine whether they can use the parcel locker, in this case the elderly and unemployed were hesitant to use the system.

While in Vietnam, customers prefer home delivery, considering the variety of benefits of parcel lockers, if the cost of delivery is less than €3. Therefore, the smart locker is just the alternative / add-ons option not to replace the home delivery mode entirely, otherwise, logistics operators have to pay the "expense of losing potential customers who do not agree to travel to pick up the goods" (Huong T.T, Thiet B.T.). The idea of parcel lockers has not yet been fully enforced in Sweden. This may be clarified by the strong postal tradition in Sweden; Swedes are used to receive or return their parcels to postal agents and offices. "In other Nordic countries, picking up the package at a collection point has historically been the norm, but if you look at Denmark, 71 percent expect their goods to be delivered to the door." (C Bengtsson, A Vikingsson, 2015). As per tradition, they are used to a form of service that is used to receive or return their parcels to postal agents and offices. As this is the norm for them it takes longer time for them to adapt the use of parcel locker.

In another research, they concluded that finding better service quality was not a primary reason for e-shoppers to pick up service, picking was still treated in unique circumstances as an alternative delivery mechanism. This research found that there were no significant benefits to picking up services compared to conventional home delivery at moment (Xu, J. J., & Hong, L., 2013)

3.0 METHODOLOGY

Research methodology is an overview of the process and knowledge that would be used to solve the problem in this research. In order to meet the

study's objective, a brief summary and detailed overview of the methods used to conduct the analysis were given. The aim of this research is to see how knowledge, process and attitude influences customer awareness of Poslaju Ezibox. Population, sampling technique, framework, research instruments, questionnaire, data collection and analysis are all covered in this methodology chapter.

3.1 RESEARCH FRAMEWORK

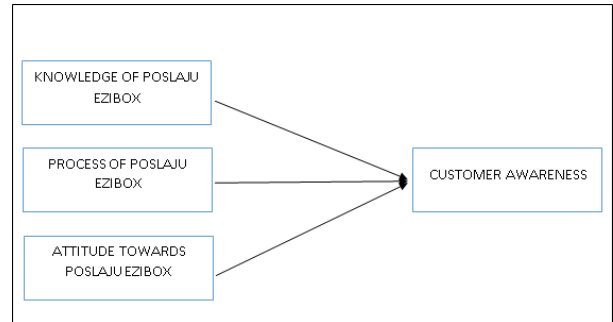


Figure 1: Research Framework

The research framework is adapted from The Expected Behavior Theory of Ajzen. It will be used as the main framework that will be used to predict customer awareness of Poslaju Ezibox, as shown in Figure 2.1 above. For this system, minor adjustment was made where the variables were directly linked to the behaviors without using the mediator's purpose: attitude, subjective norm and perceived behavioral impact. The primary objective of this study is to assess the direct association between independent and dependent variables. (NJ Jalil, ZM Sharif, 2018)

Subjective norms refer to the social pressure on the individual to engage in specific behavior or not to engage in it, and experience could act as a factor in the process of engaging in such behavior. Perceived behavioral regulation applies to variables such as time, money and information related to regulation and energy (NJ Jalil, ZM Sharif, 2018). Thus, the independent variables are attitude, process as the subjective norm and knowledge act as a perceived behavioral control.

3.2 RESEARCH FLOW

Figure 2 shows the research flow of conducting this research. It shows the process that needs to be taken by the researcher in order to complete the research. First, after acquiring a title for the research, the researcher must identify the research problem and questions. Then, the researcher must identify and determine the methodology or the method for conducting this research. Next the researcher contacted Poslaju for permission in conducting research on their services and acquire data for the research. After that, the researcher will distribute survey form or questionnaire in order to collect more data for the study. Then analysis on the data

collected will be done and the outcome and results will be reported thus completing the report.

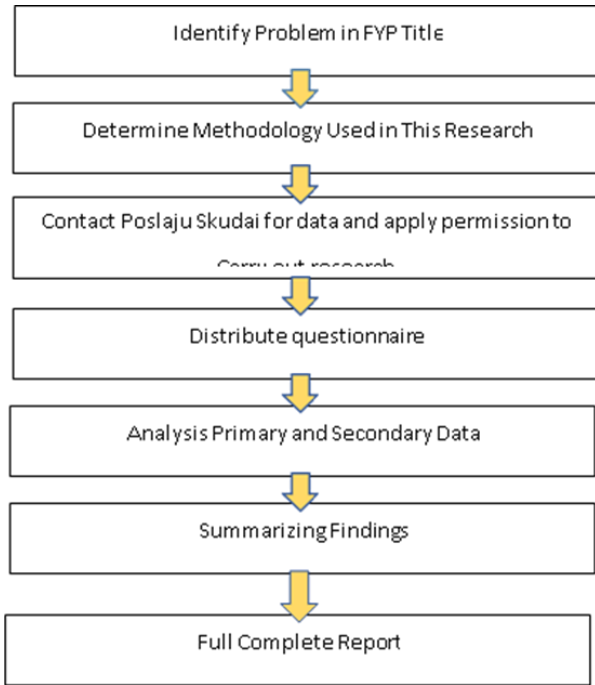


Figure 2: Research Flow

3.3 RESEARCH PROCEDURE

Initially in order to obtain data regarding Skudai population, Poslaju Skudai was contacted but due to confidentiality of the data other sources were used. During this process some questions were asked to the Poslaju Operator on their opinion on the research. The data then paired with Krejcie and Morgan chart to determine the number of population and number of samples needed to proceed with the research.

Questionnaires are then made and distributed either physically or online in according to the number of samples produced from Krejcie and Morgan table. The questionnaire is considered as a non-probability sampling as the samples or respondents are random and is divided into two sections where section A would be for descriptive analysis such as name, gender, age, and others while section B is an open ended multiple choice questions that consists questions regarding Poslaju services and Poslaju Ezibox. After the questionnaires were answered and collected, it was then reviewed as to determine how much of the answered questionnaire data is usable and the total number of collected data acceptable to proceed for the analysis and results.

4.0 RESULTS AND DISCUSSION

In chapter four we illustrate the findings of this study. SPSS was used in analyzing the data and the first analysis is demographic statistics where the data is based on respondents that participated in this study. Then followed by the illustration of statistical

data in descriptive analysis. This was done to answer and fulfil all the requirement of research questions and objective, this method were chosen in order to generate result and do the analysis. The findings were discussed and interpreted to justify the association of findings with the research content.

4.1 DESCRIPTIVE ANALYSIS

The descriptive analysis were used to describe all elements within each variable, which included frequency and percentage rate. In this section the descriptive analysis were broken down into two section that is descriptive analysis for independent variables and descriptive analysis for dependent variables.

4.1.1 Knowledge

The first descriptive analysis for independent variable is on knowledge which consists of four items. Knowledge in this study refers to the perceived customer's knowledge towards Poslaju and it services including Poslaju Ezibox. Based on the tables below, it shows the magnitude of the frequencies and percentage about the four items. These items are KD1, KD2, KD3 and KD4.

Table 4.1 shows the first item regarding knowledge and it shows the magnitude of frequency and the percentage rate of Poslaju users amongst the respondents. Out of the total respondents 58.2% (N=71) of them regularly use Poslaju services while the other 41.8% (N=51) does not regularly use Poslaju Services. This shows that the majority of the respondents have experienced using Poslaju services. Thus perceiving that some of them may be knowledgeable on certain Poslaju services.

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	71	58.2	58.2	58.2
NO	51	41.8	41.8	100.0
Total	122	100.0	100.0	

Table 4.1: KD1 summary of descriptive analysis for number of Poslaju services user.

Table 4.2 shows the second item regarding knowledge where it shows the frequency and percentage of the respondent's usage of Poslaju services. From the total of respondents, with the rate of 30.3% (N=37) majority of the respondents uses Poslaju services once a month followed by 13.1% (N=16) respondents that uses Poslaju services twice a month, 8.2% (N=10) of the respondents uses said services more than three times a month and with the least rate 6.6% (N=8) of the respondents uses said services three times a month

	Frequency	Percent	Valid Percent	Cumulative Percent
ONCE A MONTH	37	30.3	30.3	30.3
TWICE A MONTH	16	13.1	13.1	43.4
THRICE A MONTH	8	6.6	6.6	50.0
MORE THAN THRICE A MONTH	10	8.2	8.2	58.2
NEVER	51	41.8	41.8	100.0
Total	122	100.0	100.0	

Table 4.2: KD2 summary of descriptive analysis for respondent's usage frequency of Poslaju services.

Table 4.3 shows the third item regarding to knowledge. This item shows customers perceived understanding on Poslaju's offered services. This services were determined from the official portal of Poslaju. This services are standard mail, courier, retail, international mail, international mail, logistics and e-commerce. From this analysis, service that is most associated to Poslaju were courier with 84.4% (N=103) respondents while the service associated the least with Poslaju were International mail with 94.3% (N=115) respondents not selected.

SERVICE ASSOCIATED WITH POSLAJU	SELECTED (%)	N	NOT SELECTED (%)	N
Standard mail	42.6	52	57.4	70
Courier	84.4	103	15.6	19
Retail	20.5	25	79.5	97
International mail	5.7	7	94.3	115
Logistics	12.3	15	87.7	107
E-commerce	13.1	16	86.9	106

Table 4.3: KD3 summary of descriptive analysis for services associated with Poslaju.

Table 4.4 shows the fourth item regarding knowledge. This item identifies the respondent's knowledge on the existence of Poslaju ezibox service. According to the analysis, 62.3% (N=76) respondents does not know about the existence ezibox service while the other 37.7% (N=46) respondents either have knowledge of said services and have experienced the service or have the knowledge but have yet experienced the service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	46	37.7	37.7	37.7
	NO	76	62.3	62.3	100.0
Total		122	100.0	100.0	

Table 4.4: KD4 summary of descriptive analysis for respondent's knowledge of Poslaju Ezibox service.

4.3.2 Process

The next descriptive analysis for independent variable is on process which consists of three items. Process in this study refers to the user process of Poslaju Ezibox. This was done to acquire understanding from respondents that have experience in using the services. The tables below show the magnitude of frequencies and rate of

percentages of the three items. The three items are P1, P2 and P3.

Table 4.5 illustrate the first item regarding process. The item shows the frequency and the percentage rate of the respondent's usage of Poslaju ezibox. As 62.3% of respondents does not know about ezibox, 81.1% (N=99) of the respondents never used it. 13.1% (N=16) of the respondents that used ezibox once a month making it the majority followed by 4.1% (N=5) of the respondents that uses it twice a month and 1.6% (N=2) of the respondents that uses the service more than three times a month.

	Frequency	Percent	Valid Percent	Cumulative Percent
ONCE A MONTH	16	13.1	13.1	13.1
TWICE A MONTH	5	4.1	4.1	17.2
MORE THAN THRICE A MONTH	2	1.6	1.6	18.9
NEVER	99	81.1	81.1	100.0
Total	122	100.0	100.0	

Table 4.5: P1 summary of descriptive analysis for respondent's usage frequency of Ezibox service.

Table 4.6 shows the summary for the second item regarding process. The item illustrate what type of packages does the respondents receive or take by using Poslaju ezibox. The options given to respondents were small-medium packages, medicine and documents. From the analysis, no respondents have used the service for medicine type packages. A majority of 13.1% (N=16) of the respondents used the service for small-medium packages followed by 5.7% (N=7) of the respondents used the service for document type packages. 81.1% (N=99) of the respondents never used the service.

	Frequency	Percent	Valid Percent	Cumulative Percent
SMALL-MEDIUM PACKAGES	16	13.1	13.1	13.1
DOCUMENTS	7	5.7	5.7	18.9
DID NOT USE	99	81.1	81.1	100.0
Total	122	100.0	100.0	

Table 4.6: P2 summary of descriptive analysis for type of packages sent/received using ezibox.

Table 4.7 shows the third item regarding process. The item provides us the reason why some of the respondents used alternative services such as Poslaju ezibox as opposed to standard home to home delivery service. From the analysis, 13.1% (N=16) the respondents stated that using ezibox is more convenient than the standard delivery while 2.5% (N=3) stated that using ezibox is either safer or faster than the standard delivery and 3.3% (N=4) of the respondents stated that using ezibox is either cheaper or more flexible than the standard delivery. The balance of 81.1% (N=99) of respondents have never used the service.

	Frequency	Percent	Valid Percent	Cumulative Percent
CONVENIENT	16	13.1	13.1	13.1
SAFER/FASTER	3	2.5	2.5	15.6
FLEXIBLE/CHEAPER	4	3.3	3.3	18.9
NEVER USE	99	81.1	81.1	100.0
Total	122	100.0	100.0	

Table 4.7: P3 summary of descriptive analysis for reasons respondent used alternate service (Ezibox).

4.3.3 Attitude

The last descriptive analysis for independent variable is on attitude which consists of one item. Attitude in this study refers to what respondents feel about Poslaju Ezibox service and what they perceive the service to be. The table below offer a magnitude of frequency and percentage rate for the item. The item is referred to AT1.

Table 4.8 below illustrates the item regarding to attitude. The item shows the frequency and percentage rate of how respondents come to know about the service. 62% (N=76) of the respondents as we know does not have the knowledge or does not know about Poslaju Ezibox service. Word of mouth with 13.9% (N=17) having the highest percentage for method or tools of knowing followed by social media with 13.1% (N=16) respondents and Internet with 8.2% (N=10) respondents. Lastly, news with the number of respondents being 2.5% (N=3) making it the least method of knowing.

	Frequency	Percent	Valid Percent	Cumulative Percent
SOCIAL MEDIA	16	13.1	13.1	13.1
NEWS	3	2.5	2.5	15.6
INTERNET	10	8.2	8.2	23.8
WORD OF MOUTH	17	13.9	13.9	37.7
DID NOT KNOW	76	62.3	62.3	100.0
Total	122	100.0	100.0	

Table 4.8: AT1 summary of descriptive analysis for method of knowing about Poslaju Ezibox service.

4.4 Discussion

This section focus on discussion of the findings in this study. Examining the relationship between knowledge, process and attitude with customer awareness is the main reason on why this research study was done. This study is also important as to determine whether the research can answer the research problem and research objective.

The first research objective being to identify the level of awareness of customers toward Poslaju Ezibox. From table KD4, the data shows that majority of the respondents does not know about the existence of Ezibox service with 62.3% (N=76) while the number of respondents who knew about the service were only 37.7% (N=46). This data shows that

amongst 122 respondent only few of them actually have the knowledge of Poslaju Ezibox.

The second research objective is to improve the customer's understanding towards Ezibox service. From the 46 respondents that knew of the service only 23 of them that periodically have used it as shown in table P1 and P2. With little number of usage from respondents or customer, to increase the customers understanding towards Ezibox service it is advisable for the service provider to encourage the frequency of usage of said service.

The third research objective is to encourage the usage of Poslaju Ezibox service among the customer. Table 4.9 below shows the method on how the 46 respondents come to know about Poslaju Ezibox. 37% (N=17) of the respondents come to know about the service through mouth to mouth method followed by 34.8% (N=16) respondents that come to know about the service through social media. 21.7% (N=10) of the respondents knew about the service through the internet while 6.5% (N=3) knew it through the news. From the table, we can see that majority of the respondents noticed the service through mouth to mouth method and social media platform. But in this current condition, with covid-19 pandemic still at large marketing through social media seems to be a more safe and effective solution. According to (Natasa, 2019) proper marketing through social media provides clarity and allows for more direct contact with customers. Digital marketing is much less expensive than physical marketing and it is easier for the service provider to gain reviews on their services.

KD4 DO YOU KNOW ABOUT POSLAJU EZIBOX?		Frequency	Percent	Valid Percent	Cumulative Percent
YES	Valid				
	SOCIAL MEDIA	16	34.8	34.8	34.8
	NEWS	3	6.5	6.5	41.3
	INTERNET	10	21.7	21.7	63.0
	WORD OF MOUTH	17	37.0	37.0	100.0
Total	46	100.0	100.0		

Table 4.9: a summary of descriptive analysis for method of knowing for respondents with knowledge.

5.0 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, the result of this study provides the explanation on the effects between knowledge, process and attitude towards customer awareness to Poslaju Ezibox. Based on the result that has been interpreted in this study, it answers the entire research objective and research questions that have been stated earlier. Despite the existence of people with knowledge, understanding and open to the service, it shows that to some effect the use of the service and its awareness to the public does depend on the variables. Besides that, from this study the accuracy of data collected can be further improved based on

factors that can contribute to a more effective data collection method and data analyzing method for future studies application.

5.2 Recommendation for current research

Customer awareness in this study was divided into three category which is Knowledge, Process and Attitude. This study focuses to examine whether the independent variable used have an effect towards customer awareness. Therefore, it is interesting to examine the possibility of other elements being used in the study that might affect customer awareness towards Poslaju Ezibox service using different methods and providing a more proper data collection method and outcome for future research. From this study also, an improved quantitative method can be applied to this study to provide a different perspective or to gain a more accurate outcome where it could be adopted for future research for example by preparing a proper Likert scale questionnaire as a base for data collection.

5.3 Recommendation for future research

As for future research, this study may or may not provide the required data needed but it can most likely be made as a good example for future researchers on what to look for and what to understand for this topic for example understanding how customers perceive services offered. When conducting this research, one prominent problem faced was the lack of local reference on Poslaju Ezibox. So, I hope this study may contribute in adding more to the research and reference to be used for future research

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