

Measuring Customer Satisfaction for Courier Services Using SERVPERF: A Case Study of Ninja Van

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Customer satisfaction is a metric that evaluates how satisfied customers are with a business's products, services, and capabilities. Information on customer satisfaction, such as surveys and ratings, can aid a firm in determining how to enhance or modify its products and services. The primary goal of any business should be to satisfy its customers. This remains true for business organisations, retail and wholesale businesses, government agencies, service enterprises, non-profit organisations, and every subgroup within a company. To increase customer satisfaction, companies should meet their expectations. The objective of this study is to look at the level of customer satisfaction towards the courier services such Ninja Van. This study uses a SERVPERF model (Tangible, Assurance, Reliability, Responsiveness, and Empathy), and quantitative approach using online survey were disseminated to 100 respondents using convenience sampling method. Statistical analysis using SPSS is used to measure the level of customer satisfaction towards the courier company (Ninja Van) services.

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