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**THE INFLUENCE OF SERVICE QUALITY AND PRICE FAIRNESS ON
CUSTOMER SATISFACTION TOWARDS POSLAJU COURIER SERVICE**



**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for the Master of Sciences
(Management)**

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ABSTRAK

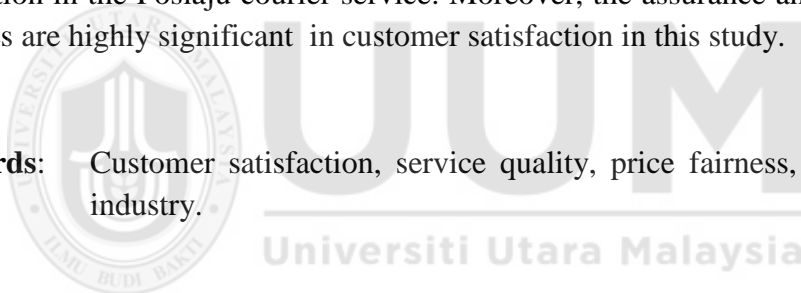
Kepuasan pelanggan merupakan isu yang penting dan kritikal dalam pelbagai industri, dan penyelidikan ini lebih fokus kepada industri perkhidmatan kurier. Dalam meningkatkan kepuasan pelanggan di dalam perkhidmatan kurier Poslaju, kualiti perkhidmatan dan keadilan harga merupakan penyebab penting untuk memastikan kepuasan pelanggan. Walaubagaimanapun, semakin meningkat pelanggan yang menggunakan perkhidmatan kurier Poslaju, sangat penting untuk memahami keperluan pelanggan untuk mewujudkan hubungan jangka panjang. Tujuan penyelidikan ini adalah untuk menentukan hubungan antara kualiti perkhidmatan dan keadilan harga terhadap kepuasan pelanggan dalam perkhidmatan kurier Poslaju. Kajian ini menggunakan kaedah penyelidikan kuantitatif untuk mengukur lima dimensi kualiti perkhidmatan termasuk Bukti fizikal (Tangibles), Kebolehpercayaan (Reliability), Responsif (Responsiveness), Jaminan (Assurance) dan Empati (Empathy). Kemudian keadilan harga juga penyebab kepada kepuasan pelanggan. Kajian ini menggunakan teknik pensampelan rawak kelompok. Borang kaji selidik diedarkan kepada pelanggan perkhidmatan kurier Poslaju yang terletak di daerah Kubang Pasu. Seramai 334 responden yang terlibat dalam kajian ini. Analisis data dijalankan dengan menggunakan SPSS versi 25. Dapatan analisis regresi berganda mendapati bahawa bukti fizikal (Tangibles), kebolehpercayaan (Reliability), responsif (Responsiveness), jaminan (Assurance) dan empati (Empathy) dan keadilan harga adalah signifikan terhadap kepuasan pelanggan di perkhidmatan kurier Poslaju. Tambahan pula, di dalam kajian ini jaminan (Assurance) dan keadilan harga mempunyai nilai signifikan yang paling tinggi terhadap kepuasan pelanggan.

Kata kunci: Kepuasan pelanggan, kualiti perkhidmatan, keadilan harga, industri perkhidmatan kurier.

ABSTRACT

Customer satisfaction refers to an important and critical issue in various industries and this research focus on the courier service industry. Improving customer satisfaction in the Poslaju courier service the service quality and price fairness are important predictors to determine customer satisfaction. Although the increasing number of customers consumes the Poslaju courier service, it is very important to understand customer needs and wants to create long term relationships. The aim of this study to determine the relationship between service quality and price fairness on customer satisfaction in the Poslaju courier service. This study applies the quantitative research method to measure the five dimensions of service quality including tangibles, reliability, responsiveness, assurance, and empathy. Then, price fairness also the factors on customer satisfaction. The sampling technique used is a clustered sampling technique. The questionnaire is distributed to the customer in the Poslaju courier service located at Kubang Pasu district. There are 334 respondents involved in this study. The data analysis is run by using SPSS version 25. The findings of multiple regression analysis reveal the result of the tangibles, reliability, responsiveness, assurance, and empathy as well as price fairness are significant toward customer satisfaction in the Poslaju courier service. Moreover, the assurance and price fairness variables are highly significant in customer satisfaction in this study.

Keywords: Customer satisfaction, service quality, price fairness, courier service industry.



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In the name of Allah, the most gracious, the most merciful.

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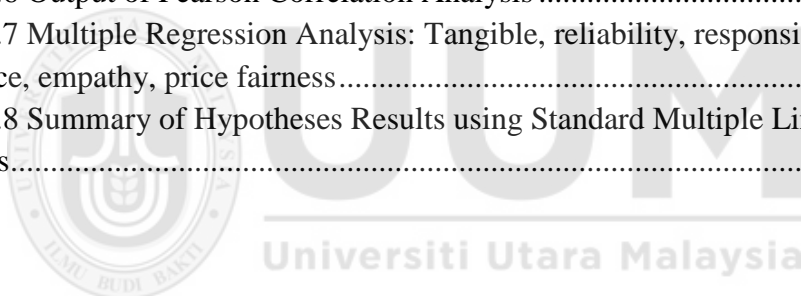
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LIST OF ABBREVIATIONS

A	Assurance
AIS	American Institution of Stress
CS	Customer Satisfaction
E	Empathy
EDT	Expectancy Disconfirmation Theory
MCMC	Communications and Multimedia Commission
PF	Price Fairness
PLS	Partial least square regression.
R	Reliability
RV	Responsiveness
SERVQUAL	Service Quality
SPPI	Service Producer Price Index
SPSS	Statistical Package for Social Sciene version
T	Tangibles
UMK	Universiti Malaysia Kelantan
UUM	Universiti Utara Malaysia



UUM
Universiti Utara Malaysia

CHAPTER ONE INTRODUCTION

1.0 Introduction

This chapter introduces outline of the study. The chapter will begin with a problem statement that describing the concerning issues of the study. Then, the study will come out with the structure of research objective and research questions. In addition, the research objectives and research question will be demonstrated. Furthermore, the researcher describing the theoretical and practitioners of the study.

1.1 Background of the study

The satisfaction of the customer is important for every successful business to sustain. On behalf of that, the customer satisfaction is related to the business growth and profitability (Janahi & Mubarak, 2016; Saura, Contri & Moliza, 2018). Because without customer the business is nothing (Li, Riley, Lin & Qi, 2006). Thus, the reputation of the organization and successful are considered affected by the satisfaction of the customers (Li, et al., 2006). Moreover, the survival of the business is reflected by the satisfaction of the customer and how the service being delivered in order to ensure higher satisfaction by providing a better strategic of the organizations (Reichheld & Sasser, 1990). Therefore, businesses need to develop strategies to maintain long-term business such as strategies to achieve customer satisfaction (Hanif, Hafeez & Riaz, 2010).

Rashid, Mansor and Hamzah (2011) state the customer satisfaction is gain widespread recognition as a measure of quality in a various sectors. Due to that, the satisfaction of

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APPENDIX A: QUESTIONNAIRE



UNIVERSITI UTARA MALAYSIA

THE INFLUENCE OF SERVICE QUALITY AND PRICE FAIRNESS ON CUSTOMER SATISFACTION TOWARDS POSLAJU COURIER SERVICE

Dear respondent,

Thank you for your participation in this survey. It is a great pleasure to inform you that currently I am conducting a research project titled "The Influence of Service Quality and Price Fairness on Customer Satisfaction Towards Poslaju Courier Service". Therefore, I am seeking your cooperation in completing a questionnaire that will take approximately 5 minutes, has 4 sections including section A, B, C and D, total of 38 questions. I highly recognize that your time is valuable and I appreciate all your contributions in answering this questionnaire. Information provided will be kept confidential and used purely for academic purpose. Please do not hesitate to contact me, if you have any query about this research.

Thank you very much for your precious time and cooperation.

Wish you have a great day.

Yours sincerely,

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Directions: Please read all instructions and ANSWER all questions carefully.

Section A: Personal Details

Please tick for the answers that best describe your demographic information in the box provided.

1. GENDER

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

4. ETHNICITY

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Others

2. AGE

<input type="checkbox"/>	18 – 21 years old
<input type="checkbox"/>	22 – 25 years old
<input type="checkbox"/>	26 – 29 years old
<input type="checkbox"/>	30 – 33 years old
<input type="checkbox"/>	34 years old and above

3. INCOME RANGE (RM)

<input type="checkbox"/>	Less than 1,000
<input type="checkbox"/>	1,001 – 4,000
<input type="checkbox"/>	4,001 – 6,000
<input type="checkbox"/>	6,001 – 8,000
<input type="checkbox"/>	8,001 – 10,000
<input type="checkbox"/>	10,001 and above

Section B : Service Quality

The following set of statements relate to your feelings about Poslaju Courier Services. For each statement, please show the extent to which you believe Poslaju Courier Services has the feature described by the statement. Please do circle a number to indicate the extent to which you agree or disagree with the statement.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

NO	ITEMS	SCALE				
		1	2	3	4	5
1	Poslaju Courier Services has up-to-date equipment and technology.	1	2	3	4	5
2	Poslaju Courier Services's physical facilities are visually appealing.	1	2	3	4	5
3	Poslaju Courier Services' uniform are well dressed and appear neat.	1	2	3	4	5
4	The appearance of the physical facilities of Poslaju Courier Services is in keeping with the type of services provided.	1	2	3	4	5
5	When Poslaju Courier Services promises to do something by a certain time, it does so.	1	2	3	4	5
6	When you have problems, Poslaju Courier Services is sympathetic and reassuring.	1	2	3	4	5
7	Poslaju Courier Services is dependable.	1	2	3	4	5
8	Poslaju Courier Services provides its services at the time it promises to do so.	1	2	3	4	5
9	Poslaju Courier Services keep its records accurately.	1	2	3	4	5
10	Poslaju Courier Services does not tell customers exactly when services will be performed.(R)	1	2	3	4	5

11	You did not receive prompt service from Poslaju Courier Services's employees. (R)	1	2	3	4	5
12	Employees of Poslaju Courier Services are not always willing to help customers. (R)	1	2	3	4	5
13	Employees of Poslaju Courier Services are too busy to respond to customer requests promptly. (R)	1	2	3	4	5
14	You can trust employees of Poslaju Courier Services.	1	2	3	4	5
15	Customer feel safe in doing transactions with Poslaju Courier Services's employees.	1	2	3	4	5
16	Employees of Poslaju Courier Services are polite.	1	2	3	4	5
17	Employees get adequate support from Poslaju Courier Services to do their jobs well.	1	2	3	4	5
18	Poslaju Courier Services does not give you individual attention. (R)	1	2	3	4	5
19	Employees of Poslaju Courier Services do not give you personal attention. (R)	1	2	3	4	5
20	Employees of Poslaju Courier Services do not know what your needs are. (R)	1	2	3	4	5
21	Poslaju Courier Services does not have your best interests at heart. (R)	1	2	3	4	5
22	Poslaju Courier Services does not have operating hours convenient to all their customers. (R)	1	2	3	4	5

Section C : Price fairness

In this section, you are given series of statement in the affirmative. Please do circle a number to indicate the extent to which you agree or disagree with the statement.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

NO	ITEMS	SCALE				
1	The price I am paying is fair for service.	1	2	3	4	5
2	The price I am paying is within my expectation.	1	2	3	4	5
3	The price of Poslaju Courier Services is good value for money comparing to others.	1	2	3	4	5
4	I get the value for money for what I have been paying.	1	2	3	4	5
5	This Poslaju Courier Service provide a variety of pricing plan.	1	2	3	4	5
6	This Poslaju Courier Service offer the best possible price that meet my need.	1	2	3	4	5
7	This price I am paying is competitive.	1	2	3	4	5
8	Overall, this Poslaju Courier Service provides superior pricing options compared to other courier service	1	2	3	4	5

Section D : Customer satisfaction

The following set of statements relates to your feelings about Poslaju Courier Service.

Please circle the scale to respond to each of the following satisfaction statements.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

NO	ITEMS	SCALE				
		1	2	3	4	5
1	I am satisfied with the safety and condition of my parcel	1	2	3	4	5
2	I am satisfied with the postman of Poslaju Courier Services attitude	1	2	3	4	5
3	I am satisfied with the service provided by customer service of Poslaju Courier Services	1	2	3	4	5
4	Overall, I am satisfied with Poslaju Courier Services courier service.	1	2	3	4	5

‘END OF QUESTIONS’

‘THANK YOU FOR YOUR COOPERATIONS’

APPENDIX B: DESCRIPTIVE STATISTICS

i. Profile of Respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	90	26.9	26.9	26.9
	Female	244	73.1	73.1	100.0
	Total	334	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21 years old	207	62.0	62.0	62.0
	22-25 years old	51	15.3	15.3	77.2
	26-29 years old	34	10.2	10.2	87.4
	30-33 years old	19	5.7	5.7	93.1
	34 years old and above	23	6.9	6.9	100.0
	Total	334	100.0	100.0	

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Income_Range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM1000	238	71.3	71.3	71.3
	RM1001–RM4000	67	20.1	20.1	91.3
	RM4001–RM6000	17	5.1	5.1	96.4
	RM6001–RM8000	8	2.4	2.4	98.8
	RM8001–RM10000	2	.6	.6	99.4
	RM10001 and above	2	.6	.6	100.0
	Total	334	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	272	81.4	81.4	81.4
	Chinese	19	5.7	5.7	87.1
	Indian	21	6.3	6.3	93.4
	Others	22	6.6	6.6	100.0
	Total	334	100.0	100.0	

ii. Level of variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tangibles	334	1.00	5.00	3.7665	.60039
Reliability	334	1.00	5.00	3.6599	.71518
Responsiveness	334	1.25	5.00	3.5921	.83285
Assurance	334	1.50	5.00	3.8443	.62698
Empathy	334	1.20	5.00	3.6958	.85764
Price_Fairness	334	1.13	5.00	3.7073	.70422
Customer_Satisfaction	334	1.25	5.00	3.8802	.81389
Valid N (listwise)	334				

iii. Descriptive

Descriptive Statistics

	N	Skewness		Kurtosis	
		Statistics	Std.Error	Statistics	Std.Error
Tangibles	334	-.781	.133	2.349	.266
Reliability	334	-.709	.133	.693	.266
Responsiveness	334	-.673	.133	-.322	.266
Assurance	334	-.793	.133	1.457	.266
Empathy	334	-.805	.133	-.118	.266
Price_Fairness	334	-1.007	.133	.855	.266
Customer_Satisfaction	334	-1.078	.133	.941	.266
Valid N (listwise)	334				

APPENDIX C: RELIABILITY OF THE INSTRUMENTS

i. Tangibles

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.755	4

Item Statistics

	Mean	Std.Deviation	N
T1	3.66	.817	334
T2	3.64	.814	334
T3	3.94	.743	334
T4	3.81	.787	334

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
T1	11.40	3.352	.584	.679
T2	11.42	3.368	.582	.680
T3	11.12	3.844	.471	.739
T4	11.25	3.474	.570	.687

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.07	5.767	2.402	4

ii. Reliability

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.829	5

Item Statistics

	Mean	Std.Deviation	N
R1	3.51	.955	334
R2	3.50	.961	334
R3	3.79	.832	334
R4	3.70	.986	334
R5	3.79	.899	334

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1	14.79	8.244	.662	.784
R2	14.80	8.487	.603	.802
R3	14.51	8.875	.649	.790
R4	14.60	7.767	.737	.761
R5	14.51	9.296	.489	.831

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.30	12.787	3.576	5

iii. Responsiveness

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.810	4

Item Statistics

	Mean	Std.Deviation	N
RSr1	3.42	1.053	334
RSr2	3.53	1.047	334
RSr3	3.75	1.014	334
RSr4	3.66	1.058	334

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RSr1	10.95	6.568	.634	.759
RSr2	10.84	6.570	.639	.756
RSr3	10.62	6.645	.655	.749
RSr4	10.71	6.767	.584	.784

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.37	11.098	3.331	4

iv. Assurance

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.733	4

Item Statistics

	Mean	Std.Deviation	N
A1	3.83	.805	334
A2	3.87	.826	334
A3	3.90	.852	334
A4	3.78	.881	334

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	11.55	4.236	.424	.727
A2	11.51	3.668	.614	.621
A3	11.48	3.541	.631	.608
A4	11.59	3.966	.441	.722

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.38	6.290	2.508	4

v. **Empathy**

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.869	5

Item Statistics

	Mean	Std.Deviation	N
Er1	3.55	1.023	334
Er2	3.66	1.027	334
Er3	3.75	1.050	334
Er4	3.77	1.070	334
Er5	3.75	1.118	334

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Er1	14.93	13.199	.557	.873
Er2	14.82	12.026	.745	.830
Er3	14.73	11.927	.739	.831
Er4	14.71	11.522	.788	.818
Er5	14.73	12.091	.649	.854

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.48	18.388	4.288	5

vi. Price Fairness

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.884	8

Item Statistics

	Mean	Std.Deviation	N
P1	3.58	.945	334
P2	3.57	.936	334
P3	3.70	.981	334
P4	3.76	.881	334
P5	3.78	.903	334
P6	3.77	.918	334
P7	3.77	.992	334
P8	3.72	1.020	334

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	26.07	25.403	.572	.877
P2	26.09	25.743	.539	.881
P3	25.96	24.044	.700	.864
P4	25.90	25.145	.659	.869
P5	25.88	24.965	.660	.869
P6	25.89	24.504	.703	.864
P7	25.89	24.090	.684	.866
P8	25.93	23.731	.701	.864

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.66	31.739	5.634	8

vii. Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	334	100.0
	Excluded ^a	0	.0
	Total	334	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.898	4

Item Statistics

	Mean	Std.Deviation	N
CS1	3.80	.954	334
CS2	3.85	.950	334
CS3	3.89	.911	334
CS4	3.98	.907	334

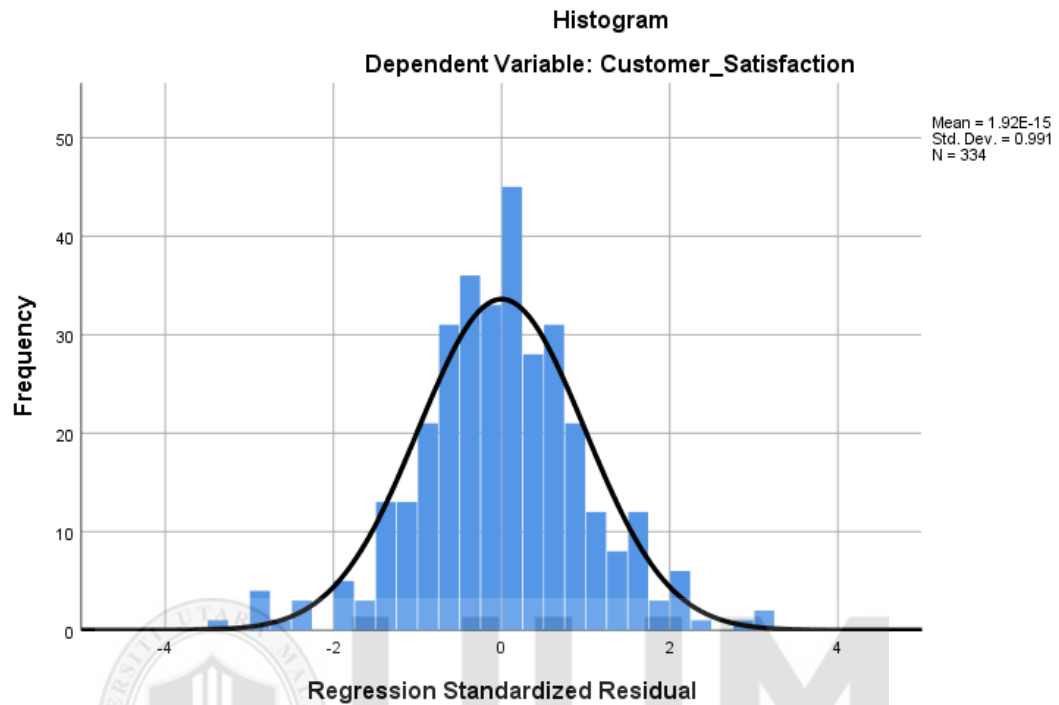
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CS1	11.72	6.191	.737	.881
CS2	11.67	6.029	.786	.863
CS3	11.63	6.312	.756	.874
CS4	11.54	6.129	.812	.854

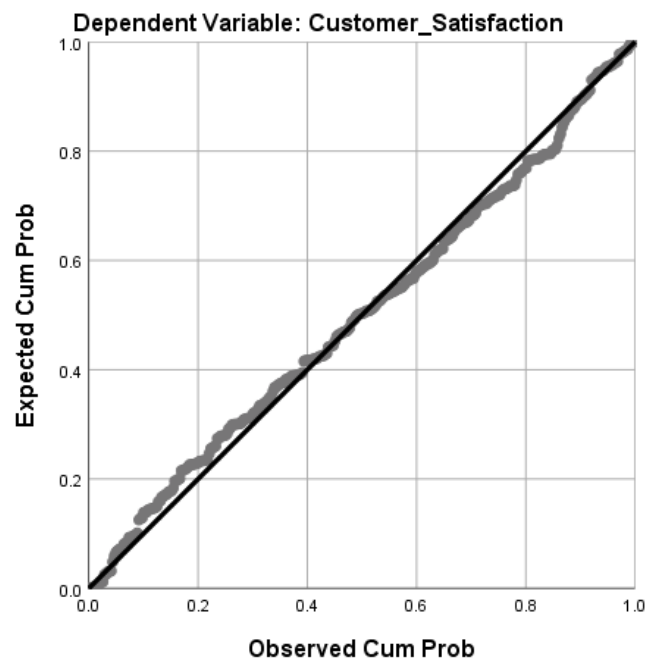
Scale Statistics

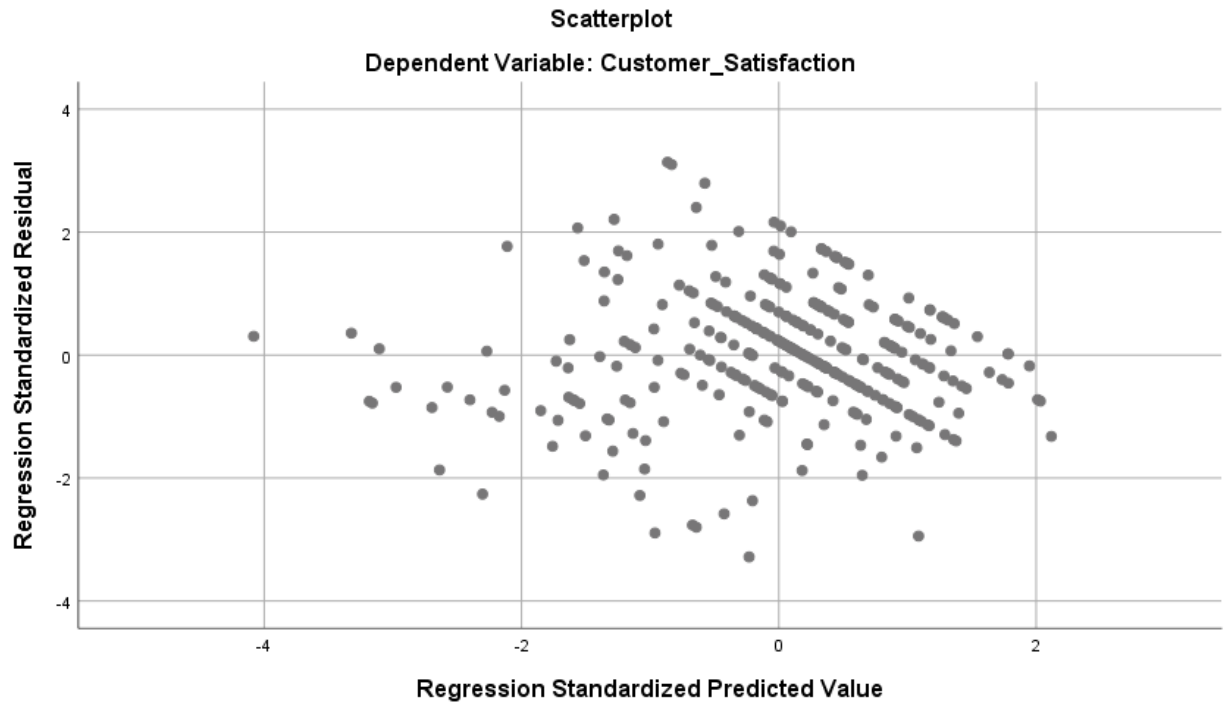
Mean	Variance	Std. Deviation	N of Items
15.52	10.599	3.256	4

APPENDIX D: NORMALITY OF THE DATA



Normal P-P Plot of Regression Standardized Residual





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APPENDIX E: INFERENTIAL STATISTICS

i. Pearson Correlation Analysis

Correlations

		Tangi bles	Reliab ility	Respo nsiven ess	Assur ance	Empat hy	Price_ Fairne ss	Custo mer_s atisfac tion
Tangibles	Pearson Correlation Sig. (2- tailed) N	1 334	.610** .000 334	.250** .000 334	.497** .000 334	.235** .000 334	.454** .000 334	.490** .000 334
Reliability	Pearson Correlation Sig. (2- tailed) N	.610** .000 334	1 334	.385** .000 334	.579** .000 334	.358** .000 334	.499** .000 334	.553** .000 334
Responsiveness	Pearson Correlation Sig. (2- tailed) N	.250** .000 334	.385** .000 334	1 334	.424** .000 334	.660** .000 334	.364** .000 334	.466** .000 334
Assurance	Pearson Correlation Sig. (2- tailed) N	.497** .000 334	.579** .000 334	.424** .000 334	1 334	.472** .000 334	.557** .000 334	.625** .000 334
Empathy	Pearson Correlation Sig. (2- tailed) N	.235** .002 334	.358** .000 334	.660** .000 334	.472** .000 334	1 334	.353** .000 334	.475** .000 334
Price_Fairness	Pearson Correlation Sig. (2- tailed) N	.454** .002 334	.499** .000 334	.364** .000 334	.557** .000 334	.353** .000 334	1 334	.662** .000 334

Customer_ satisfaction	Pearson Correlation	.490**	.553**	.466**	.625**	.475**	.662**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	334	334	334	334	334	334	334

** . Correlation is significant at the 0.01 level (2-tailed).

ii. Multiple Linear Regression Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price_Fairnss, Empathy, Tangibles, Assurance, Responsiveness, Reliability ^b	.	Enter

a. Dependent Variable: Customer_satisfaction

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.586	.578	.52877

a. Predictors: (Constant), Empathy, Tangibles, Assurance, Responsiveness, Reliability

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.154	6	21.526	76.987	.000 ^b
	Residual	91.430	327	.280		
	Total	220.585	333			

a. Dependent Variable: Customer_satisfaction

b. Predictors: (Constant), Empathy, Tangibles, Assurance, Responsiveness, Reliability

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.467	.219		-2.134	.034
	Tangibles	.137	.063	.101	2.167	.031
	Reliability	.119	.057	.105	2.078	.038
	Responsiveness	.096	.048	.098	2.009	.045
	Assurance	.275	.065	.212	4.216	.000
	Empathy	.113	.047	.119	2.400	.017
	Price_Fairness	.425	.052	.368	8.112	.000

a. Dependent Variable: Customer_satisfaction

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3384	5.1993	3.8802	.62278	334
Residual	-1.73618	1.65858	.00000	.52399	334
Std. Predicted Value	-4.081	2.118	.000	1.000	334
Std. Residual	-3.283	3.137	.000	.991	334

a. Dependent Variable: Customer_satisfaction