

Factors Affecting Consumers' Satisfaction when Choosing SF Express
Courier Services in Beijing, China

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An Independent Study Submitted in Partial Fulfillment the
Requirement for

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The objectives of this research were (1) to study different demographic factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China. (2) To study service marketing mix factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China. And (3) to study 5S system affects consumers' satisfaction when choosing SF Express courier services in Beijing, China. The population used in this study are consumers who use SF Express courier services and live in Beijing, China. The questionnaire was used as a tool to collect data from a sample size of 400 people and analyze the data by frequency, percentage, mean, and standard deviation. And hypothesis testing by t-test, F-test, and multiple regression analysis. The results showed that (1) demographic factors such as gender, age, education, job, and income different affect consumers' satisfaction with SF Express' logistics service no differently. (2) The service marketing mix, namely price, place, promotion, and people, affects consumers' satisfaction with SF Express logistics service at a statistically significant level of 0.05 with a power of prediction of 52.4 percent. And (3) 5S systems, namely Seiri, Seiton, and Seiso, affect consumers' satisfaction with SF Express logistics service at a statistically significant level of 0.05 with a power of prediction of 32.6 percent.

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CHAPTER 1

INTRODUCTION

Background and statement of the problems

Information and technology in logistics are very important nowadays. Which help businesses carry out the organization's goals smoothly by accessing various channels and addresses with freedom (Chung, 2021). It also creates value for shareholders, personnel, customers, and society (Popova & Shynkarenko, 2016). This creates an important concept in the management of the transportation system to be effective because it affects profits (Nguyen, 2019), and consumer satisfaction (Burity, 2021).

In order to maintain a competitive advantage and increase customer satisfaction in the Chinese logistics market, the SF Express company has had to adapt significantly. And important variables used in the study of consumer satisfaction must be considered in light of various variables. that the company has developed and is designed to use as a strategy to attract the attention and demand of consumers. According to Oflac, Dobrucal, Yavas, and Escobar (2015), the service marketing mix (7 Ps) concept, which is considered the key to delivering goods and services to consumers and consists of: (1) Product with various modes of transportation sturdy packaging and the strong image of the company, (2) Price that covers both costs and profits received from operations, (3) Place with ease of access and the number of branches that are sufficient for consumers to access the services, (4) Promotion used as a communication channel with consumers, (5) People who have been trained and developed their knowledge and ability to provide services, (6) Process that invests in transportation infrastructure and technology, communication and services to consumers, and (7) Physical evidence with the design of tangible elements in both locations and facilities for consumers.

In addition, the efficiency of logistics management will play an important role in enhancing consumer satisfaction. Most of the studies are based on the Japanese concept of five elements, known as the "5S", in measuring and evaluating quality

control, which consists of: (1) Seiri or sort, which means classification, (2) Seiton or set in order, which means placing things in an orderly manner, (3) Seiso or shine, which means cleaning, (4) Seiketsu or standardize, which means maintaining standards, and (5) Shitsuke or sustain, which means discipline (Dass & Jain, 2017).

Logistics in China is growing rapidly with the development of the transportation system and product distribution, both domestic and international. Especially during the spread of the COVID-19 virus. China's logistics value will reach 97.4 trillion yuan in 2021, a 20 percent increase from 2020 (Xinhua, 2021). China is one of the first countries in the world that can recover its economy during a crisis as quickly as possible. The growth of the country's online business, in particular, has increased the country's economy's circulation both domestically and internationally (Dabrynin & Zhang, 2019).

SF Express is a leading logistics service provider in China. Founded in 1993 in Shunde District, Guangdong Province, China, which provides domestic and international delivery services to many customers with a wide range of service areas, including efficient IT systems. This makes the company a unique delivery option and can connect China to the rest of the world. It is also the first private transport company in China, with affiliated companies operating their own airline businesses. It has more than 50 cargo planes and is constantly expanding, with a decade-long history in the country. SF Express understands and works to meet the needs of online shoppers in China that give priority to full tracking of delivery status, including monitoring transparency in cross-border purchases. Overseas merchants can leverage SF's brand and credibility to increase the reliability of customers, suppliers, and business partners (SF International, 2018).

For the reasons mentioned above, the researcher realized the importance of the study on "Factors affecting consumers' satisfaction in choosing SF Express courier services in Beijing, China", because SF Express has expanded its business to grow more. Therefore, it is necessary to study and review the standards of products and logistics services that affect consumer satisfaction. In order to use the information obtained from this research to develop strategies related both to marketing and logistics management that will encourage the company to operate efficiently and win the hearts of consumers sustainably.

Research objective

1. To study different demographic factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China.
2. To study service marketing mix factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China.
3. To study 5S system affects consumers' satisfaction when choosing SF Express courier services in Beijing, China.

Research hypothesis

1. Different demographic factors affect consumers' satisfaction when choosing SF Express courier services in Beijing, China.
2. Service marketing mix factors affect consumers' satisfaction when choosing SF Express courier services in Beijing, China.
3. 5S system affects consumers' satisfaction when choosing SF Express courier services in Beijing, China.

Scope of the study

1. Population scope: Consumers who use SF Express courier services and live in Beijing, China, whose population is unknown; Cochran's (1977) formula for calculating sample size for unknown populations is therefore used. Therefore, the total sample size was 400 samples, and non-probability sampling was conducted using purposive sampling methods. It uses an online questionnaire to find consumers who live in Beijing, China, and have used SF Express courier services.

2. Content scope: This research aims to study factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China, classified as independent variables and dependent variables as follows:

2.1 Independent variables

(1) Demographic factors include gender, age, education, job, and income.

(2) Service marketing mix (7Ps) includes the product, price, place, promotion, people, process, and physical evidence.

(3) 5S system includes Seiri, Seiton, Seiso, Seiketsu, and Shitsuke.

2.2 Dependent variables are consumers' satisfaction when choosing SF Express courier services in Beijing, China.

3. Timing scope: This research took 3 months to complete, from November to February 2023.

Contribution to Knowledge

1. Benefits from demographic studies will help managers use them as a guideline for targeting strategies. And choose a more accurate market share.

2. The benefits obtained from the study of the service marketing mix will help executives design marketing strategies that align with consumers' needs.

3. The benefits obtained from the study of the 5S system will help executives develop and improve the management of various activities related to logistics delivery more efficiently.

4. Academic benefits from this research Those interested can use it as a guideline for studying satisfaction in choosing transportation services. Specifically, service marketing mix factors and the 5S system will increase consumer satisfaction even further.

Definitions of terms

Factors mean variables affecting consumer satisfaction in using the logistics services of SF Express, which consist of demographic factors, service marketing mix, and the 5S system as follows:

Demographic factors mean determining the target market by evaluating the market share of interest, resulting in a holistic understanding of consumers and designing marketing strategies that effectively meet the needs of consumers. The demographic variables were determined, namely gender, age, the highest level of education, occupation, and average monthly income.

Service marketing mix means the determination of strategies related to marketing. It is a presentation of logistics products and services in various fields to

increase the efficiency of business operations and create consumer satisfaction. The details of each aspect are as follows:

Product means the products and services that SF Express wants to offer to consumers. The products and services of the company are related to transportation and express courier services, including the sale of packaging for parceling, by having a variety of modes of transport, sturdy packaging, and a strong image of the company.

Price means the cost or consumers must pay SF Express to obtain logistics products and services. Price is also a variable that reflects the cost and profit earned from company operations.

Place means the location or distribution channel of SF Express that must be convenient to access. There are enough branches for customers to access their services. There are channels for finding information and communicating.

Promotion means tools the SF Express uses to communicate with consumers, such as advertising, public relations, promotion, direct marketing, online marketing, and word-of-mouth communication.

People means employees or personnel of SF Express who have been trained and developed knowledge about logistics products and services. And the ability to provide consulting services and recommend products appropriate for consumers' needs.

Process means the process of providing services to consumers with convenience and speed. They also have the efficiency of the company SF Express, which has invested in infrastructure to provide outstanding logistics services as well as technology for transportation, communication, and providing services to the company's consumers.

Physical Evidence means items that customers can see and touch that were used by the SF Express company to provide services to customers. By creating and offering various facilities to customers. It also demonstrates the beauty of the store's design and atmosphere when using the service.

5S system means organizing and improving work systems, establishments, and employees' jobs in providing services in logistics. To cause efficiency in work, such as

having a good working environment, safety, orderliness, and quality, with details in each aspect as follows:

Seiri means clearing up (to organize). It is a classification arrangement. Or a clear separation between the company's products and consumers in each category for consumers to easily understand; it also determines options for selecting effective services.

Seiton means the ease of use of SF Express logistics services in preparing materials, equipment, documents, and tools that employees need. It must be arranged in an orderly manner that can be picked up and used immediately to reduce costs in terms of time.

Seiso means the cleanliness of things, equipment, tools, and machines, as well as the quality of packing in quality transportation. Ensure that the products arrive in good condition and are clean when reaching the consumer, which is the basis of service quality.

Seiketsu means hygiene or standard of practice that the company can provide services that honestly meet the needs and conditions of the service. To be used as a tool for setting standards and guidelines for effective organizational operations.

Shitsuke means forming a habit. It's the values or things the company adheres to when treating consumers. To create confidence and trust in the operations of the organization. It also reflects the image and efficiency of the organization's performance.

Customer's Satisfaction means when customers choose SF Express courier services in Beijing, China, which results from expectations and results from the actual use of the service. If the company can provide services beyond expectations, it will increase.

SF Express Courier Services mean SF Express courier services, which consist of mail transportation, parcel transportation, document transportation, special express transportation, etc., both domestically and internationally, with vehicles specified by the company: by truck, by seafreight, and by airfreight.

Beijing, China, means the capital city of China, with a population of over 1.4 billion and one of the largest economies in China.

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CHAPTER 2

LITERATURE REVIEW

The research titled "Factors affecting consumers' satisfaction when choosing SF Express courier services in Beijing, China" focuses on gathering content, concepts, theories, and relevant research. It is divided into the following topics:

1. Concept and theory of demographic factors
2. Concept and theory of service marketing mix
3. Concept and theory of 5S systems
4. Concept and theory of consumer satisfaction
5. General information of SF Express
6. Related research
7. Conceptual framework

Concept and theory of demographic factors

Demographic factors were gender, age, income, occupation, education, race, religion, skin color, family size, and family life cycle. It is a market segmentation method that helps identify key market segments. This is because consumer demand or utilization rates are more closely related to demographic variables and easier to measure than other variables. Most of them will use many variables to combine in market segmentation; for example, market segmentation is based on age, family head, family size, and income level. In addition, marketers also prefer to divide consumers into smaller groups according to different demographic characteristics and behaviors (Haight, Quan-Haase, & Corbett, 2014).

Koivisto and Hamari (2014) stated that demographic factors include gender, age, family size, family status, occupational income, education, etc. These are commonly used criteria in market segmentation. Demographic characteristics are essential and measurable characteristics of a population that help determine a target market. Including being easier to measure than other variables. The factor variables aspect personal, important as follows:

1) Sex is also an essential factor in market segmentation. Marketers must educate themselves and vary this carefully because, at present, gender variables have changed in consumption, and more working women may cause such changes.

2) Age because the product will be able to meet the needs of different age groups of consumers, marketers take advantage of age as a personal variable that differs in the market segment. Marketers research the needs of a niche market, focusing on that age market segment.

3) Income, education, and occupation are essential factors in determining market segments. Marketers are generally interested in affluent consumers. However, low-income families represent a large market. The critical problem in segmenting the market based solely on income is that Income is an indicator of the presence or absence of the ability to pay for the product. At the same time, actual product selection may be a criterion—lifestyle, tastes, values, occupation, education, etc. Although income is a very common variable, most marketers will associate income criteria with demographic or other variables to define their target market. For example, income groups may be related to age criteria and occupation.

This is consistent with Hunsaker, Chen, Maughan, and Heaston (2015), who said that demographic factors also included family life and education level, which is essential to marketers in creating new markets. The details are as follows:

1) family life cycle: Each stage of the family life cycle is an essential determinant of behavior. The family life cycle stages are divided into nine stages, each of which behaves differently.

2) Education and Income: Education has a significant influence on income. It's essential to know about education and income because spending depends on available income.

From the concept of demographic factors, it can be concluded that they are significant variables. The demographic factor is a feature that indicates the difference between users who use the service. In this study, the researcher defined the sample's demographic characteristics as variables to study differences in consumers' satisfaction with choosing SF Express courier services in Beijing, China.

Concept and theory of service marketing mix

A marketing mix is a group of a company's marketing tools used to formulate marketing strategies toward business target groups. Initially, the traditional marketing mix consisted only of product, price, place, and promotion. People, process, and physical environment were added in later eras (Lovelock & Wirtz, 2011). The marketing strategy consists of target market selection and marketing strategy formulation. Service marketing strategies are unique and differ from traditional marketing mixes (4Ps) by adding three more critical service factors known as service marketing mixes (7Ps). Service marketing mix has the following meanings:

Product

Kotler and Keller (2021) state that a product is what a business offers to generate interest. By consuming or using services that can make consumers satisfied. The products and services are both tangible and intangible but must have utility and value for consumers. Also, products are objects and processes or manufactured goods/Products and services. However, to create the services that the business develops by adjusting the service to the needs of consumers for maximum satisfaction of products and services to all types of companies that provide services, both formulating a strategy aspect product must pay attention to the following factors:

1. Product or service differentiation or competitive differentiation to make the products and services of the entity have outstanding differentiation.
2. Product Components are basic benefits, qualities, shapes, appearances, packaging, brand names, etc.
3. Product positioning is designed to show the product's position in line with the market segment the business wants to offer.
4. Product development to keep products up-to-date with constant improvement and development (New and improved).
5. Product mix strategy in each product line.

In addition, Singh (2012) stated that a product is a tangible commodity or service available to consumers who are ready to pay. It also includes tangible goods, such as services, which are essential add-on elements. And also distinguishes the

critical product life cycle to formulate strategies according to the shelf life of products in each range.

Price

Kotler and Keller (2021) state that price is the monetary amount or value of a product that consumers must pay to obtain goods and services from the business. This may be all the value that consumers perceive. To benefit from using that product or service is worth the amount paid. Setting the price for the service by the customer must pay to the dealer. The price must be selected at a level that customers can accept. There are many types of prices, such as rent, fees, fares, etc. The price set must cover costs and profits. It also affects the perception of service quality as well. The pricing strategies that businesses should focus on are as follows:

1. Situations, conditions, and forms of competition in the market.
2. Direct costs and indirect costs for obtaining products and services.
3. Perceptible value in the eyes of target customer groups.

In addition, Singh (2012) stated that price is the amount of money a consumer must exchange to receive an offer because the price of the product depends on the composition different in setting prices, such as the cost of a product, marketing strategy, expenses related to distribution and advertising, etc.

Place

Kotler and Keller (2021) state that a place is a structure or channel composed of institutions and activities. Used to move products or services from the organization to the market. The institution that brings the product to the target market is the Marketing Institute. The activities that bring products to the market are activities that help in product distribution, consisting of location, transportation, and storage of products. This involves delivering the goods to the right place at the right time. The cost savings as well as providing the best customer service. Distribution, therefore, consists of 2 parts as follows:

1. Channel of distribution means the route through which the product and (or) the ownership of the product is transferred to the market. The distribution

channel system, therefore, consists of producers, intermediaries, consumers, or industrial users.

2. Market logistics means activities related to the movement of products from manufacturers to consumers or industrial users. Distribution, therefore, consists of the following essential tasks: Transportation, storage, warehousing, and inventory management.

In addition, Singh (2012) states that The product must be offered in the right place at the right time and in quantity. While the product is still in stock, storage costs will arise. Therefore, distribution channels must be in line with consumer demand and convenience. And can distribute products in that place conveniently. In addition, nowadays, we need to pay attention to the Internet channel. Because from the survey, it was found that delivery to the front of the house is very effective and essential.

Promotion

Kotler and Keller (2021) stated that marketing promotion is the communication of information between seller and buyer to build credibility, create a positive attitude, inform news, incentivize demand, and reminisce about the product. It is expected to influence sentiment, trust, or buying behavior. Communication can be personal selling and nonpersonal selling. Marketing promotion consists of the following essential tools:

1. Advertising is presenting news about an organization, product, service, or idea that requires payment by the program sponsor.

2. Sales Promotion means promotional activities other than advertising. Personal selling and public relations can drive interest, trial, or purchase.

3. Personal selling is creating news and market incentives by using individuals.

4. Publicity and public relation: Publicity is an idea of a product or service that does not require payment. Public relation is an organization's effort to create a good attitude towards the organization to give birth to a particular group. Publicity is one of the activities of public relations.

5. Direct marketing is communicating with the target audience to respond directly or referring to various methods marketers use to promote products,

and the buyers respond immediately, including telephone sales, direct mail sales, catalog sales, and radio and newspapers sales, which incentivize customers to engage in responsive activities such as redemption coupons. In which the business must consider and plan to choose to use these various methods together. To get the most effective marketing promotion.

In addition, Singh (2012) states that Marketing promotion is the communication channel of a company with its consumers. To help meet the needs of consumers towards products or services, which includes brands, advertisements, public relations, corporate identity, social media dissemination, sales management, marketing promotion, and exhibition management. Promoting the market must attract attention and communicate in the same direction to increase the reason for wanting to buy the product or something more than other competitors.

People

Kushwaha and Agrawal (2015) stated that people are all persons involved in service activities in each business class from the beginning to the end of the service, which requires the selection of qualified employees. To train employees to provide employees with skills, and expertise able to take better care of customers, have a good attitude, be reliable, responsible, and communicate well with customers. Employees must be able to solve problems and respond quickly and accurately to customers. To be able to satisfy customers differently than competitors.

In addition, marketing organizations “The Chartered Institute Marketing (2015)” have identified personnel as anyone involved in delivering a product or service to consumers, which must be able to impress consumers because personnel will affect both positive and negative emotions on consumer satisfaction.

Process

Kushwaha and Agrawal (2015) state that a process is an organizational approach that is the process and procedure of designing the services delivered to the customer. If the design is good, service delivery will be efficient, right on time, and consistent quality. But if the service process is designed inadequately, it may cause the customer

to feel annoyed or dissatisfied. This can cause stress to employees. This will result in reduced service efficiency and eventually become a failure. Therefore, to quickly meet the needs and expectations of customers. May use modern technology to help, such as queuing management system by automatic machines, etc.

In addition, marketing organizations “The Chartered Institute Marketing (2015)” have stated that providing consumer services must not take too long to purchase a product or service. Consumers who come to use the service will have a bad feeling about experiencing a lengthy buying process. This includes delivering a product or service and delivery behavior that significantly affects consumer satisfaction. In addition, nowadays, using the Internet to order products or receive services to provide an experience in receiving information quickly will help to satisfy consumers in another way.

Physical evidence

Kushwaha and Agrawal (2015) mention that physical evidence manifests a service's value through visual evidence such as surroundings, places, decorations, equipment, and other visible physical features. Including good corporate image, appropriate staff attire, trademark, and related publications, or other customers in that service place. This is because service products are tangible and difficult to evaluate. Customers tend to compare it with neighboring elements.

In addition, The Chartered Institute Marketing (2015) has stated that physical appearance. It is an alternative that reduces the risk of being unfamiliar with the product or service of the consumer because consumers only know which product and service are better and how better once, they have decided to buy it. The physical appearance will reduce consumers' uncertainty by helping post location signs to let them see where the things they want to buy are located.

From the review of the theory of service marketing mix factors. It can be concluded that the Service marketing mix is a tool used by marketers to formulate marketing strategies to meet the needs of consumers in their target markets. Based on the principles of products and services that can facilitate consumers. It is also a tool used to stimulate awareness and needs.

Concept and theory of 5S systems

5S originated in Japan, to improve work efficiency, effectiveness, and safety (Hirano, 1995), which corresponds to Basha (2020), who mentioned that 5S is a Japanese Management Philosophy that originated from a Japanese housekeeping idea. For Safe Working Environment suited for the especially shared workplace makes a workplace well-ordered, disciplined and clean, and makes the organization can organize and manage companies. Japanese enterprises make the 5S operation the basis of management work and a variety of quality management methods are carried out.

Sultana and Zaman (2019), mentioned that 5S, refers to all steps that are straightforward and aimed at continuous improvement, it is in both accelerating efficiency and effectiveness simultaneously. Can lead the organization to the path of optimized resource use, efficient productivity, and profitability in a safe workstation holding the scope. This corresponds to Randhawa and Ahuja (2017), that said the 5S technique is a useful tool that is very simple and easy for everyone and can be used in any sort of organization, including life, improved institutionalized achievement through continuous improvement with an amalgamation of accelerated quality, optimized cost, enhanced productivity, timely product delivery, and a safe environment in the workstation.

Additionally, consistent with the study of Ghodrati and Zulkifli (2013), 5S is effective in enhancing organizational performance and increases the efficacy of the fulfillment of organizational objectives. Continuous improvement and enhanced performance of the organization take place due to the implementation of the 5S system. Gomes, Lopes & de Carvalho (2013) state that the 5S can improve productivity, reduce waste, and use available resources efficiently.

Concepts and theories of 5S

In the past, 5S, known as the Toyota Production System, or TPS, was developed in 1950 by Japanese industrial engineers Taiichi Ohno and Eiji Toyoda is the two primary individuals credited with the development of this system. Which made to achieve the goals regarding updating old and worn-out systems for ones that are new and improved. Applying the Toyota Production System to any business model makes for

“living” in that metaphorical house better for those within the organization. After some new improvements in the old system, Sakichi Toyoda (Father of the Japanese industrial revolution), his son Kiichiro and Taiichi Ohno redesigned “TPS” and named as “5S” (Hirano, 1995).

Initially, the Toyota Production System was a closely guarded secret, but a tremendous economic boom Japan experienced in the 1980s attracted extreme interest from foreign corporations wondering how Toyota, in Japan’s manufacturing crown, could build so many products, so rapidly, at such a high-quality level. Gradually, the international exchange of ideas took shape. Gradually the whole world is incorporating the 5S technique in their production process irrespective of manufacturing, service, health, and industries. Boeing is not an exception. Boeing also used 5S approaches to ensure safety in their production process (Ansari & Modarress, 1997).

In the post-World War II era, to revive the Japanese economy, people of all sectors worked collectively for their betterment. Among the various factor contributing to the miraculous growth of Japan, Toyota’s Production System is appreciated and followed by many other companies. Eliminating waste, not only materials but also immaterial like time wasted by consumers while waiting to purchase the product is reduced through continuous improvement. Through practicing the 5S system, communication between people and technologies become more cost-effective and efficient in the workstations. Toyota’s philosophy wants to be focused on reducing overburden and stress. In technological industries, products change frequently. So, it is very difficult to keep the buyer constant in terms of satisfaction (Gapp, Fisher, & Kobayashi, 2008).

In the early 1990s, that is transferred to China. The successful application of 5S management in our country is mainly the Haier group. China began to promote and apply the 5S management mode. The 5S management gradually is recognized by managers in China, and is applied to China's enterprises, then promoted and popularized rapidly (Sha, 2016).

Elements of 5s

Khan, Siddiqui & Siddiqui (2017), mentioned that 5S is the name of a workplace organization method that uses a list of five Japanese, as a structured program to achieve total organization, cleanliness, and standardization in the workplace because a well-organized workplace results in safer, more efficient, and more productive operations. It boosts the morale of workers, promoting a sense of pride and ownership of responsibilities.

There are five 5S phases. They can be translated from Japanese as “sort”, “set in order”, “shine”, “standardize”, and “sustain” (Basha, 2020). The five phases of the 5S production system are as follows:

Sort (Seiri)

At this stage, all items in a location needed in the production system are arranged. After removing all unnecessary items from the workplace, only necessary items remain in the workspace, as many as are required. Unused materials are stored elsewhere. With the help of sorting, the next step of the manufacturing process runs smoothly, reducing the probability of a risky event in the workplace.

Set in order (Seiton)

In this step, the previously arranged and necessary items are sorted into order and stored in an orderly manner in the optimal place so that the workflow can be maintained. This step focuses on the orderliness and arrangement of the materials that were initially placed in their respective places. It makes missing items easily identifiable as items are kept organized. Frequently used items are stored as close to the workplace as possible.

Shine (Seiso)

In this stage, all parts, as well as the workplace, are cleaned. Cleanliness is considered a daily activity, not an occasional one. It is important to know the progress of the production process so that everything is moving in the right direction. The workstation should always be neat and clean, including inspecting the workplace, tools, and machines regularly to make it easier to identify what happened where and where one should be at that time.

Standardize (Seiketsu)

In this stage, standardize the processes used to sort, order, and clean the workplace. It's everyone's daily mandatory work that should be done regularly to improve the production process by ensuring control over the work and cleanliness. Quality assurance and reliability are the consequences of the systematic arrangement of the production process.

Sustain/Self-discipline (Shitsuke)

This stage aims to normalize and sustain all the previous stages in the production process, or to sustain the developed processes through the self-discipline of the workers, to achieve the final quality outcome and long-term goals with continuous improvement (Sultana and Zaman, 2019).

Advantages of the 5S system in logistics management

According to Dhanashree and Sentamilselvan (2020), the market has shifted from seller to buyer due to the changing techno-economic scenario around the world. The main object of every organization is to satisfy the stated and implied needs of its customers. Logistics management principles have the same goals as operational management in general organizations. This is to reduce costs by optimizing activities such as raw materials, equipment, tools, and products that will be distributed. To provide a quality product within the stipulated time, it is necessary to improve the working conditions. To improve the performance of employees, the organization has to create an interesting working environment. A pleasant working environment can help improve the performance and motivation of the workers. 5S is a system by which to reduce work and optimize productivity and quality by maintaining an orderly workplace. So, proper implementation of the Japanese 5S quality tool can result in significant benefits, such as:

Faster delivery time: The success of many companies depends on the timely delivery of the final output. This refers to how quickly a company can deliver products to customers. Speeding up service doesn't just come from telling employees to work faster. To manage logistics, we have to take care of the various gears of the operating system, namely, the processes, which include tools, machines, and employees. If 5S speeds up the delivery time, the final output can be delivered more rapidly.

Implementation of 5S reduces waste and the gap between orders received and deliveries. In the latter era, many companies have begun to use technology to help increase the speed of service. The use of technology in data processing and communication will enable all employees to make decisions faster and more accurately. And the faster the logistics system designer gets information from the customer, the faster the courier can respond and deliver the goods, Technology is not always cutting-edge. The system is as simple as drivers installing GPS and Google Maps to significantly reduce transportation problems.

Less delay: If we look at the full-service logistics business closest to us, we can see that "service," "price," and "consistency" are the three main factors that are talked about the most. For example, I like this company because I called first. Even in the wilderness, there is delivery, etc. While reliable and consistent delivery is challenging, the "reward" of being seen as a reliable and consistent company is huge. Customers will think of us first. Customers are ready to pay more. And customers are eager to continue using our services and purchasing our products. Thus, with faster delivery, the number of delays becomes smaller. This decreased delay enhances the reputation of an organization. Thus, 5S implementation not only speeds up the delivery of the products but also reduces the delays in sending them to the desired place or buyers.

Fewer inventories: Usually, having a large inventory means that when customers place orders from us, we will be able to deliver immediately. It means that the storage of a lot of products in customer service is one thing, but in terms of operational management, keeping the product for too long is a risk that it will be lost, stolen, or damaged. These factors are important too. Therefore, the top goal of logistics management is to meet the needs of inventory. Due to 5S's reduction of waste, fewer inventories remain in the production process. A homogeneous environment at the workstation speeds up the production process, and by reducing inventories, the desired amount of products is produced just in time.

Enhanced efficiency: One of the factors that add "cost" to logistics management is product damage. Some products, if kept for a long time, will deteriorate in quality. Some products, if transported carelessly, will be damaged. In this respect, what companies need is an organizational process to reduce the problem. Proper 5S

implementation ultimately helps to increase productivity and efficiency by reducing downtime. As efficiency increases, it also saves energy resources. More efficiency helps fulfill the desired goals. In addition, its result is the effective organization of the workplace, the elimination of losses connected with failures and breakdowns in machines, and the improvement of the quality and safety of workers (Sultana and Zaman, 2019).

So, the implementation of 5S is crucial as it serves as a stepping stone to creating a strong housekeeping culture in the organization. What can't be missed is the implementation of each step of the 5S process, starting with cleaning up, convenience, cleanliness, hygiene, and forming habits. By using the understanding of participation, providing training, and using various equipment that focuses on seeing and understanding with the eyes, such as signs, bulletin boards, and tape covering the floor as support. Many agencies do not implement the 5S system because they see that it takes time to provide training and have to clean things up. Which had been there for a long time until I got used to it; I had to mark it, put up signs, etc., all of which took time and money. Corporate executives and agencies that implement the 5S system should collect all relevant statistics before and after the process, such as accident statistics, employee satisfaction, customer and visitor satisfaction, quantity and quality of output, wastage and waste, etc., to distinguish the difference in benefits received. Compare it to the cost and time spent managing it.

Concept and theory of consumer satisfaction

Kral, Janoskova, and Kliestik (2018) stated that customer satisfaction is a study of the difference between customer expectations and actual perceptions. What they are talking about in the context of the transportation business is enabling transport companies to achieve customer satisfaction. It is necessary first to understand consumer expectations. Such expectations may or may not be obvious. Understanding consumer satisfaction is the foundation of a logistics company. And it is followed by the planning and implementation within the scope of the level of consumer perception that determines the level of consumer satisfaction.

It is, therefore, essential to differentiate between the perspectives of service quality of transport companies and consumer perceptions of service quality, as well as other aspects that lead to satisfaction or dissatisfaction. Suppose companies want to increase the value of transportation services. In that case, they must invest in improving the quality of services, such as speed of delivery, social impact, and bringing technology that enhances the potential of transportation, etc. The result will help the company provide services that exceed customer expectations.

Service marketing mix factors that affect satisfaction

Othman, Harun, Sadq, Rashid, Abdullah, Mohammed, and Faeq (2020) discussed satisfaction factors of the service recipient as what the customer will express positively or negatively about what they receive from the service. And the presentation of the service, compared to what is expected, can be changed according to environmental factors and situations that occur during the service, including:

1. Service products: There must be quality service products. And service levels that meet the needs of service users. The service provider must show the service received attention and sincerity in enhancing the quality of the service products that will be delivered to the service recipients.

2. Service fee: Customer satisfaction arises from the quality assessment and the service's form compared to the service's price that must be paid out. The service provider must set the price and service fees that are suitable for the quality of service according to the service recipient's willingness to pay. How cheap or expensive the services are will also depend on the group's affordability and price attitude toward service recipients.

3. Service location: The service provider must look for a place to provide service to the recipient that can be easily accessed, there is a place that is spacious enough, and must consider the convenience of service recipients in all aspects, such as having a parking place or providing services through the Internet, which makes a point about the service location can be reduced, etc.

4. Promoting and recommending services: Service providers must provide positive news to service recipients regarding service quality and service image through

various media so that service recipients can bring this information to help evaluate to decide to use the service further.

5. Service providers must realize that they are essential in creating satisfaction with the service recipient's service by determining the management process; service modeling must consider the service recipient at most. Both show service behaviors and offer services that customers want with full attention and attention with service consciousness.

6. Service environment: The service provider must create the beauty of the premises through decorative design, proper dividing of space, makes an excellent corporate image that provides service, and convey these images to the service recipients.

7. Service process: Service providers aim to manage their service systems efficiently. To increase flexibility and the ability to respond to customers' needs accurately and with quality by bringing personnel technology together to improve service efficiency and hope for the effectiveness that will occur to the service recipient.

In addition, the satisfaction of the service recipients can be divided into two levels as follows:

1. Satisfaction that meets expectations: It is something that the service provider must provide according to the expectations of the service recipient and be careful not to cause anything lower than that expectation. To make service recipients feel welcome and happy to receive that service.

2. Satisfaction beyond expectations: It is something that service providers aim to create beyond the expectations of service users. So that the service recipients feel gratified or impressed with the service received, which exceeded the expected expectations.

Characteristics of satisfaction

Saengow (2014) states that service satisfaction is essential for efficient service operation, which has the following general characteristics:

1. Satisfaction is the expression of a person's emotional and positive feelings towards something. People need to interact with their surroundings and meet personal

needs by interacting with other people and everyday things. Make each person experience and learn what they get in return differently. The same is true in the service situation. A person knows many things about the service, regardless of the type of service or quality of service—the experience gained from touching various services if it meets the needs of the service users. By making the service users get what they expect, there will be a good feeling and satisfaction of receiving the service.

2. Satisfaction arises from evaluating the difference between what is expected and what is received in any situation. Before the customer comes to use any service, they often have the standard of that service in mind, which may have a reference source of value or attitudes based on the service's original experience used to use the service telling of others, stay informed, advertising service, guarantee and the service provider's commitment. Customers use these fundamental factors to compare the services they receive before receiving the service. Or the expectation of what you expect to receive influences the moment to face reality. Or happens when a meeting between the service provider and the service user because the service user will compare what is received in the service process with what is expected. If what is accepted by the expectation is considered a valid confirmation of the current expectation, the user will be satisfied with the said service. But if not as expected, it may be higher or lower than this as a confirmation that deviates from such expectations. The difference will indicate the level of satisfaction or dissatisfaction.

3. Satisfaction can change at any time, depending on the circumstances. Satisfaction is a feeling of liking something that varies depending on the factors involved with the expectations of individuals in each situation. Sometimes, a person may be dissatisfied with one thing because it does not meet expectations. But at another moment, if the expected thing is fulfilled correctly, the person can change his feelings even if it's the opposite feeling.

Satisfaction level measurement

Saengow (2014) said that measuring satisfaction is comparable to a general understanding, usually measured by inquiring from people who want to ask. There are many tools needed to be used in research. However, although many measurements

but the approach, the study of satisfaction may be divided according to two measurement methods, namely:

1. Measured in all aspects of a person's condition, such as at work, home, and everything related to life and education. This approach to obtaining complete information is challenging to measure and compare.

2. Measured by separating components related to work, job supervision, and employer.

Measurement of satisfaction according to the SERVQUAL (Service Quality) concept of Parasuraman, which has developed a tool used to measure the quality of service. It believes that the quality of service depends on the gap between the expectation and perception of the customer who has used the service, which the expectation may be caused by telling from others, needs of service users, and experience that has been received of service, including public relations of both direct and indirect service providers. As for the perception of the service, the recipient will happen when they receive the service if the benefit obtained from the expectation is better or equal to the expectation. The SERVQUAL Model identifies five critical dimensions for recognizing the customer's response to the quality of service (Yarimoglu, 2014), as follows:

1. Physical appearance dimension, tools and equipment image, such as buildings, vehicles used, and staff uniforms.

2. Reliability dimension indicates the trust of customers. This is because customers receive services that are timely and correct.

3. Customer response dimension, responding to customers with commitment and service willingness.

4. Building customer confidence dimension is assurance that customers feel confident, arising from making credibility.

5. Caring dimension is to pay attention to customers thoroughly.

From a literature review on consumer satisfaction, it can be concluded that satisfaction means consumers' satisfaction when choosing SF Express courier services in Beijing, China, which results from expectations and actual use of the service. If the company can provide benefits beyond expectations, it will increase consumer

satisfaction, which is a person's positive feelings—liking, comfort, happiness—that meet the need.

General information of SF Express

SF Express is one of the leading shipping companies in China. And provide international shipping services with various service areas, including an efficient system. The service covers many countries in Asia, South America, and North America with fast, secure, and reliable service. It is known as the first private express delivery company in China and covers more than 200 countries worldwide.

SF Express was launched in 1993, providing service between Hong Kong and Guangdong Province. However, China's laws did not allow private companies to do business with parcel delivery until 2009 when the Chinese government passed a law allowing private companies to enter the parcel delivery business.

In addition, Internet technology has been continuously developed. As a result, Chinese people had easier access to online services until the e-commerce business proliferated.

That's why its parcel delivery services. Which is a related business, gets the full benefit. At that moment, SF Express had built a transportation network covering many areas with a certain customer base. Therefore, it is easy to occupy the first market share in this industry.

Because SF Express is a unique delivery option, a door-to-door international express courier service that pays attention to the delivery process and controls the quality of service at every step, from the beginning of the package pickup and transportation to the end, when the product is delivered to the recipient at the destination.

In January 2010, SF Airlines started scheduled cargo services with 41 aircraft to provide services such as one-day and next-morning deliveries.

In addition, SF Express has opened at least 500 Heike, an online shopping service community store, across all Chinese provinces, except in Tibet and Qinghai. The company had plans to open 4,000 Heike stores nationwide in 2014.

In July 2017, SF Express used backdoor listing to begin trading on the Shenzhen Stock Exchange, or buying companies in the market, giving administrative power to SF Express instead.

In February 2019, SF Express acquired the supply chain operations in China, Hong Kong, and Macau from Deutsche Post DHL. Formed a new subsidiary called SF DHL Supply Chain China.

Besides, SF Express operates one of the largest networks of self-service locker kiosks in Hong Kong, with 939 kiosks as of October 2020.

Today, SF Express has become a leading provider of express delivery services. More than 177,000 employees serve all over China, including foreign markets such as Hong Kong, Macao, Taiwan, South Korea, Japan, Europe, the United States, etc.

In addition, it has expanded into many other types of services, such as SF Airlines, a dedicated air cargo airline, and drones or unmanned aerial vehicles.

SF Express's 2021 annual report estimates that in 2021, China shipped 108.3 billion parcels, while SF Express shipped 10.5 billion parcels. That's equivalent to SF Express taking 10% of the market share in China.

As a result, SF Express has become the largest integrated logistics service provider in China and the fourth largest in the world. It has consistently built on its service capabilities and diversified into seven segments, namely time-definite express, economy express, freight, cold chain, pharmaceutical, intra-city on-demand delivery, supply chain, and international business (Including international express, international freight, freight forwarding, and supply chain), revolving around the establishment of a logistics ecosystem. Meanwhile, leveraging our leading technology research and development capabilities, we will strive to create a digital supply chain ecosystem and become a front-runner in the global smart supply chain.

As an intelligent logistics operator with the advantages of the “Aviation + ground + information” network scale, SF has a business model with strong control over the entire network.

In the past, SF Express's revenue has grown exponentially according to the growth direction of the e-commerce business. As can be observed from the revenue in 2019, SF Express had a revenue of 546,000 million baht and a profit of 28,000 million

baht. Later in 2020, the revenue was 749,000 million baht and the profit was 30,000 million baht. In 2021, SF Express had a revenue of 1,000,000 baht and a profit of 20,000 baht. Making SF Express currently has a business value of around 1,450,000 million baht. But shrinking profits may also reflect the fierce competition in the express delivery business (SF International, 2021).

Related research

Mehmood and Najmi (2017) conducted a study on “Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan” by a quantitative research method from a sample group of 230 people. The results showed service convenience, decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience affecting customer satisfaction in-home delivery, statistically significant at the 0.05 level.

Huang (2019) conducted a study on “The relationship between customer satisfaction with logistics service quality and customer loyalty of China e-commerce market: a case of SF Express (Group) Co., Ltd.” by a quantitative research method from a sample group of 485 people. The results showed efficiency, fulfillment, availability, and privacy affecting customer satisfaction with logistics service quality and customer loyalty of China e-commerce market of SF Express (Group) Co., Ltd., and satisfaction is also a factor that leads to consumer loyalty.

Li and Kahanurak (2018) conducted a study on “Factors influencing customer satisfaction and brand loyalty of top 5 express delivery service in China.” by a quantitative research method from a sample group of 400 people. The results showed outcome quality, process quality, remedy quality, and brand image influencing customer satisfaction and brand loyalty of top 5 express delivery service in China.

Sin, Leong, Lee, Lee, and Lee (2022) conducted a study on “Factors affecting customer satisfaction at J&T Express in Malaysia.” by a quantitative research method from a sample group of 150 people. The results showed price, convenience, service quality, and safety affect customer satisfaction at J&T Express in Malaysia.

Ran (2019) conducted a study on “Analysis on the influencing factors of customer satisfaction of Shunfeng express in the big data environment.” by a

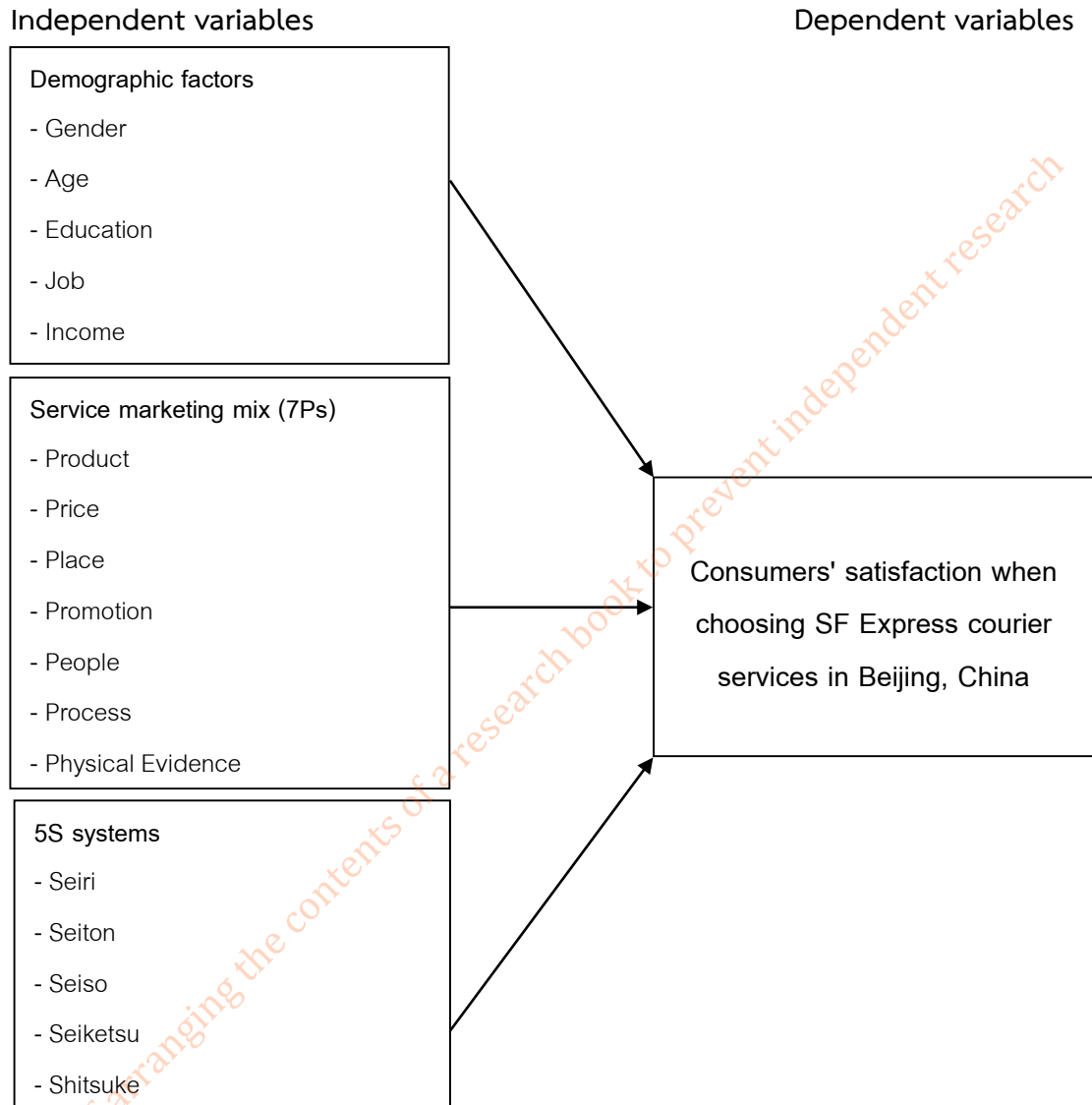
quantitative research method from a sample group of 320 people. The results showed information quality, delivery quality, price, pre-sale and post-sale, and innovation capability influencing customer satisfaction of Shunfeng express in the big data environment.

Deshwal (2015) studied “Impact of gender on customer satisfaction for service quality: A case study of hyper stores.” It was quantitative research that collected data from 70 respondents divided into 30 males and 40 females. The research result found that males and females were not different in their satisfaction with service quality.

Mirzagoli and Memarian (2015) conducted a study on “The effects of demographic factors on customer satisfaction from ATM (Case study: Mellat Bank in Mazandaran state),” which was quantitative research that collected data from 400 respondents. The research result found that the demographic factors of the respondents, namely educational level, gender, marital status, residence, occupation, and income, affect customer satisfaction from ATM statistically significantly.

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Conceptual framework



Finger 2.1 conceptual framework

Source: Researcher (2023)

CHAPTER 3

RESEARCH METHODOLOGY

The independent study titled “Factors affecting consumers’ satisfaction when choosing SF Express courier services in Beijing, China” is quantitative research. The questionnaire was used to collect opinion data from the sample group. This research has conducting research are as follows:

1. Population and sample
2. Research tools
3. Data collection
4. Data analysis

Population and sample

1. Research population

The population used in this research was customers using SF Express courier services located in Beijing, China, where the large population, and infinite population.

2. Sample

The sample group used in this research was customers using SF Express courier services located in Beijing, China, where the large population, and infinite population. By using Cochran's (1977) formula for calculating sample size for unknown populations is therefore used with the following formula:

$$n = \frac{P(1-P)(Z)^2}{e^2}$$

Where n = sample size

P = the percentage of randomly from the target proportion.

e = the margin of error from sampling, which the researcher can also accept a margin of error of $\pm 5\%$.

Z = a confidence level, which the researcher has set at 95%.

So, Z (the z-score) is equal to 1.96

In this research, the researcher has set the target proportion as the percentage of the sample that uses equal to 50%, requires a confidence level of 95%, and also accepts a margin of error of $\pm 5\%$ with a substitute in the equation:

$$\begin{aligned}
 n &= \frac{0.5(1-0.5)(1.96)^2}{0.05^2} \\
 &= \frac{(0.5)(0.5)(3.8416)}{0.0025} \\
 &= \frac{0.9604}{0.0025} \\
 &= 384.16 \text{ or } 385 \text{ people}
 \end{aligned}$$

From formula substitution, the sample size was 385 people. The researcher wanted to collect an additional 15 people, or 4 percent, for backup and to increase the confidence level. Therefore, the total sample size was 400 samples, and non-probability sampling was conducted using purposive sampling methods. It uses an online questionnaire to find consumers who live in Beijing, China, and have used SF Express courier services.

Research tools

The tools used in this research were a questionnaire created through the study and research of concepts and theories used in this study. To obtain information related to service marketing mix factors that affect consumer satisfaction. This questionnaire is divided into 5 parts as follows:

Part 1 Questionnaire on respondent general information types of questions with many answers to choose from (Check list) of 5 questions.

Part 2 Questionnaire on service marketing mix factor. The question type is a closed-ended question using the interval scale, a 5-level Likert scale scoring criterion.

Part 3 Questionnaire on 5S systems. The question type is a closed-ended question using the interval scale, a 5-level Likert scale scoring criterion.

Part 4 Questionnaire on consumer satisfaction. The question type is a closed-ended question using the interval scale, a 5-level Likert scale scoring criterion.

The scoring criteria of the Likert Scale are as follows:

Value	Descriptive rating
5	Strongly Agree
4	Agree
3	Uncertain
2	Disagree
1	Strongly Disagree

By dividing the interpretation range according to the principle of class interval and dividing the score into 5 levels, the lowest score is 1 point and the highest score is 5 points. And find the mid-range by using the formula to calculate the width range of the class interval.

$$\text{Class Interval} = \frac{\text{Highest value} - \text{Lowest value}}{\text{Number of classes}} = \frac{5-1}{5} = 0.8$$

By the meaning of the mean as follows:

Range	Descriptive rating
4.21 - 5.00	Strongly Agree
3.41 - 4.20	Agree
2.61 - 3.40	Uncertain
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly Disagree

Part 5: Opinions and other suggestions due to the type of the question is an open-ended question, that is other information that respondents can present to the researcher.

Show the created questionnaire to the advisor to ensure its accuracy. The accuracy of the content and additional suggestions to improve the questionnaire were appropriate. Take the validated questionnaire to try out with a group similar to all samples of 30 people to test the reliability by using Cronbach's alpha coefficient detection method, which should be greater than 0.70, or 70%, to be considered reliable.

When testing the reliability with a sample of 30 people using a computer program, the results of the reliability analysis of the questionnaire can be analyzed for reliability by the components of all factors, as shown in table 3.1.

Table 3.1 shows the reliability test of the questionnaire.

Variables	Number of questions	Reliability value
1. Service Marketing mix		
- Product	3	0.714
- Price	3	0.782
- Place	3	0.718
- Promotion	3	0.775
- People	3	0.868
- Process	3	0.731
- Physical Evidence	3	0.791
Total of Service Marketing mix	21	

Table 3.1 shows the reliability test of the questionnaire (Cont.).

Variables	Number of questions	Reliability value
2. 5s Activity		
- Seiri	3	0.774
- Seiton	3	0.719

- Seiso	3	0.783
- Seiketsu	3	0.765
- Shitsuke	3	0.726
Total of 5s Activity	15	
3. Satisfaction	3	0.716
Overall	39	0.855

Source: Researcher, 2023

Data collection

The researcher has studied and collected various data from two sources: primary data and secondary data.

1. Primary data is the collection of data that has not been published by oneself. The researcher collected data from the sample by using a questionnaire as a tool to collect data from 400 customers from SF Express courier services.

2. Secondary data is the collection of information by the researcher that is consistent with the content and context of the research. And can be referenced from various sources, including books, journals, articles, theses, and related research reports and Internet information, to be used in developing a conceptual framework, conducting a literature review, and creating research tools.

Data analysis

Data analysis and hypothesis testing in this research. The analysis was done using a computer program divided into descriptive statistics and inferential statistics as follows:

1. Descriptive statistics are an examination of the sample's preliminary data. It is presented as a distribution table for frequency, percentage, mean, and standard deviation to explain preliminary information about the sample.

2. Inferential statistics were used to test the hypotheses, with statistical significance at the 0.05 level by t-test, F-test, and Multiple Regression Analysis using the Enter method.

Example of arranging the contents of a research book to prevent independent research

CHAPTER 4

RESEARCH RESULT

The independent study, “Factors affecting consumers’ satisfaction when choosing SF Express courier services in Beijing, China.” There are steps to data analysis, as follows:

1. General data analysis results of respondents
2. Data analysis results on the service marketing mix
3. Data analysis results for the 5S systems
4. Data analysis results on consumer’s satisfaction
5. Hypothesis testing results
6. Summary of hypothesis testing results

General data analysis results of respondents

Table 4.1 shows the number and percentage of respondents' general information.

Respondents' general information	Number	Percentage
Gender		
- Male	151	37.75
- Female	249	62.25
Age		
- 21 – 30 years old	186	46.50
- 31 – 40 years old	74	18.50
- 41 – 50 years old	73	18.25
- More than 50 years old	67	16.75
Education level		
- Under a bachelor's degree	161	40.25
- Bachelor's degree	209	52.25
- Postgraduate	30	7.50

Table 4.1 shows the number and percentage of respondents' general information (Cont.).

Respondents' general information	Number	Percentage
Job		
- Private company employees	114	28.50
- Government official/State enterprise	79	19.75
- Self-employed/Merchant	148	37.00
- Others	59	14.75
Income		
- Below or equal to 5,000 yuan	108	27.00
- 5,001 – 10,000 yuan	187	46.75
- 10,001 – 20,000 yuan	98	24.50
- More than 20,001 yuan	7	1.75
Overall	400	100.00

Source: Researcher, 2023

From table 4.1, it was found that most of the respondents were 249 females (62.25%) and 151 males (37.75%). By having the most aged 21 – 30 years old, 186 people (46.50%), followed by aged 31 – 40 years old, 74 people (18.50%), and aged more than 50 years old the least, 67 people (16.75%). There is a level of education; the most are 209 bachelor's degrees (52.25%), followed by 161 under a bachelor's degree (40.25%), and 30 postgraduates, the least (7.50%). Most of them are 148 self-employed or merchants (37.00%), followed by 114 private company employees (28.50%), and 59 others, such as students, freelance, etc., the least (14.75%). And finally, those who have an average monthly income of 5,001 – 10,000 yuan, the most 187 people (46.75%), followed by those with below or equal to 5,000 yuan, 108 people (27.00%), and the least more than 20,001 yuan, 7 people (1.75%).

Data analysis results on the service marketing mix

Table 4.2 shows the averages and the standard deviation of the service marketing mix.

Service marketing mix	\bar{X}	SD	Level of opinion
- Product	4.05	0.27	Agree
- Price	3.78	0.25	Agree
- Place	4.01	0.44	Agree
- Promotion	3.47	0.23	Agree
- People	3.92	0.14	Agree
- Process	4.46	0.42	Strongly agree
- Physical Evidence	3.85	0.25	Agree
Overall	3.93	0.10	Agree

Source: Researcher, 2023

From table 4.2, it was found that most of the respondents' opinions towards the overall service marketing mix were in agreement ($\bar{X} = 3.93$, $SD = 0.10$). Considering each aspect, it was found that most of the respondents strongly agreed with the process ($\bar{X} = 4.46$, $SD = 0.42$), followed by the product ($\bar{X} = 4.05$, $SD = 0.27$), and the least is a promotion ($\bar{X} = 3.47$, $SD = 0.23$).

Table 4.3 shows the averages and standard deviation of the service marketing mix in the product aspect.

Service marketing mix Product	\bar{X}	SD	Level of opinion
1. The company offers a variety of services.	4.03	0.25	Agree
2 . The company has a modern transportation system.	4.55	0.72	Strongly agree
3. The company has various packaging and parcels for sale.	3.56	0.68	Agree
Overall	4.05	0.27	Agree

Source: Researcher, 2023

From table 4.3, it was found that the respondents' opinions towards the overall service marketing mix in the product aspect were in agreement ($\bar{X} = 4.05$, $SD = 0.27$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a modern transportation system" ($\bar{X} = 4.55$, $SD = 0.72$), followed by "The company offers a variety of services" ($\bar{X} = 4.03$, $SD = 0.25$), and the least "The company has various packaging and parcels for sale" ($\bar{X} = 3.56$, $SD = 0.68$).

Table 4.4 shows the averages and standard deviation of the service marketing mix in the price aspect.

Service marketing mix Price	\bar{X}	SD	Level of opinion
1. The company has shown the cost rate to customers who use the service entirely.	3.48	0.50	Agree
2. The actual shipping cost corresponds to the shipping cost been estimated.	3.90	0.62	Agree
3. The company has a variety of payment channels.	3.96	0.30	Agree
Overall	3.78	0.25	Agree

Source: Researcher, 2023

From table 4.4, it was found that the respondents' opinions towards the overall service marketing mix in the price aspect were in agreement ($\bar{X} = 3.78$, $SD = 0.25$). Considering each section, it was found that most of the respondents agreed with the statement, "The company has a variety of payment channels" ($\bar{X} = 3.96$, $SD = 0.30$), followed by "The actual shipping cost corresponds to the shipping cost been estimated" ($\bar{X} = 3.90$, $SD = 0.62$), and the least "The company has shown the cost rate to customers who use the service entirely" ($\bar{X} = 3.48$, $SD = 0.50$).

Table 4.5 shows the averages and standard deviation of the service marketing mix in the place aspect.

Service marketing mix Place	\bar{X}	SD	Level of opinion
1. The company has widely distributed branches covering all areas.	3.86	0.67	Agree
2. The company has a variety of service channels.	4.44	0.63	Strongly agree
3. The company has a variety of contact channels.	3.72	0.49	Agree
Overall	4.01	0.44	Agree

Source: Researcher, 2023

From table 4.5, it was found that the respondents' opinions towards the overall service marketing mix in the place aspect were in agreement ($\bar{X} = 4.01$, $SD = 0.44$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a variety of service channels" ($\bar{X} = 4.44$, $SD = 0.63$), followed by "The company has widely distributed branches covering all areas" ($\bar{X} = 3.86$, $SD = 0.67$), and the least "The company has a variety of contact channels" ($\bar{X} = 3.72$, $SD = 0.49$).

Table 4.6 shows the averages and standard deviation of the service marketing mix in the promotion aspect.

Service marketing mix Promotion	\bar{X}	SD	Level of opinion
1. The company advertises through various media.	3.34	0.47	Uncertain
2. The company has regular public relations.	3.75	0.43	Agree
3. The company has sales promotions such as discounts, additional services, etc.	3.32	0.51	Uncertain
Overall	3.47	0.23	Agree

Source: Researcher, 2023

From table 4.6, it was found that the respondents' opinions towards the overall service marketing mix in the promotion aspect were in agreement ($\bar{X} = 3.47$, $SD = 0.23$). Considering each section, it was found that most of the respondents agreed with the statement, "The company has regular public relations" ($\bar{X} = 3.34$, $SD = 0.47$), followed by "The company has widely distributed branches covering all areas" ($\bar{X} = 3.86$, $SD = 0.67$), and the least "The company has sales promotions such as discounts, additional services, etc." ($\bar{X} = 3.32$, $SD = 0.51$).

Table 4.7 shows the averages and standard deviation of the service marketing mix in the people aspect.

Service marketing mix People	\bar{X}	SD	Level of opinion
1. Knowledgeable staff in delivering services and answering questions from customers who come to use the service wholly and accurately.	3.48	0.50	Agree
2. Staff advises on transporting goods correctly without mistakes.	4.43	0.65	Strongly agree
3. Staff willing to serve.	3.86	0.35	Agree
Overall	3.92	0.14	Agree

Source: Researcher, 2023

From table 4.7, it was found that the respondents' opinions towards the overall service marketing mix in the people aspect were in agreement ($\bar{X} = 3.92$, $SD = 0.14$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "Staff advises on transporting goods correctly without mistakes" ($\bar{X} = 4.43$, $SD = 0.65$), followed by "Staff willing to serve" ($\bar{X} = 3.86$, $SD = 0.35$), and the least "Knowledgeable staff in delivering services and answering questions from customers who come to use the service wholly and accurately" ($\bar{X} = 3.48$, $SD = 0.50$).

Table 4.8 shows the averages and standard deviation of the service marketing mix in the process aspect.

Service marketing mix Process	\bar{X}	SD	Level of opinion
1. The company has shown the conditions to the customers who come to use the service entirely.	4.45	0.50	Strongly agree
2. The company has a parcel inspection system.	4.46	0.51	Strongly agree
3. The company has a notification system when the parcel reaches its destination.	4.47	0.52	Strongly agree
Overall	4.46	0.42	Strongly agree

Source: Researcher, 2023

From table 4.8, it was found that the respondents' opinions towards the overall service marketing mix in the process aspect were strongly agreed upon ($\bar{X} = 4.46$, $SD = 0.42$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a notification system when the parcel reaches its destination" ($\bar{X} = 4.47$, $SD = 0.52$), followed by "The company has a parcel inspection system" ($\bar{X} = 4.46$, $SD = 0.51$), and the least "The company has shown the conditions to the customers who come to use the service entirely" ($\bar{X} = 4.45$, $SD = 0.50$).

Table 4.9 shows the averages and standard deviation of the service marketing mix in the physical evidence aspect.

Service marketing mix Physical evidence	\bar{X}	SD	Level of opinion
1. The company has shown the conditions to the customers who come to use the service entirely.	3.75	0.44	Agree
2. The company has a parcel inspection system.	4.25	0.43	Strongly agree
3. The company has a notification system when the parcel reaches its destination.	3.55	0.74	Agree
Overall	3.85	0.25	Agree

Source: Researcher, 2023

From table 4.9, it was found that the respondents' opinions towards the overall service marketing mix in the physical evidence aspect were in agreement ($\bar{X} = 3.85$, $SD = 0.25$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a parcel inspection system" ($\bar{X} = 4.25$, $SD = 0.43$), followed by "The company has shown the conditions to the customers who come to use the service entirely" ($\bar{X} = 3.75$, $SD = 0.44$), and the least "The company has a notification system when the parcel reaches its destination" ($\bar{X} = 3.55$, $SD = 0.74$).

Data analysis results for the 5S systems

Table 4.10 shows the averages and the standard deviation of the 5S systems.

5S systems	\bar{X}	SD	Level of opinion
- Seiri	4.31	0.26	Strongly agree
- Seiton	4.52	0.17	Strongly agree
- Seiso	4.06	0.48	Agree
- Seiketsu	4.10	0.21	Agree
- Shitsuke	3.78	0.39	Agree
Overall	4.16	0.17	Agree

Source: Researcher, 2023

From table 4.10, it was found that most of the respondents' opinions towards the overall 5S systems were in agreement ($\bar{X} = 4.16$, $SD = 0.17$). Considering each aspect, it was found that most of the respondents strongly agreed with Seiton ($\bar{X} = 4.52$, $SD = 0.17$), followed by Seiri ($\bar{X} = 4.31$, $SD = 0.26$), and the least is Shitsuke ($\bar{X} = 3.78$, $SD = 0.39$).

Table 4.11 shows the averages and the standard deviation of the 5S systems in the Seiri aspect.

5S systems Seiri	\bar{X}	SD	Level of opinion
1. The company has surveyed or recruited equipment to provide services.	4.25	0.44	Strongly agree
2. The company sorts things in an orderly manner.	4.42	0.50	Strongly agree
3. The company has divided categories or service departments.	4.25	0.43	Strongly agree
Overall	4.31	0.26	Strongly agree

Source: Researcher, 2023

From table 4.11, it was found that most of the respondents' opinions towards the overall 5S systems in the Seiri aspect were strongly agreed upon ($\bar{X} = 4.31$, $SD = 0.26$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company sorts things in an orderly manner" ($\bar{X} = 4.42$, $SD = 0.50$), followed by "The company has divided categories or service departments" ($\bar{X} = 4.25$, $SD = 0.43$), and the least "The company has surveyed or recruited equipment to provide services" ($\bar{X} = 4.25$, $SD = 0.44$).

Table 4.12 shows the averages and the standard deviation of the 5S systems in the Seiton aspect.

5S systems Seiton	\bar{X}	SD	Level of opinion
1. The company has prepared equipment and tools ready for service.	4.59	0.49	Strongly agree
2. The company has prepared a chart of service procedures.	4.33	0.47	Strongly agree
3. The company has prepared documents for providing services.	4.66	0.47	Strongly agree
Overall	4.52	0.17	Strongly agree

Source: Researcher, 2023

From table 4.12, it was found that most of the respondents' opinions towards the overall 5S systems in the Seiton aspect were strongly agreed upon ($\bar{X} = 4.52$, $SD = 0.17$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has prepared documents for providing services" ($\bar{X} = 4.66$, $SD = 0.47$), followed by "The company has prepared equipment and tools ready for service" ($\bar{X} = 4.59$, $SD = 0.49$), and the least "The company has prepared a chart of service procedures" ($\bar{X} = 4.33$, $SD = 0.47$).

Table 4.13 shows the averages and the standard deviation of the 5S systems in the Seiso aspect.

5S systems Seiso	\bar{X}	SD	Level of opinion
1. The company cleans vehicles and equipment.	3.88	1.10	Agree
2. The company has garbage or waste segregation.	3.87	0.71	Agree
3. The company regularly maintains and maintains buildings and office equipment.	4.45	0.50	Strongly agree
Overall	4.06	0.48	Agree

Source: Researcher, 2023

From table 4.13, it was found that most of the respondents' opinions towards the overall 5S systems in the Seiso aspect were in agreement ($\bar{X} = 4.06$, $SD = 0.48$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company regularly maintains and maintains buildings and office equipment" ($\bar{X} = 4.45$, $SD = 0.50$), followed by "The company cleans vehicles and equipment" ($\bar{X} = 3.88$, $SD = 1.10$), and the least "The company has garbage or waste segregation" ($\bar{X} = 3.87$, $SD = 0.71$).

Table 4.14 shows the averages and the standard deviation of the 5S systems in the Seiketsu aspect.

5S systems Seiketsu	\bar{X}	SD	Level of opinion
1. The company has service standards.	3.96	0.58	Agree
2. The company can fulfill the specified conditions very well.	4.44	0.50	Strongly agree
3. The company has security.	3.91	0.28	Agree
Overall	4.10	0.21	Agree

Source: Researcher, 2023

From table 4.14, it was found that most of the respondents' opinions towards the overall 5S systems in the Seiketsu aspect were in agreement ($\bar{X} = 4.10$, $SD = 0.21$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company can fulfill the specified conditions very well" ($\bar{X} = 4.44$, $SD = 0.50$), followed by "The company has service standards" ($\bar{X} = 3.96$, $SD = 0.58$), and the least "The company has security" ($\bar{X} = 3.91$, $SD = 0.28$).

Table 4.15 shows the averages and the standard deviation of the 5S systems in the Shitsuke aspect.

5S systems Shitsuke	\bar{X}	SD	Level of opinion
1. Company employees can follow the rules and regulations of the company very well.	4.00	1.12	Agree
2. The company monitors and evaluates the performance of employees.	3.34	0.48	Uncertain
3. The company listens to complaints and improves them.	4.00	0.05	Agree
Overall	3.78	0.39	Agree

Source: Researcher, 2023

From table 4.15, it was found that most of the respondents' opinions towards the overall 5S systems in the Shitsuke aspect were in agreement ($\bar{X} = 3.78$, $SD = 0.39$). Considering each section, it was found that most of the respondents agreed with the statement, "The company listens to complaints and improves them" ($\bar{X} = 4.00$, $SD = 0.05$), followed by "Company employees can follow the rules and regulations of the company very well" ($\bar{X} = 4.00$, $SD = 1.12$), and the least "The company monitors and evaluates the performance of employees" ($\bar{X} = 3.34$, $SD = 0.48$).

Data analysis results on consumer's satisfaction

Table 4.16 shows the averages and the standard deviation of consumers' satisfaction with SF Express' logistics service.

Consumers' satisfaction with SF Express logistics service	\bar{X}	SD	Level of opinion
1. You are confident that you have made the right decision using SF Express logistics services.	4.40	0.70	Strongly agree
2. You feel good that you used SF Express logistics services.	3.86	0.40	Agree
3. You are satisfied with the shipping rates that are worth the service received from using the logistics services of SF Express.	3.93	0.52	Agree
Overall	4.06	0.34	Agree

Source: Researcher, 2023

From table 4.16, it was found that most of the respondents' opinions regarding consumers' satisfaction with SF Express' logistics service were in agreement ($\bar{X} = 4.06$, $SD = 0.34$). Considering each section, it was found that most of the respondents strongly agreed with the statement, "You are confident that you have made the right decision using SF Express logistics services" ($\bar{X} = 4.40$, $SD = 0.70$), followed by "You are satisfied with the shipping rates that are worth the service received from using the logistics services of SF Express" ($\bar{X} = 3.93$, $SD = 0.52$), and the least "You feel good that you used SF Express logistics services" ($\bar{X} = 3.86$, $SD = 0.40$).

Hypothesis testing results

Table 4.17 shows the hypothesis testing results of demographic factors in the gender aspect on consumer satisfaction with the SF Express logistics service.

Gender	n	\bar{X}	SD	t	p-value
- Male	151	4.06	0.33	-0.276	0.783
- Female	249	4.07	0.34		

* p-value < .05

Source: Researcher, 2023

From table 4.17, it was found that demographic factors in the gender aspect are different affect consumers' satisfaction with SF Express logistics services no differently.

Table 4.18 shows the hypothesis testing results of demographic factors in the age aspect on consumer satisfaction with the SF Express logistics service.

Age	n	\bar{X}	SD	F	p-value
- 21 – 30 years old	186	4.07	0.34	0.775	0.508
- 31 – 40 years old	74	4.01	0.34		
- 41 – 50 years old	73	4.06	0.33		
- More than 50 years old	67	4.09	0.32		

* p-value < .05

Source: Researcher, 2023

From table 4.18, it was found that demographic factors in the age aspect are different affect consumers' satisfaction with SF Express logistics services no differently.

Table 4.19 shows the hypothesis testing results of demographic factors in the education level aspect on consumer satisfaction with the SF Express logistics service.

Education level	n	\bar{X}	SD	F	p-value
- Under a bachelor's degree	161	4.05	0.32	0.109	0.897
- Bachelor's degree	209	4.07	0.34		
- Postgraduate	30	4.07	0.34		

* p-value < .05

Source: Researcher, 2023

From table 4.19, it was found that demographic factors in the education level aspect are different affect consumers' satisfaction with SF Express logistics services no differently.

Table 4.20 shows the hypothesis testing results of demographic factors in the job aspect on consumer satisfaction with the SF Express logistics service.

Job	n	\bar{X}	SD	F	p-value
- Private company employees	114	4.07	0.34	1.212	0.305
- Government official/State enterprise	79	4.02	0.37		
- Self-employed/Merchant	148	4.06	0.33		
- Others	59	4.12	0.29		

* p-value < .05

Source: Researcher, 2023

From table 4.20, it was found that demographic factors in the job aspect are different affect consumers' satisfaction with SF Express logistics services no differently.

Table 4.21 shows the hypothesis testing results of demographic factors in the income aspect on consumer satisfaction with the SF Express logistics service.

Income	n	\bar{x}	SD	F	p-value
- Below or equal to 5,000 yuan	108	4.09	0.33	0.676	0.567
- 5,001 – 10,000 yuan	187	4.06	0.33		
- 10,001 – 20,000 yuan	98	4.04	0.35		
- More than 20,001 yuan	7	3.95	0.36		

* p-value < .05

Source: Researcher, 2023

From table 4.21, it was found that demographic factors in the income aspect are different affect consumers' satisfaction with SF Express logistics services no differently.

Table 4.22 shows the hypothesis testing results of the service marketing mix on consumers' satisfaction with the SF Express logistics service.

Service marketing mix	b	Std. Error	β	t	p-value
Constant	1.368	1.473		0.929	0.354
- Product	0.029	0.055	0.023	0.536	0.592
- Price	0.354	0.096	0.263	3.684	0.000*
- Place	0.201	0.040	0.264	5.003	0.000*
- Promotion	0.233	0.092	0.158	2.524	0.012*
- People	1.108	0.213	0.471	5.207	0.000*
- Process	-0.047	0.028	-0.059	-1.678	0.094
- Physical Evidence	-0.057	0.054	-0.042	-1.043	0.298

R = 0.724, R² = 0.524, Adjusted R² = 0.515, SE_{EST} = 0.233, F = 61.576, p-value = .000*

* p-value < .05

Source: Researcher, 2023

From table 4.22, it was found that the service marketing mix, namely price, place, promotion, and people, affected consumers' satisfaction with SF Express logistics service at a statistical significance level of 0.05, with a power of prediction of 52.4 percent.

People had the most significant influence on consumers' satisfaction with SF Express logistics service ($\beta = 0.471$), followed by place ($\beta = 0.264$), price ($\beta = 0.263$), and promotion ($\beta = 0.158$) the least.

It can be written in the form of an unstandardized score and a standardized score as follows:

Unstandardized score:

$$\hat{Y} = 1.368 + 0.354 \text{ Price} + 0.201 \text{ Place} + 0.233 \text{ Promotion} + 1.108 \text{ People}$$

Standardized score:

$$Z_y = 0.263 \text{ Price} + 0.264 \text{ Place} + 0.158 \text{ Promotion} + 0.471 \text{ People}$$

Table 4.23 shows the hypothesis testing results of the 5S system on consumer satisfaction in the SF Express logistics service.

5S systems	b	Std. Error	β	t	p-value
Constant	2.285	0.509		4.485	0.000*
- Seiri	0.612	0.071	0.467	8.564	0.000*
- Seiton	0.811	0.099	0.399	8.210	0.000*
- Seiso	0.259	0.032	0.372	7.970	0.000*
- Seiketsu	-0.122	0.085	-0.076	-1.432	0.153
- Shitsuke	0.052	0.039	0.061	1.336	0.182
R = 0.571, R ² = 0.326, Adjusted R ² = 0.317, SE _{EST} = 0.277, F = 38.102, p-value = .000*					

* p-value < .05

Source: Researcher, 2023

From table 4.23, it was found that the service marketing mix, namely Seiri, Seiton, and Seiso, affected consumers' satisfaction with SF Express logistics service at a statistical significance level of 0.05, with a power of prediction of 32.6 percent.

Seiri had the most significant influence on consumers' satisfaction with SF Express logistics service ($\beta = 0.467$), followed by Seiton ($\beta = 0.399$), and Seiso ($\beta = 0.372$) the least.

It can be written in the form of an unstandardized score and a standardized score as follows:

Unstandardized score:

$$\hat{Y} = 2.285 + 0.612 \text{ Seiri} + 0.811 \text{ Seiton} + 0.259 \text{ Seiso}$$

Standardized score:

$$Z_y = 0.467 \text{ Seiri} + 0.399 \text{ Seiton} + 0.372 \text{ Seiso}$$

Example of arranging the contents of a research book to prevent independent research

4.6 Summary of hypothesis testing results

Table 4.24 shows a summary of the hypothesis testing results.

Factors	Statistics	Statistical value	p-value	Test results
Demographic factors				
- Gender	t-test	-0.276	0.783	Inconsistent
- Age	F-test	0.775	0.508	Inconsistent
- Education	F-test	0.109	0.897	Inconsistent
- Job	F-test	1.212	0.305	Inconsistent
- Income	F-test	0.676	0.567	Inconsistent
Service marketing mix				
- Product	MRA	0.536	0.592	Inconsistent
- Price	MRA	3.684	0.000*	Consistent
- Place	MRA	5.003	0.000*	Consistent
- Promotion	MRA	2.524	0.012*	Consistent
- People	MRA	5.207	0.000*	Consistent
- Process	MRA	-1.678	0.094	Inconsistent
- Physical Evidence	MRA	-1.043	0.298	Inconsistent
5S systems				
- Seiri	MRA	8.564	0.000*	Consistent
- Seiton	MRA	8.210	0.000*	Consistent
- Seiso	MRA	7.970	0.000*	Consistent
- Seiketsu	MRA	-1.432	0.153	Inconsistent
- Shitsuke	MRA	1.336	0.182	Inconsistent

* p-value < .05

Source: Researcher, 2023

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

The independent study titled “Factors affecting consumers’ satisfaction when choosing SF Express courier services in Beijing, China” aims to study (1) different demographic factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China. (2) To study service marketing mix factors that affect consumers' satisfaction when choosing SF Express courier services in Beijing, China. And (3) To study 5S system affects consumers' satisfaction when choosing SF Express courier services in Beijing, China. After analyzing the data from a sample of 400 people, the researchers concluded, discussed the results, and made some suggestions in the following order of information:

1. Conclusion
2. Discussions
3. Implications of the study
4. Future research

Conclusion

1. The summary of the general data analysis of the respondents found that the majority of respondents were female (62.25%), mostly aged 21–30 years old (46.50%), had a bachelor's degree (52.25%), mainly were self-employed or merchants (37.09%), and had a median monthly income of 5,001–10,000 yuan (46.75%).

2. In the summary of service marketing mix data analysis, it was found that most of the respondents agreed. Considering each aspect, it was found that most of the respondents strongly agreed with the process, followed by the product, and the least was a promotion. The details of each aspect are as follows:

2.1 Product: The respondents' opinions towards the overall are in agreement. Considering each section, it was found that most of the respondents strongly agreed with the statement, “The company has a modern transportation system”, followed by “The company offers a variety of services”, and the least, “The company has various packaging and parcels for sale”.

2.2 Price: The respondents' opinions towards the overall are in agreement. Considering each section, it was found that most of the respondents agreed with the statement, "The company has a variety of payment channels", followed by "The actual shipping cost corresponds to the shipping cost been estimated", and the least, "The company has shown the cost rate to customers who use the service entirely".

2.3 Place: The respondents' opinions towards the overall are in agreement. Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a variety of service channels", followed by "The company has widely distributed branches covering all areas", and the least, "The company has a variety of contact channels".

2.4 Promotion: The respondents' opinions towards the overall are in agreement. Considering each section, it was found that most of the respondents agreed with the statement, "The company has regular public relations", followed by "The company has widely distributed branches covering all areas", and the least, "The company has sales promotions such as discounts, additional services, etc.".

2.5 People: The respondents' opinions towards the overall are in agreement. Considering each section, it was found that most of the respondents strongly agreed with the statement, "Staff advises on transporting goods correctly without mistakes", followed by "Staff willing to serve", and the least, "Knowledgeable staff in delivering services and answering questions from customers who come to use the service wholly and accurately".

2.6 Process: The respondents' opinions towards the overall were strongly agreed upon. Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a notification system when the parcel reaches its destination", followed by "The company has a parcel inspection system", and the least, "The company has shown the conditions to the customers who come to use the service entirely".

2.7 Physical evidence: The respondents' opinions towards the overall are in agreement. Considering each section, it was found that most of the respondents strongly agreed with the statement, "The company has a parcel inspection system",

followed by “The company has shown the conditions to the customers who come to use the service entirely”, and the least, “The company has a notification system when the parcel reaches its destination”.

3. The 5S systems data analysis summary found that most of the respondents' overall opinions were in agreement. Considering each aspect, it was found that most of the respondents strongly agreed with Seiton, followed by Seiri, and the least was Shitsuke. The details of each aspect are as follows:

3.1 Seiri: The respondents' opinions towards the overall were strongly agreed upon. Considering each section, it was found that most of the respondents strongly agreed with the statement, “The company sorts things in an orderly manner”, followed by “The company has divided categories or service departments”, and the least, “The company has surveyed or recruited equipment to provide services”.

3.2 Seiton: The respondents' opinions towards the overall were strongly agreed upon. Considering each section, it was found that most of the respondents strongly agreed with the statement, “The company has prepared documents for providing services”, followed by “The company has prepared equipment and tools ready for service”, and the least, “The company has prepared a chart of service procedures”.

3.3 Seiso: The respondents' opinions towards the overall were agreed. Considering each section, it was found that most of the respondents strongly agreed with the statement, “The company regularly maintains and maintains buildings and office equipment”, followed by “The company cleans vehicles and equipment”, and the least, “The company has garbage or waste segregation”.

3.4 Seiketsu: The respondents' opinions towards the overall were agreed. Considering each section, it was found that most of the respondents strongly agreed with the statement, “The company can fulfill the specified conditions very well”, followed by “The company has service standards”, and the least, “The company has security”.

3.5 Shitsuke: The respondents' opinions towards the overall were agreed. Considering each section, it was found that most of the respondents agreed with the statement, “The company listens to complaints and improves them”,

followed by “Company employees can follow the rules and regulations of the company very well”, and the least, “The company monitors and evaluates the performance of employees”.

4. The data analysis summary of consumers’ satisfaction with SF Express’ logistics service found that most respondents agreed. Considering each section, it was found that most of the respondents strongly agreed with the statement, “You are confident that you have made the right decision using SF Express logistics services”, followed by “You are satisfied with the shipping rates that are worth the service received from using the logistics services of SF Express”, and the least, “You feel good that you used SF Express logistics services”.

5. Summary of hypothesis testing results

5.1 Demographic factors, namely gender, age, education level, job, and income, affect consumers' satisfaction with SF Express logistics services no differently.

5.2 The service marketing mix, namely price, place, promotion, and people, affects consumers’ satisfaction with SF Express logistics service at a statistical significance level of 0.05 with a power of prediction of 52.4 percent.

5.3 5S systems, namely Seiri, Seiton, and Seiso, affect consumers’ satisfaction with SF Express logistics service at a statistically significant level of 0.05 with a power of prediction of 32.6 percent.

Discussions

1. The research results of objective 1 showed that demographic factors, namely gender, age, education level, job, and income, affect consumers' satisfaction with SF Express logistics services no differently. This is not as specified because the use of logistics courier services from SF Express is suitable for all genders and ages, making the research results, not the researcher's, predetermined. In addition to customer satisfaction with the service of this company, there are standards for all customers so that the company can operate smoothly and deliver exemplary services to the customers of the company efficiently. Therefore, this research result is consistent with Deshwal's (2015) study, “Impact of gender on customer satisfaction for service quality: A case study of hyper stores,” which found that males and females were satisfied with

the quality of service, not differently. This contradicts Mirzagoli and Memarian's (2015) research on "The effects of demographic factors on customer satisfaction from ATM (Case study: Mellat Bank in Mazandaran state)," which discovered that respondents' demographic factors, namely education level, gender, marital status, residence, occupation, and income, had a statistically significant effect on customer satisfaction from ATMs.

2. The research results of objective 2 showed that the service marketing mix, namely price, place, promotion, and people, affects consumers' satisfaction with SF Express logistics service at a statistical significance level of 0.05 with a power of prediction of 52.4 percent. This is not as specified because today's business operations rely on a compelling marketing mix to enable the company to deliver its products and services to the consumers who want and are satisfied with what they receive from the company. This research found that the service marketing mix in the people aspect affects the satisfaction of consumers the most because the company can deliver products directly to the customers, depending on employees as intermediaries to send the products efficiently. Then, it was found that place had a secondary influence on satisfaction because the company's ability to be easily accessed and contacted through various channels was necessary to run a logistics business. This will facilitate traveling and searching for the company's branches efficiently. In addition, price plays a vital role in how consumers perceive the appropriateness between the quality of service and the value they have to pay for the service the company provides, which, if the price level is consistent with the quality received, will cause even more satisfaction. It was also found that promotion had the least influence. Because the logistics service provider may need more marketing promotion through advertising and public relations, which may have limitations, if the company devotes its budget to marketing promotion, it may affect profits and company value. However, consumers pay attention to this aspect of the service marketing mix; therefore, adequate marketing promotion can further enhance consumer satisfaction. Therefore, this research result is consistent with Mehmood and Najmi's (2017) study "Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan". The results showed service convenience, decision convenience, access

convenience, transaction convenience, benefit convenience, and post-benefit convenience affecting customer satisfaction in-home delivery, statistically significant at the 0.05 level. And consistent with the research of Sin, Leong, Lee, Lee, and Lee (2022) conducted a study on “Factors affecting customer satisfaction at J&T Express in Malaysia.”. The results showed price, convenience, service quality, and safety affect customer satisfaction at J&T Express in Malaysia.

3. The research results of objective 3 showed that 5S systems, namely Seiri, Seiton, and Seiso, affect consumers' satisfaction with SF Express logistics service at a statistically significant level of 0.05 with a power of prediction of 32.6 percent. This goes as specified because the quality of the service provided by the company must meet standards. The results of this research present the results of service quality with the 5S principle, showing that it is one of the critical factors for consumer satisfaction. This study found that Seiri had the most significant effect on satisfaction because the company can organize or categorize its corporate services clearly so that consumers can easily understand them and choose to use them efficiently. Subsequently, Seiton affects consumer satisfaction in the next rank because it reflects the convenience of providing services to the company to prepare materials, equipment, and documents necessary to use the service. It also includes employees' ability to quickly grasp devices needed to deliver services, dramatically improving operational efficiency and reducing time waste. And finally, it was found that Seiso affects satisfaction in the last place because the cleanliness of things, equipment, tools, and machines, as well as the quality of packaging and vehicles chosen, reflects the attention to service delivery, which has physical characteristics that consumers can see and touch, resulting in a significant effect on consumer satisfaction. This is consistent with Huang's research (2019) conducted a study on “The relationship between customer satisfaction with logistics service quality and customer loyalty of China e-commerce market: a case of SF Express (Group) Co., Ltd.”. The results showed efficiency, fulfillment, availability, and privacy affecting customer satisfaction with logistics service quality and customer loyalty of China e-commerce market of SF Express (Group) Co., Ltd., and satisfaction is also a factor that leads to consumer loyalty. And in accordance with the research of Li and Kananurak (2018) conducted a study on “Factors influencing customer

satisfaction and brand loyalty of top 5 express delivery service in China.”. The results showed outcome quality, process quality, remedy quality, and brand image influencing customer satisfaction and brand loyalty of top 5 express delivery service in China.

Implications of the study

1. According to the research results on demographic factors, executives or marketing managers should maintain a service level equal to all genders and ages to satisfy consumers by providing efficient and non-discriminatory services.

2. According to the research results on service marketing mix factors, executives or marketing managers should create and improve their marketing strategies following the findings of this research, which found that the service marketing mix, namely price, place, promotion, and people, affects consumers' satisfaction with SF Express logistics service at a statistical significance level of 0.05. By giving priorities to various aspects of the strategy formulation, as follows:

2.1 People: Executives or marketing managers should invest in hiring and training employees who serve clients. Because this research found that the people aspect has the greatest influence on consumer satisfaction. First, train employees to be knowledgeable enough to recommend the company's products and services accurately. Later, service psychology needs to be developed so that employees are ready and willing to provide services. And finally, there must be regular training or checking of knowledge of products and services. So that employees can answer all the questions of customers who use the service.

2.2 Place: Executives or marketing managers should create digital platforms or technologies that increase service channels or enhance services that align with consumer behavior. There should also be a strategy to expand branches to reach and cover customers' needs. In addition, communication channels should be improved to provide a variety of channels. To enable customers to access and communicate conveniently and thoroughly.

2.3 Price: Executives or marketing managers should consider evaluating the price of the company's products and services to ensure they are competitive with

competitors and fair to customers. There should also be a variety of payment channels and clearly displayed rates for customers who come to use the service.

2.4 Promotion: Executives or marketing managers should enhance marketing promotion by offering promotions or parts that can attract and retain customers. There should also be constant public relations and advertising through various channels. To repeat and remind customers of the company's brand.

3. According to the research results of the 5S systems, executives or marketing managers should pay great attention to raising the level and standard of the service provided by the company. In particular, to organize and classify the kinds of services, equipment, and tools used to provide services. It must also be ready to facilitate and maintain convenience regularly. The 5S system process, on the other hand, must be followed. Evaluate and review periodically as part of a continuous improvement process. Which can be sorted by weight value as follows:

3.1 Seiri: Executives or managers should organize a training program on the 5S system. To make them understand how to use and maintain various equipment used in operations, especially the organization of items that must be used in a hierarchical order. Later, there should be a clear classification or category of items used for ease of use. And finally, it should be tracked and rechecked after use to ensure that the classification of those devices continues to be maintained.

3.2 Seiton: Executives or managers should have an orientation for all employees to understand the principles of preparing essential documents that are important to the service. Because transportation is indispensable for receiving customer information, addresses, and contact channels. Subsequently, equipment and tools should be checked to ensure they are ready for operation to avoid problems or unexpected events during work. And finally, a clear flow chart of service procedures should be offered to employees. To understand the work process from the beginning to the end of the work.

3.3 Seiso: Executives or managers should assign roles and responsibilities to primary supervisors for regularly monitoring and maintaining buildings and equipment used in operations. To be able to report or fix problems promptly. Subsequently, vehicles and equipment should always be cleaned after work

to be clean and ready to work the next day. And finally, there should be training or guidance on how to dispose of waste so that it is easy to destroy and does not affect the environment surrounding the company.

Future research

1. Subsequent research should be a research study that employs a qualitative research method. To gain insights from consumers on their satisfaction with SF Express logistics services, this kind of information is helpful to correct only critical issues effectively.

2. Subsequent research should explore other factors, such as corporate image, brand equity, service quality, etc., to create a new body of knowledge that will be received by the academic community and those interested in further study.

3. Subsequent research should study the samples in other districts of China to use the data and compare the results level of satisfaction differently. This will help you determine the best strategy for appropriately creating satisfaction in each area.

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APPENDIX

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APPENDIX A
QUESTIONNAIRE

QUESTIONNAIRE

Part 1 General information about the respondents

1. Gender

1. Male 2. Female

2. Age

1. Below or equal to 20 years old 2. 21 – 30 years old
 3. 31 – 40 years old 4. 41 – 50 years old
 5. More than 50 years old

3. Education level

1. Under a bachelor's degree 2. Bachelor's degree
 3. Postgraduate

4. Job

1. Private company employees 2. Government official/State

enterprise

3. Self-employed/Merchant 4. Others (Please specify)

5. Income

1. Below or equal to 5,000 yuan 2. 5,001 – 10,000 yuan
 3. 10,001 – 20,000 yuan 4. More than 20,001 yuan

Part 2 Service marketing mix

Service marketing mix	Level of Agreement				
	Strongly Agree 5	Agree 4	Uncertain 3	Disagree 2	Strongly Disagree 1
Product					
1. The company offers a variety of services.					
2. The company has a modern transportation system.					

3. The company has various packaging and parcels for sale.					
Price					
1. The company has shown the cost rate to customers who use the service entirely.					
2. The actual shipping cost corresponds to the shipping cost been estimated.					
3. he company has a variety of payment channels.					
Place					
1. The company has widely distributed branches covering all areas.					
2. The company has a variety of service channels.					
3. The company has a variety of contact channels.					
Promotion					
1. The company advertises through various media.					
2. The company has regular public relations.					
3. The company has sales promotions such as discounts, additional services, etc.					
People					
1. Knowledgeable staff in delivering services and					

answering questions from customers who come to use the service wholly and accurately.					
2. Staff advise on transporting goods correctly without mistakes.					
3. Staff willing to serve.					
Process					
1. The company has shown the conditions to the customers who come to use the service entirely.					
2. The company has a parcel inspection system.					
3 . The company has a notification system when the parcel reaches its destination.					
Physical Evidence					
1. There are sufficient facilities.					
2. There are enough points to support customers who come to use the service.					
3. Have modern technology or equipment.					

Part 3 5S systems

5S systems	Level of Agreement				
	Strongly Agree 5	Agree 4	Uncertain 3	Disagree 2	Strongly Disagree 1
Seiri					
1. The company has surveyed or recruited equipment to provide services.					
2. The company sorts things in an orderly manner.					
3. The company has divided categories or service departments.					
Seiton					
1. The company has prepared equipment and tools ready for service.					
2. The company has prepared a chart of service procedures.					
3. The company has prepared documents for providing services.					
Seiso					
1. The company cleans vehicles and equipment.					
2. The company has garbage or waste segregation.					
3. The company regularly maintains and maintains					

buildings and office equipment.					
Seiketsu					
1. The company has service standards.					
2. The company can fulfill the specified conditions very well.					
3. The company has security.					
Shitsuke					
1. Company employees can follow the rules and regulations of the company very well.					
2. The company monitors and evaluates the performance of employees.					
3. The company listens to complaints and improves them.					

Part 4 Consumers' satisfaction

Consumers' satisfaction	Level of Agreement				
	Strongly Agree 5	Agree 4	Uncertain 3	Disagree 2	Strongly Disagree 1
1. You are confident that you have made the right decision using SF Express logistics services.					
2. You feel good that you used SF Express logistics services.					

3. You are satisfied with the shipping rates that are worth the service received from using the logistics services of SF Express.					
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Part 5 Suggestions and more other comments

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BIOGRAPHY

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