

Current Status of Research on Courier Service Quality on University Campuses

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Abstract: With the rapid development of e-commerce in China, and college students as the main force of China's online shopping, its demand for courier services gradually increased. However, some campus express delivery is currently characterised by individual dispersion, difficult control of links, inconvenient access to schools for outsiders and vehicles, which increases the difficulty of its delivery and triggers a series of problems at the end of college express delivery. This study aims to explore the current status of research on the quality of express delivery service for Chinese college students, which provides a research basis for the next study on the provision of better quality express delivery service for teachers and students.

Keywords: Campus Express, Quality of Service, Express Service.

1. Introduction

With the rapid development of Internet technology and information technology, people's lifestyles have also changed, in the current network era, online shopping has become a kind of shopping mode that people are getting used to day by day in their lives, and courier delivery, as the last kilometre of online shopping, is also gradually being paid attention to by everyone. This paper takes the study of China as an example, especially in the university campus, college students as one of the main users of e-commerce, the pick-up behaviour and the quality of courier service requirements are becoming more and more prominent. However, with the continuous expansion and diversification of courier services, we must gain a deeper understanding of the influencing factors affecting college students' pickup behaviour and service quality, so as to help courier service providers better understand the needs of college students, optimize the pickup experience, and improve the quality of service, so as to better satisfy the needs of this specific user group. In recent years, a series of scholars have begun to pay attention to the operation of courier services on college campuses and their impact. So far, most studies have focused on the efficiency of express delivery and the role of express delivery companies. However, for the college campus inside a group of consumer groups with a high demand for courier services, college courier as the distribution of the "last kilometre", teachers and students for the college courier service quality satisfaction situation, the healthy development of college courier needs to focus on the study of a topic.

2. Literature Review

In recent years, research on courier service quality on college campuses has gradually gained attention. In this paper, we review the major studies in this area, explore the current status of express service quality on college campuses, and provide new insights and suggestions for optimising express services on campus.

2.1. Express service quality

Express industry development history is relatively short, domestic and foreign research on the express industry is

relatively small. For the study of the logistics industry can provide reference for the express field of research, the two have obvious common characteristics, so the service quality of the express industry can be based on the study of logistics services, which is also an important method for current scholars to carry out related research.

Logistics service quality is the level of ability to meet the requirements of logistics customers. That is, enterprises through the provision of logistics services, to meet the service product quality standards, to meet the needs of users to ensure the degree of Lalonde et al. (1976) proposed that the logistics services at that time need to meet the needs of consumers under the premise of consumer satisfaction and then further enhance consumer satisfaction, that consumer satisfaction is the development of the logistics industry is a very important indicator [1].

In the application of service quality evaluation, express compared to other service industries started late, especially for the campus express this piece of service evaluation model research is even later, but we can study the scholars of other industries of service quality evaluation methods to explore the evaluation method of the college express service quality. Gulc (2017) introduced in detail the evaluation of logistics services SERVQUAL model and the SERVPERF model two models, and concluded that both models can well evaluate the service quality of logistics services [2]. Congyan Zhang (2014) in the paper that the assessment of logistics service quality of express company can be adopted service evaluation index system, combined with questionnaire survey method and SPSS19.0 software to validate the index system, and finally construct a new service evaluation index system. By analysing the assessment results, suggestions can be made to improve the quality of logistics services [3]. Feng et al. (2007) established that the logistics service quality model contains six dimensions such as communication quality, timeliness, order quality, and convenience [4]. Based on the online shopping environment in the Chinese market, Huang Fei et al. (2011) incorporated eight dimensions of product completeness, timeliness, order accuracy, information quality, error handling, quality of personnel communication, ordering process, and number of order releases into a service quality model of the online shopping flow from the consumer's point of view [5].

In the college express service quality. Currently at home and abroad for logistics research is very much, but the college express as the focus of the research object alone is still relatively small. With the rapid development of "Internet +", colleges and universities use express delivery frequency continues to increase, but at present the experts on the high school campus express delivery research is relatively small. With the continuous development of the university economy, how to define the university express, so that the university express can be convenient for school management, as well as to meet the needs of the whole campus teachers and students express exchange. Chen Jiawei, Liu Wenjun to Nanhua University as an example, the campus express service distribution status quo analysis, from the campus distribution agents, campus express consumer perspective to analyse the current problems of distribution services, it is recommended that the school supervision, agent stationed in the school or the school direct agent three ways to replace the current campus scattered and messy agent distribution mode, in order to improve the speed and service level of the campus express delivery; Deng Xuyu, Xie Yongmei and other Jiangxi Normal University as an example, take the sampling method to analyse the current situation of its courier. They believe that the university campus express generally exists in the number of large pieces, courier agent points and scattered, poor service satisfaction and other prominent problems, the need for the integration of express resources, refining the new courier mode, namely, the participatory mode of receipt of goods.

2.2. Research related to end-of-campus delivery

Due to the uniqueness of university campus management and student behaviour, customer concentration, large delivery scale, flexible delivery time and its high activity, the "last mile" delivery of campus express is somewhat different from that of urban express.

Yu-kai Huang et al. (2009) argued that improving the efficiency of delivery and the quality of consumer service at the end of the process can help to improve consumer satisfaction and loyalty in shopping [6].

In the distribution mode research, Wei Fukang summarised the "street vendors", logistics supermarkets, intelligent self-pick-up boxes, campus logistics agencies, school enterprises based on customer satisfaction, the establishment of a cooperative integrated logistics and other five typical college "last kilometre" distribution mode of evaluation index system [7]. Tang Ling summed up the "stalls", self-operated shops, express cabinets, express supermarkets, property management companies and other six colleges and universities logistics terminal distribution of the main modes, to build a joint distribution platform for colleges and universities, and strengthen the industry to guide the standardisation of the construction strategy [8].

2.3. Research on the Relationship between Service Quality and Satisfaction

Xia Qing pointed out in his paper that consumers of online shopping do not have a clear view of the mechanism of satisfaction, which leads to e-commerce companies do not pay enough attention to the impact of the quality of express service on customer satisfaction. In fact, customer satisfaction in online shopping is indirectly affected by service quality [9]. Febrisi Dwita, Leony Agustine (2023) argued that there is a

positive correlation between the moment of truth and customer satisfaction, and that the quality of service has a positive impact on customer satisfaction, and that when delivery service companies provide the highest quality of service, the customers feel and will repeat their services, and it can even make these customers more loyal to the company [10].

After the search for information found that more scholars in the field of service quality has a certain research, but fewer scholars on the campus express service quality of this direction to explore, so the campus express service quality is particularly important. In summary, the research on campus express service quality is of great significance.

The research on the quality of campus express service is of great significance, which can better enable the management of campus express related departments to co-ordinate the management of campus express operations, as well as to facilitate the express operators to better understand the students' preferences for the choice of express services, so as to achieve the enhancement of students' satisfaction with the express service.

3. Discussion

Through the scholars' related literature research on the service quality of campus express delivery, it mainly focuses on the construction of the service quality evaluation model, the study of service quality dimensions, the influence factors of service quality satisfaction, the optimisation of the service quality, and the campus end distribution methods. However, the current research has some limitations:

3.1. Discrepancies in the analysis of dimensions affecting service quality

Although scholars have a certain degree of understanding of the research dimensions for express service quality or campus express service quality, the in-depth analysis of certain dimensions and influencing factors is still relatively limited and still needs to be further explored. The different dimensions of the study and the construction of the service quality evaluation model will also be analysed from different perspectives, thus affecting the students' satisfaction with the quality of campus courier services.

3.2. Regional differences and cultural influences

Courier services on university campuses may be affected by regional differences and cultural factors, and there may be differences in students' expectations and evaluations of service quality in different regions. Therefore, future research could examine these factors from a cross-cultural perspective.

4. Conclusion

In conclusion, scholars have conducted a series of studies in the area of campus courier service quality, which has provided me with valuable perspectives on my understanding of the topic. Through the studies, we have learned that campus courier service quality is an important part of students' daily lives, and that they hold certain expectations on a number of dimensions, such as service accuracy, timeliness, convenience, parcel intactness, courtesy of service personnel, and personalised needs. Because of the differences in analysis perspectives and regional cultures, so there are still many issues that need to be explored and solved in depth. Therefore,

future research can expand the study in terms of multi-dimensional analysis, construction of evaluation models, cross-cultural comparison and service improvement strategies, so as to provide more scientific guidance and support for improving the quality of campus courier services and student satisfaction.

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