

Effect of Quick Response and Supply Chain Efficiency toward Customer Satisfaction to Use Express Delivery Company in Kunming, People's Republic of China

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ABSTRACT

The purpose of this study was 1) to study the importance of quick response patterns and supply chain efficiency and customer satisfaction, 2) to analyze the impact of quick response and supply chain efficiency, on customer satisfaction, and 3) to model the causal factors influencing the quick response and efficiency of the supply chain on customer satisfaction using express delivery companies in Kunming, China. It is quantitative research. The sample consisted of 400 customers who have used the express delivery company approach. The research tool is an online questionnaire. Collect data through websites, WeChat, and applications. Data were analyzed by descriptive statistics including mean and standard deviation. Inferential statistics were analyzed with structural equations using Path Analysis.

The results showed that all factors were very important. Sorted from most to least, including supply chain efficiency, quick response, and customer satisfaction. The result of quick response had a direct effect on customer satisfaction, with a path coefficient equal to 0.991, followed by quick response had a direct effect on supply chain efficiency, with a path coefficient equal to 0.341, Lastly, the effect of supply chain efficiency had a direct effect on customer satisfaction, with a path coefficient equal to 0.009. Therefore, for customers who prioritize supply chain efficiency and speedy service, express delivery companies should prioritize their quality of service. They need to have a supply chain system that connects with everyone involved to achieve maximum efficiency.

Keywords: Quick response, Supply chain efficiency, Customer satisfaction

1) INTRODUCTION

Nowadays, this is a state of global competition in a volatile environment. Whether it is an economical, social, or cultural system, transnational politics and government policies of each country make it more complicated for industries to produce with specific maturities. The manufacturing industry is having a hard time adapting to globalization. Proper supply chain management is needed focusing now on customer demand for faster product delivery. For better industry efficiency. In addition, in business management in the past, most executives tend to adhere to management principles that focus on management within the organization by ignoring long-term relationships and mutual interests between external organizations.

Ultimately, it results in high-cost but low-quality products and services. At the same time, funds and resources in management became increasingly rare. As a result, the management style has been changed to allow other departments outside the organization with specific resources and techniques that can perform better specific tasks to come into that position. Finally forming a supply chain leads to a sustainable competitive advantage (Pornsing et al. 2022).

For transportation service providers in Kunming, it is a major issue, especially for small and medium-sized service providers. It is necessary to accelerate the adjustment of operational methods to retain existing customers and find ways to use this service to create customer satisfaction, ultimately adding new customers to the organization and continuously enhancing its market competitiveness.

2) RESEARCH OBJECTIVES:

1. To study the importance of quick response, supply chain efficiency, and customer satisfaction using express delivery companies in Kunming, the People's Republic of China
2. To analyze the impact of quick response and supply chain efficiency, on customer satisfaction, Those, who use the express delivery service in Kunming, the People's Republic of China.
3. To model the causal factors influencing the quick response and the efficiency of the supply chain on customer satisfaction using express delivery companies in Kunming, the People's Republic of China.

3) EXPECTED RESULTS:

In this study, the researcher classifies the expected results to receive 3 issues as follows:

1. To know the results of the importance of quick response, supply chain efficiency, and customer satisfaction using Kunming Express services, the People's Republic of China.
2. To know the results of the Kunming. People's Republic of China.
3. A model of causal factors influencing rapid response and supply chain efficiency on customer satisfaction using express delivery companies in Kunming, the People's Republic of the impact of quick response and supply chain efficiency on customer satisfaction using express service companies in Kunming.

4) LITERATURE REVIEW:

The research focuses on the effect of quick response and efficiency of the supply chain toward the satisfaction of customers using the express delivery company in Kunming, People's Republic of China. The researcher has reviewed the concept. Theories and related literature can be summarized as follows.

1. The Context of Kunming Province.

China's industrial development is largely due to the impact of the environment. Especially in the Kunming area. The "City of Everlasting Spring" is located in southern China, and is the capital of Yunnan Province. There is an urban population of about 1.5 million in a 110 m2 area in China's metropolitan area. The population increased to 3.2 million in 2009. This population growth makes the traffic more dense social problems and economic problems and the Chinese government needs to find new strategies or solutions in 1982 with the cooperation between Kunming and Zurich. This policy is designed to address water supply and drainage problems. The connection according to this collaboration continued development until 1993 until now. When the master plan for the development of Kunming was established to protect the environment, and the quality of life of the people, in 2022 a total of 47,023,117 people, most of whom are Han Chinese. There are also 25 other ethnic minorities such as Zhuang, Hui, Miao, Zang, Yao, Bai, Wa, Naxi, Dulong, Lisu, and Bulang, which is considered to be China's most ethnically diverse province, and its transportation routes are set to avoid future environmental damage. (Royal Thai Consulate-General, Kunming, China, 2023)

2. The Context of Express Delivery Business Operation

China is the world's largest express delivery company. Covering service areas in over 200 countries worldwide, with cargo planes from 56 airlines. Express delivery companies have become very popular these days with modern services and fast delivery. The company acknowledges this. Especially, there is currently a demand in the global market for products imported from or shipped to China. There are many products to choose from, and we always receive good support from business owners. Express delivery companies provide customer services in various fields, such as sea freight import services, including ordering products from China, importing goods by car, providing air freight import services, and express delivery services to China. We also provide remittance services and closed container transportation services to China through Alipay, WeChat and QQ. Booking services, visa processing, and domestic transportation.

Yunnan Province has opened up as a gateway to Southeast Asia and South Asia, as well as an internal province of China, with Kunming being the center of the central region of Yunnan. According to the "Bridgehead" strategy approved by the Chinese government and included in the 13th National Economic and Social Development Plan (2016-2020), we will promote the construction of four economic corridors, including Kunming Hanoi, Kunming Bangkok, Kunming Yangon, and Kunming Kolkata, and develop road and railway systems connecting various provinces in China. (Chengdu Chongqing Economic Zone, Pearl River Delta Economic Zone, and Yangtze River Delta Economic Zone), centered around Kunming, intersects with many cities in China. Up to now, Kunming has developed 5 logistics zones, which are important bases for product distribution from neighboring countries in Yunnan to western provinces in China. This will support the transportation of goods on the R3A route and the opening of the Fourth Mekong River Bridge, and facilitate the transportation of personnel and goods.

3. Quick Response Concept

Nowadays, the competition in the express delivery industry is more intense, which not only promotes cooperation between the preparation and delivery of raw materials, but also drives the production and delivery of final products to customers or consumers. And rapid response is not just about time or production speed, it also includes being sensitive to changes in the supply chain and responding to customer needs (Kaviani Chalatiya et al., 2022). A rapid response model should focus on reducing time and play an important role in responding quickly to meet customer needs. In this view, rapid response is manifested as a time-based competitive paradigm (Godinho Filho&Veloso Saes, 2013). Secondly, the characteristic of rapid response is to process orders after understanding customer needs (Lin&Barlak Turk, 2012; Wang.et.al, 2018)This special ability to respond quickly brings significant benefits, including accurate demand forecasting, addressing demand uncertainty, and appropriate matching between supply and demand. Ultimately, many studies focus on customer needs. Finally, a large amount of research has focused on the need for rapid response to information updates. In previous group studies, Bayesian methods were used. This is an analytical model that assumes retailers can improve demand data in the second stage by using market data obtained in the first stage (Chungsuk, 2019)

4. The Supply Chain Efficiency Concept

Supply chain efficiency is the core performance standard of an organization. Efficiency measures the proportion of work performed during a process, as well as whether the process utilizes best practices and fully utilizes available resources. The action of improving supply chain efficiency has saved funds and increased profits across the entire business scope. However, an efficient supply chain can greatly benefit a company's bottom line and help products reach their destination in the most cost-effective way possible. In today's global market, the supply chain costs of enterprises are important because they are a significant component of costs. Choi et al. (2017) found that rapid response is always beneficial for the supply chain. When retailers take on risks, if they are randomly avoiding risks (risk seeking). Retailers benefit more. And the profits lost by manufacturers will be even less. Under rapid response research, different supply chain commitments have been proven to result in greater loss of profits. The powerful Pareto system in the supply chain can be improved. The ability to improve Pareto level under contractual conditions will also be negatively affected.

5. Customer Satisfaction Concept

Kotler (1980) defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous. Siddiqe (2022) presents that, in broad terms, customer satisfaction is the state of a customer where they are pleased with their decision to do business with you. In other words, customer satisfaction is the degree of success your business has at meeting customer expectations. Based on this, you might think customer satisfaction is easily obtainable with an awesome product.Due to its subjective nature, measuring customer satisfaction has always been difficult. Therefore, satisfied customers are usually the last ones to leave you. Customers tend to choose familiarity over the hassle of transitioning to new products/ecosystems. And customer satisfaction is a measure of the happiness that customers feel towards various products or services of a company, regardless of whether they can meet their expectations.

6. Customer Satisfaction Index

The calculation of the national satisfaction index is based on the multi-equation econometric model, with three main factors determining satisfaction: (1) customer expectations, (2) quality in the eyes of consumers (perceived quality), and (3) perceived value or popularity in the eyes of consumers (perceived value). If this satisfaction index is in a positive direction, it will ultimately lead to customer loyalty, But if the indicator is negative, it will result in dissatisfaction and customer complaints as well. As illustrated in Figure 1, the model of ACSI.

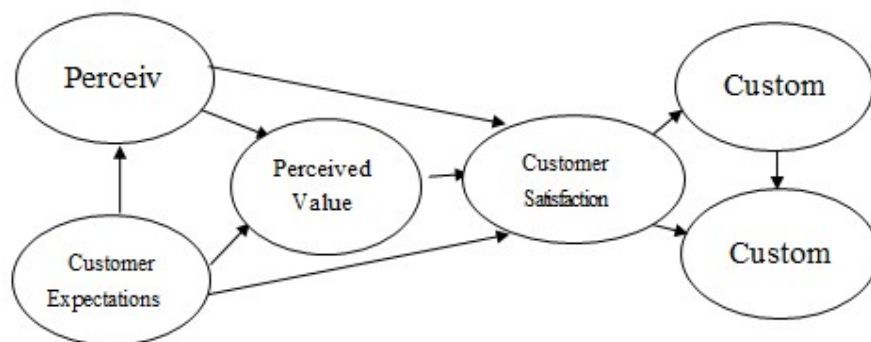


Figure 1. The model of ACSI.

Source: American Customer Satisfaction Index (1994)

From Figure 1, The ACSI model has six components: customer expectations; perception of service quality in the eyes of consumers perceived value of consumer satisfaction, customer complaints, and customer loyalty .

4) RESEARCH METHODOLOGY:

1. Population and Sample

The population of this study includes Chinese consumers with experience in express delivery companies in Kunming, People's Republic of China. The survey questionnaire used is only for consumers who have experience using courier companies, with a sample size of 400 people, according to W. G. Cochran (1953) had a confidence level of 95% and a final sample size of 384.

Unknown population size, calculation formula

$$n = P(1 - P)Z^2 d^2$$

n = sample size

P = The proportion of the population that the researcher to randomize.

Z = level of significance .05 equal to 1.96 (represent confidence 95%)

d = acceptable error 5% (0.05)

$$n = \frac{0.5(1-0.5)(1.96)^2}{0.05^2} = 0.9604/0.0025 = 384.16 \text{ or } 400 \text{ people}$$

2. Research Methodology

In this study, the researcher used descriptive statistics and inferential statistics to analyze the data with the following:

- Descriptive statistics in the analysis of percentage, mean, and standard deviation.
- Inferential statistics with Structural Equation Model (SEM) by path analysis technique. The dependent variable is customer satisfaction of Express.
- Delivery Company in Kunming.

Finally, the summary of quantitative research results.

3. Research Tools

The research tool is an online questionnaire developed from the literature review to check the validity of the contents of the questionnaire. Checking the quality of tools used in research for this study evaluated the instruments in two stages. First, it assessed the instruments for validity, reliability, and language smoothness prior to the survey. Second, it evaluated the overall confidence of the questionnaire after conducting the survey.

• Questionnaire about quick response and supply chain management

There are 3 categories of 8 questions per category (24 Items) to ask customers who use express delivery company, including the branch in Kunming. To ensure the validity of the content, the measurement accuracy of internal consistency is evaluated by assessing its reliability and determining confidence levels, following the following model:

Table 1. Content validity of the scale

Scale	Content validity
1. Information technology and websites have been introduced to the world, which can assist in managing businesses	0.96
2. The company has access to various channels through which they can provide information. These channels are used to share information quickly and efficiently	0.96
3. The company focuses on providing fast service to its customers and network/partners	1.00
4. The staff members are very enthusiastic and always willing to provide assistance	1.00
5. The company utilizes technology to enhance customer service quality	1.00
6. The express delivery service will have a more efficient network infrastructure due to innovative solutions implemented by the company	0.77

7. Business partnerships and joint ventures can help companies to operate more efficiently and at a faster pace	0.77
8. The company places great importance on ensuring accuracy in the preparation of goods declarations and other related documents for their customers	0.77
9. Management process is key in overseeing and regulating the transportation of goods from origin to destination	1.00
10. The product distribution of the company you use is speedy and efficient.	1.00
11. The parcel delivery company you choose to use has a good reputation and image	1.00
12. Customers have the option to check the transportation routes available for availing services through any channel they prefer	1.00
13 .The parcel delivery companies that you choose to use provide safe and damage-free delivery of your parcels	0.77
14. The company has consolidated its services to a single point in order to offer customers greater convenience	1.00
15. The focus to provide automated services using modern tools, which results in saving time and valuable resources	1.00
16 .The service staff is friendly and leaves a positive impression on service recipients	1.00
17. The staff providing the service is friendly, and they leave a positive and favorable impression	1.00
18 .The company's staff is willing to provide assistance beyond the service process.	0.77
19. The service provided by the company's employees is in compliance with the standards and expectations	1.00
20. I am pleased with the company's prompt delivery of their products	1.00
21. Customers who use the parcel delivery service are content with its performance	1.00
22. Please rate your satisfaction with the efficiency of the employees providing the service	1.00
23. I am pleased with the affordable prices offered for express delivery services	1.00
24. I am pleased to be using the express delivery service again	1.00

From Table 1, it is found that the questionnaire has a reliability value higher than 0.50 in all aspects, indicating that the questionnaire has high reliability.

Use the resulting data to calculate the reliability value, or alpha coefficient (α -coefficient), using Cronbach's method. The overall confidence value should be 0.7 or higher, as recommended by Nunnally (1978), which indicates a reliable measure of 0.70 or greater. The Cronbach's alpha coefficient of the between score = 0.862 to 0.858, The questionnaire has a total value of 0.867, exceeding the acceptable threshold of 0.70 based on Nunnally & Bernstein's criteria (1994). The details are presented as shown in Table 2 as follows.

Table 2 . Cronbach's alpha coefficient of scale

Scale	Cronbach's alpha
1. Information technology and websites have been introduced to the world, which can assist in managing businesses	.858
2. The company has access to various channels through which they can provide information. These channels are used to share information quickly and efficiently	.858
3. The company focuses on providing fast service to its customers and network/partners	.858
4. The staff members are very enthusiastic and always willing to provide assistance	.869
5. The company utilizes technology to enhance customer service quality	.859
6. The express delivery service will have a more efficient network	.859

infrastructure due to innovative solutions implemented by the company	
7. Business partnerships and joint ventures can help companies to operate more efficiently and at a faster pace	.860
8. The company places great importance on ensuring accuracy in the preparation of goods declarations and other related documents for their customers	.873
9. Management process is key in overseeing and regulating the transportation of goods from origin to destination	.867
10. The product distribution of the company you use is speedy and efficient.	.868
11. The parcel delivery company you choose to use has a good reputation and image	.867
12. Customers have the option to check the transportation routes available for availing services through any channel they prefer	.869
13. The parcel delivery companies that you choose to use provide safe and damage-free delivery of your parcels	.865
14. The company has consolidated its services to a single point in order to offer customers greater convenience	.864
15. The focus to provide automated services using modern tools, which results in saving time and valuable resources	.868
16. The service staff is friendly and leaves a positive impression on service recipients	.869
17. The staff providing the service is friendly, and they leave a positive and favorable impression	.859
18. The company's staff is willing to provide assistance beyond the service process.	.859
19. The service provided by the company's employees is in compliance with the standards and expectations	.859
20. I am pleased with the company's prompt delivery of their products	.860
21. Customers who use the parcel delivery service are content with its performance	.858
22. Please rate your satisfaction with the efficiency of the employees providing the service	.860
23. I am pleased with the affordable prices offered for express delivery services	.860
24. I am pleased to be using the express delivery service again	.860
Total average scale	.867

It will be an online questionnaire about quick response, supply chain management, including customer satisfaction, and the questionnaire is a rating scale of 5 levels (Rating Scale) applied according to Likert's method (Likert, 1967, p. 76), which specifies 5 levels as follows:

The questions is a 5-level rating scale (Rating Scale) applied according to the Likert method (Likert, 1970), which determines 5 levels of importance as follows:

Very high important level	Score 5
High important level	Score 4
Moderate important level	Score 3
Low important level	Score 2
Very low important level	Score 1

The questionnaire will have different questions depending on the status of the respondents, which our customers use the express delivery company, including the branch in Kunming.

4. Data analysis

In this study, the researchers will use descriptive statistics to analyze the data. Descriptive statistics in the analysis of frequency, percentage, mean, and standard deviation. Then the scores received were analyzed. To

find the average and interpret the average according to the level of importance, which has score values as follows:

4.21 – 5.00	means	very high important
3.41 - 4.20	means	high important
2.61 - 3.40	means	moderate important
1.81 - 2.60	means	low important
1.00 - 1.80	means	very low important

5) RESULTS AND ANALYSIS:

The key points to study the effect of quick response and supply chain efficiency toward customer satisfaction to use express delivery company in Kunming, People's Republic of China. This paper uses a questionnaire as a main tool in order to collect the data.

1.Population statistics of personnel using express delivery services

Table 3.Demography of people who use express delivery service

		(n=400)	
General	Demography	Number	Percentage
Gender	Males	159	75.26
	Females	241	24.74
Age	Under 20 Years	93	23.25
	20 – 29 Years	135	33.75
	30 – 39 Years	79	19.75
	40 - 49 Years	81	20.25
	50 Years or older	12	3.00
Status	Single	167	41.75
	Merited	151	151
	Separated	56	14.00
	Divorce	26	6.50
Education	Below Bachelor Degree	105	26.25
	Bachelor's Degree	159	39.75
	Master's Degree or above	97	24.25
	Doctoral Degree	39	9.75
Occupation	Students	116	29.00
	House-wife/Unemployed	45	11.25
	Government Officers	98	24.50
	Employee/Contact employee	83	20.75
	Business owner or Entrepreneurs	58	14.50
Income per month	Less than 3,000 Yuan	84	14.98
	3,001-5,000 Yuan	136	34.00
	5,001-7,000 Yuan	103	25.75
	7,001-9,000 Yuan	56	14.00
	more 9,001 Yuan	21	5.25
What media did you know about the company?	Recommendations from other people	32	8.00
	Direct contact from the company	78	19.50
	Website or Application of the delivery company	163	40.75
	Advertising in various media	127	31.75
Period of using the company's services	Less than 1 Year	34	8.50
	1-3 Year	126	31.50
	3-5 Year	173	43.25
	more 5 Year	67	16.75

2. Analysis Result of Research Objective 1

To study the importance level of implementing quick response and supply chain efficiency toward customer satisfaction by using an express delivery Company in Kunming, the People's Republic of China.

Table 1.1 Descriptive statistic analysis of quick response

1. Quick response	Mean	S.D.	Level of importance
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1.1 Information technology and websites have been introduced to the world, which can assist in managing businesses	4.24	0.678	Very high
1.2 The company has access to various channels through which they can provide information. These channels are used to share information quickly and efficiently	4.26	0.699	Very high
1.3 The company focuses on providing fast service to its customers and network/partners	4.25	0.703	Very high
1.4 The staff members are very enthusiastic and always willing to provide assistance	3.97	0.698	high
1.5 The company utilizes technology to enhance customer service quality	4.28	0.656	Very high
1.6 The express delivery service will have a more efficient network infrastructure due to innovative solutions implemented by the company	4.31	0.663	Very high
1.7 Business partnerships and joint ventures can help companies operate more efficiently and at a faster pace	4.32	0.653	Very high
1.8 The company places great importance on ensuring accuracy in the preparation of goods declarations and other related documents for their customers	4.23	0.648	Very high
Total average	4.23	0.476	Very high

According to Table 4.1, quick response is very high important. The total average score was 4.23 with a standard deviation of 0.476. which indicates a very high level of importance. When analyzing the factors, it was found that business partnerships and joint ventures can help companies operate more efficiently and at a faster pace were the most important factors, with a mean score of 4.32 and a standard deviation of 0.653. Following this, the express delivery service will have a more efficient network infrastructure due to innovative solutions implemented by the company, with a mean score of 4.31 and a standard deviation of 0.663. Lastly, The company utilizes technology to enhance customer service quality, with a mean score of 4.28 and a standard deviation of 0.656.

Table 2.2 Descriptive statistic analysis of supply chain efficiency

2. Supply chain efficiency	Mean	S.D.	Level of importance
2.1. Management process is key in overseeing and regulating the transportation of goods from origin to destination	4.25	0.576	Very high
2.2. The product distribution of the company you use is speedy and efficient.	4.24	0.584	Very high
2.3. The parcel delivery company you choose to use has a good reputation and image	4.32	0.631	Very high
2.4 Customers have the option to check the transportation routes available for availing services through any channel they prefer	4.25	0.648	Very high
2.5 The parcel delivery companies that you choose to use provide safe and damage-free delivery of your parcels	4.29	0.626	Very high
2.6 The company has consolidated its services to a single point in order to offer customers greater convenience	4.33	0.661	Very high
2.7 The focus to provide automated services using modern tools, which results in saving time and valuable resources	4.30	.653	Very high
2.8 The service staff is friendly and leaves a positive impression on service recipients	4.15	.687	High
Total average	4.27	0.633	Very high

According to Table 4.2, supply chain efficiency is very high important. The total average score was 4.27 with a standard deviation of 0.633. which indicates a very high level of importance. When analyzing the factors, it was found that the company has consolidated its services to a single point in order to offer customers greater convenience, with a mean score of 4.33 and a standard deviation of 0.661. Following this, the parcel delivery company you choose to use has a good reputation and image, with a mean score of 4.32 and a standard deviation of 0.631. Lastly, the focus is to provide automated services using modern tools, which results in saving time and

valuable resources, with a mean score of 4.30 and a standard deviation of 0.653.

Table 6.3 Descriptive statistic analysis of customer satisfaction

3. Customer satisfaction	Mean	S.D.	Level of importance
3.1 The staff providing the service is friendly, and they leave a positive and favorable impression	4.25	.576	Very high
3.2 The company's staff is willing to provide assistance beyond the service process.	4.24	.584	Very high
3.3 The service provided by the company's employees is in compliance with the standards and expectations	4.32	.631	Very high
3.4 I am pleased with the company's prompt delivery of their products	4.25	.648	Very high
3.5 Customers who use the parcel delivery service are content with its performance	4.29	.626	Very high
3.6 Please rate your satisfaction with the efficiency of the employees providing the service	4.33	.660	Very high
3.7 I am pleased with the affordable prices offered for express delivery services	4.30	.653	Very high
3.8 I am pleased to be using the express delivery service again	4.15	.687	Very high
Total average	4.28	.506	Very high

According to Table 4.3, customer satisfaction is very high important. The total average score was 4.28 with a standard deviation of 0.506. which indicates a very high level of importance. When analyzing the factors, it was found that please rate your satisfaction with the efficiency of the employees providing the service, with a mean score of 4.33 and a standard deviation of 0.660. Following this, the service provided by the company's employees is in compliance with the standards and expectations, with a mean score of 4.32 and a standard deviation of 0.631. Lastly, customers who use the parcel delivery service are content with its performance, which results in saving time and valuable resources, with a mean score of 4.29 and a standard deviation of 0.626.

3. Analysis Result of Research Objective 2

The result of the analysis is the impact of quick response and supply chain efficiency on customer satisfaction using the express delivery companies in Kunming, China.

Table 4.4 shows the quick response and efficient supply chain have a direct and indirect impact on customer satisfaction.

Independent	Coefficient	Dependent					
		Supply chain efficiency			Customer satisfaction.		
		TE	DE	IE	TE	DE	IE
Quick response	b	0.34**	0.34**	-	0.99**	0.99**	0.003**
	S.E.	0.02	0.02	-	0.06	0.07	0.07
	β	0.40	0.40	-	0.95	0.06	0.99
Supply chain efficiency	b	-	-	-	0.01	0.01	-
	S.E.	-	-	-	0.06	0.06	-
	β	-	-	-	0.15	0.54	-
R ²		0.1161			0.9890		
Adjust R ²		0.1143			0.9889		
Conformity index		γ2 = 0.01, RMSEA =SRMR/RMR= 0.05-0.08					

From Table 4.4, in summary, based on empirical data, it has been found that quick response and supply chain efficiency have a direct and positive impact on customer satisfaction. These factors explain 98% of the variance in customer satisfaction. The quick response has a significant positive impact on customer satisfaction at the significance level of 0.01. Similarly, supply chain efficiency also has a positive statistically significant influence on customers at the significance level of 0.01. Additionally, supply chain efficiency has an indirect effect on customer satisfaction. the index of mean square residuals RMSEA = SRMR/RMR = 0.05-0.08, suggest indirect effects through supply chain efficiency.

6) CONCLUSION

The results of the research concluded that objective 1, to study the importance level of implementing quick response and supply chain efficiency toward customer satisfaction by using an express delivery Company in Kunming, the People's Republic of China. Customer satisfaction is very important. The total average score was 4.28 with a standard deviation of 0.506, which indicates a very high level of importance. The supply chain efficiency is very high important. The total average score was 4.27 with a standard deviation of 0.633. The quick response is very high implementation. The total average score was 4.23 with a standard deviation of 0.476. All factors were of descending importance.

The results of the research concluded that objective 2, the quick response, had directly influenced customer satisfaction, with a path coefficient equal to 0.991, followed by quick response directly influenced supply chain efficiency, with a path coefficient equal to 0.341, and the last supply chain efficiency directly influenced customer satisfaction, with a path coefficient equal to 0.009 of customers using express delivery companies. These factors explain 98% of the variance in customer satisfaction. The quick response has a significant positive impact on customer satisfaction at the significance level of 0.01. Similarly, supply chain efficiency also has a positive statistically significant influence on customers at the significance level of 0.01.

The results of the research concluded that objective 3, the model of the causal factors influencing customer satisfaction, found that quick response has the most significant effect on customer satisfaction (0.991), followed by quick response (0.341), and lastly, supply chain efficiency (0.009), with significance at 0.01.

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