

## **Quality of Toktok Delivery Services Amidst the COVID-19 Pandemic**

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### **ABSTRACT**

*The emergence of the delivery service industry, especially in our country, has seen a potential surge in customer demand. The SERVQUAL model was used to find information and identify quality discrepancies in Toktok logistics service providers' existing services. Five objectives guided the study: to determine the demographic profile of the respondents; to determine the customer's perception of service rendered by Toktok with the five service quality dimensions; to determine the perceived problems encountered when using Toktok; to determine the significant difference between the service quality dimensions and the demographic profile; and to provide a recommendation to improve the service quality of Toktok. During a pandemic, TokTok PH's service exceeded customers' expectations. Concerning customer issues, respondents believe TokTok's equipment (motorcycles) is old and in poor condition, with a weighted mean of 2.48. This issue can be avoided if the operator sets a specific model year range as a requirement for TokTok PH delivery riders. According to the researchers' findings, assurance has the most significant impact on customer satisfaction, with a weighted mean of 4.52. However, the empathy dimension has the most negligible effect, with a weighted mean of 3.88 on customer satisfaction. Most respondents emphasized intangible rather than tangible aspects of service quality. According to Minh, Ha, and Matsui (2015), service quality is critical to customer satisfaction and loyalty.*

**Keywords:** *service industry, customer satisfaction, toktok ph, service quality*

### **INTRODUCTION**

Toktok is a delivery service company in the Philippines. It is convenient and secure to order from your favorite store over the phone or online and have it delivered quickly to your door. The emergence of the delivery service industry, especially here in our country, has seen a potential boom in customer demand and the general public's clamor for this service. Even though we are seeing many delivery service companies servicing the general public's delivery needs, the demand for this service seems to be rising over time. Toktok, the newest online franchise delivery service company to join the highly competitive industry, which had its soft launch on December 8, 2020, has been tagged as having the "most affordable" delivery service rates today. Compared to other delivery service companies, Toktok offers its customers a more budget-friendly delivery fee. Toktok currently operates thousands of delivery riders, receiving delivery assignments in the National Capital Region and selected areas in Luzon.

Service quality is essential in every company, especially in delivery services; some customers will check this before they avail of the service because they want to make sure that the benefit of this company is proven and tested before availing of the service provided by the company. The customer's feedback is also crucial for the company to enhance and develop their service and give them an idea of how to maintain their competitive advantage over other companies. This company has reserved the right to make any changes or charge for its services for any reason if deemed fit. However, charges are still subject to the confirmation and purchase of the clients. Therefore, the researchers want to conduct the study to determine and assess the service quality provided by the delivery service company, specifically Toktok. Service definition is

key to service management. Service definition enables both the customer and the service provider to know what to expect and not expect from a service. Clearly defined services would allow customers to understand service offerings, including what each service does and does not include, eligibility, service limitations, cost, how to request assistance, and how to get help. A well-defined service also identifies the internal processes necessary to provide and support the service. Toktok is a logistics company in the Philippines. This logistic company has reserved the right to make any changes or charge for its services for any reason if deemed fit. Therefore, the researchers conducted a study for the defense to determine and assess the service quality provided by the logistics company, specifically the Toktok delivery service given to the clients. The scope of this study is limited only to regular customers of TokTok. The research respondents are randomly selected Toktok delivery customers. This study aims to determine the service quality of Toktok Ph, and the problems encountered when using Toktok to improve the service quality of the business.

## **Review of Literature**

### *Logistics and Supply Chain Management*

Grant stated that excellent logistics services tend to notice logistical and supply chain issues for their consumers, such as difficulty in looking for things in a single spot, limited items in terms of tones, sizes, and style, and dissatisfaction in online requests. Apart from these facets of consumers' lives touched by logistics, it is also associated with some of its active parts that support the company's supply chain strategy. Gustafsson asserted the emphasis on manufacturing or retailing, other than production and selling, in today's business environment. He debunked the belief that what goes on «behind the scenes» does not really matter to the success of a business and certainly does not justify significant business resources.

In relation to this, Kherbach and Mocan claimed that logistics and supply chains are essential, especially to small and medium enterprises, because they improve the competitive advantage and can serve as a competitive tool in the business.

### *Service quality*

True value in services is created by personalizing the service delivery and conveying an understanding of the customers' needs. Many companies are failing to satisfy their customers consistently. The service provider needs to know his customers to deliver an efficient, personal, and effective service to satisfy each customer. Developing detailed knowledge about customers and adopting the principle of Do-It-Once and Do-It-Right enable customers to engage in value-enhancing self-service.

It also lets customers design the product, provides customers with a one-stop shopping experience, develops competency in delivery systems, and builds long-term relationships with customers.

### *SERVQUAL Model*

Managing logistic service quality is essential to reaching a higher level of customer satisfaction and gaining productivity. For the past few decades, logistic services have greatly influenced the scope of isolated services. In such conditions, service quality has an enormous impact on how a company efficiently performs. For companies to measure customers' demands and perceptions, the SERVQUAL model was frequently to measure service quality. It is a multi-item questionnaire designed to measure customer expectations and determine customer perception of the quality of service. A value is created through logistics services based on the customers' perceived gap between the quality of service provided and customers' expected quality of service (Ferreira et al., 2015).

Memić et al. (2018) argued that the SERVQUAL model pointed at critical business functions and the possibility of their improvement. A negative gap indicates that the service rendered does not meet the customers' expectations, highlighting a gap for improvement.

Also, in a study conducted by Gajewska et al. (2015), a SERVQUAL model was used on 10 logistics services and attributed to estimating refrigerated transport performances. It was based on five key dimensions: reliability, safety, tangibility, empathy, and capability, and the application of the model measured the service quality of logistic companies in Iskandar, Malaysia.

Guesalaga (2014) also affirmed that there are cultural differences in service quality, and there are five faces of service quality—tangibility, reliability, responsiveness, assurance, and empathy. He emphasized the concept of reliability and viewed the whole model as an essential tool to help gain customer satisfaction.

### *Logistics Service Quality*

Uvet (2020) underscored the relationship between logistics service and customer satisfaction. Logistic service quality (LSQ) factors—timeliness, order condition, personnel contact quality, and operational information—have a significant impact on customer satisfaction in logistics services.

Logistics Service Quality (LSQ) is a crucial tool in modern markets. Corrective and preventive actions are significant for quality improvement, and they are the result of models and methods used for quality measurement. Based on a study conducted by Kilibarda, M., Andrejić, M., & Popović, V (2020), the most frequently used approaches are SERVQUAL and LSQ scales. The dominant dimensions are time dimensions: timeliness, on-time delivery, order processing time, lead time, etc.

### Conceptual Framework

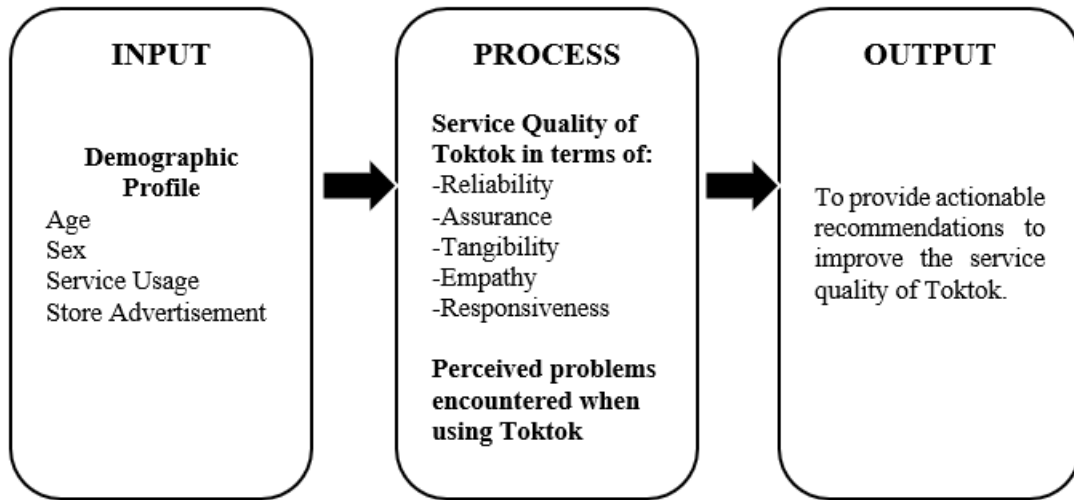


Figure 1. Conceptual framework of the study

As the study's paradigm, Figure 1 serves to show the factors found in the research. A process' related stages are visually summarized by the input-process-output (IPO) model. Customers' visits to the store, how frequently they use the service, and how well-informed they are about Toktok's delivery services are all taken into account during the input phase. Throughout the process phase, many methodologies were used, such as giving survey questions, doing a review of relevant literature (RRL), and statistical analysis. The study's output, or final result, analyses consumer feedback and insights on the caliber of the logistics service and offers a suggestion for improvement based on research findings.

### Objectives of the Study

The primary goal of this research is to identify quality discrepancies in Toktok logistics service providers' existing services using the SERVQUAL model to highlight existing gaps in service provision. Findings from this research also aim to enhance knowledge regarding customers and provide more information about the service quality of Toktok Ph and the problems encountered when using Toktok. Moreover, it seeks to answer the following: Demographic Profile of the Respondents in terms of age, sex, service usage, and store advertisement To determine customers' perceptions of service rendered by Toktok with the service quality dimensions of reliability, assurance, tangibility, empathy, and responsiveness, to resolve the perceived problems encountered when using Toktok. to determine the significant difference between the service quality dimensions and the demographic profile. And to make recommendations to improve Toktok's service quality.

### METHODOLOGY

The quantitative method is used in this study. It sets out to analyze data for trends and relationships and verify the measurements made, mainly to understand the LSQ needs of Toktok's customers and to analyze respondents' responses by providing specific facts and conditions of the subject depicting participants accurately. The researchers used survey questionnaire to determine the respondents' demographic profile in terms of gender, age, number of times of store visit, how often they use Toktok's service, and how they know the store.

## RESULTS AND DISCUSSIONS

According to Table 1, 31 (62% of respondents) are between the ages of 19 and 29, whereas only 4 (8% of respondents) are between the ages of 50 and 59. This could be due to the convenience- and time-crunched nature of young people as customers, who prefer to order items online and have them delivered right to their door.

Nearly two-thirds (63%) of respondents aged 18 to 29 who participated in a related study by Zion & Hollman (2019) reported using a multi-restaurant delivery website or app in the previous 90 days. People often use courier services to deliver their necessities, particularly food and groceries, due to the inconvenience of going outside. Additionally, due to the prevalence of online learning and working from home, documents and electronics are also very likely to be delivered by a courier service.

Table 1. Demographic profile of the respondents in terms of Age

Age	Frequency	Percent
19-29 years old	31	62.00
30-49 years old	10	20.00
50-59 years old	4	8.00
Older than 60 years old	5	10.00
<b>Total</b>	<b>50</b>	<b>100%</b>

The demographic breakdown of the respondents by gender is shown in Table 2. According to the results, there were 27 male respondents (54%) and 23 female respondents (46%) overall. This could be the case since men are the patriarchs of society, and it is their duty to secure the security and comfort of their domain.

Contrary to Marcellus (2019), more deliveries result from a rise in the number of working women. In support of this, Brennan (2014) said that as women frequently make purchases on behalf of several other people, their decision to buy is frequently more emotionally charged than men's.

Table 2. Demographic profile of the respondents in terms of sex

Sex	Frequency	Percent
Male	27	54.00
Female	23	36.00
<b>Total</b>	<b>50</b>	<b>100%</b>

According to Table 3, the majority of respondents (21, or 42%) use their service once or twice, while just 12 (24%), or 12 respondents, use it frequently. Younger customers may have different expectations of delivery apps since they are familiar with the most recent technologies. They like a simple user interface that will help them finish jobs as quickly as possible.

Nearly 50% of respondents used one only once or twice in the last 90 days, which is comparable to a research by Zion & Hollman (2019). Bunney (2020) asserts that while younger generations are capable of loyalty, it differs from most other forms. Young adults have turned the notion that brand loyalty is based on discounts and offers on its head by sticking with companies that can provide them with an enjoyable experience and satisfy their requirements wherever they may be.

Table 3. Demographic profile of the respondents in terms of service usage

<b>Service usage</b>	<b>Frequency</b>	<b>Percentage</b>
First Time	17	34.00
Once/Twice	21	42.00
Many Time	12	24.00
<b>Total</b>	<b>50</b>	<b>100%</b>

Table 4 shows that the bulk of respondents learned about the business through referrals from friends, whereas just 8 (16%) of respondents said they independently learned about TokTok. This could be as a result of TokTok's recruitment approach, which results in word-of-mouth from peers who have family or friends who work as TokTok operators nearby.

According to a similar survey by Kapadia (2021), recommendations from friends still significant across a variety of businesses; 92% of people between the ages of 18 and 34 say they do so. When there is money at stake, younger generations are even more proactive in looking for bargains.

Table 4. Demographic profile of the respondents in terms of store advertisement

<b>Store Advertisement</b>	<b>Frequency</b>	<b>Percentage</b>
Recommended by friends	25	50.00
By yourself	8	16.00
Media Publicity	17	34.00
<b>Total</b>	<b>50</b>	<b>100%</b>

Table 5 results show that the item on the vehicles used by the delivery man are in good condition having a weighted mean of 4.32. In contrast, the Toktok's modern-looking equipment received the lowest weighted mean rating, with a weighted mean of 3.98. This could be as a result of customers being able to see that the delivery rider's motorbike and insulating box are both brand-new, which guarantees the safety of the package when handled by the recipient.

DeGenaro (2017) asserts that certification requirements for delivery trucks are rather simple. Like many other requirements, they are based on legislation and regulation, which stipulates that vehicles must be kept in excellent operating condition, be roadworthy, be well-organized, and have safety supplies and equipment. This is crucial for both the delivery team's security and the preservation of the tools and resources used by your company.

Table 5. Level of perceived tangibility

<b>Tangibility</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
The vehicles used by the delivery man is in good condition	4.32	Very Satisfied
The application has a good user interface (user friendly)	4.16	Satisfied
The delivery man is properly dressed	4.16	Satisfied
Toktok has modern-looking equipment	3.98	Satisfied
<b>Composite mean</b>	<b>4.16</b>	<b>Satisfied</b>

*Notes: 1.00 – 1.80 Very Dissatisfied; 1.81 – 2.60 Dissatisfied; 2.61 – 3.40 Neutral; 3.41 – 4.20 Satisfied*

Table 6 shows that it is important for the customers that the delivery is prompt and reliable with a mean of 4.38. The lowest weighted mean, however, with a weighted mean of 3.98, indicates that the delivery waiting time is brief. This can be due to the traceability of the TokTok application.

Customers may therefore check the status of their packages while they are in route and are satisfied with the application's tracker's accuracy.

A research by Krynski (2019) found that giving customers their purchases on time and accurately adds value. Customers desire an accurate tracking system that keeps them informed of the status of their orders. They desire interactive dialogue over their order even before it is delivered.

Table 6. Level of perceived reliability

<b>Reliability</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
The delivery is prompt and reliable	4.38	Very Satisfied
The orders are not damaged when delivered.	4.36	Very Satisfied
The delivery man provides their service within the promised time	4.24	Very Satisfied
The delivery's waiting time is short	3.98	Satisfied
<b>Composite mean</b>	<b>4.24</b>	<b>Very Satisfied</b>

*Notes: 1.00 – 1.80 Very Dissatisfied; 1.81 – 2.60 Dissatisfied; 2.61 – 3.40 Neutral; 3.41 – 4.20 Satisfied*

In a study conducted by Crossflight (2019), polite customer service will go a long way in any industry, including logistics. Table 7 results show that the highest item is that the delivery man is polite, with a weighted mean of 4.52. This may be due to consumers being able to communicate with the delivery rider before and after the parcel is delivered.

Table 7. Level of perceived assurance

<b>Assurance</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
The delivery man is polite and courteous	4.52	Very Satisfied
I feel safe when making transaction with the delivery man	4.46	Very Satisfied
The delivery man is trustworthy	4.42	Very Satisfied
The delivery man is knowledgeable in answering all my concerns	4.22	Very Satisfied
<b>Composite mean</b>	<b>4.41</b>	<b>Very Satisfied</b>

*Notes: 1.00 – 1.80 Very Dissatisfied; 1.81 – 2.60 Dissatisfied; 2.61 – 3.40 Neutral; 3.41 – 4.20 Satisfied*

According to Table 8, the item with the highest weighted mean score—4.32—is that the delivery guy provides quick service. This can be the case because a delivery was made promptly and arrived on schedule. Customers prefer courier services with precise tracking since it prevents shipments from being returned owing to missing recipients as a result of the application's faulty tracking.

Consumers desire to pay the lowest delivery rates, but according to a related study by Nguyen et al. (2019), they are also somewhat open to accepting higher delivery prices in return for quicker delivery, a shorter time window, or a more opportune delivery moment (during the day or week).

Table 8. Level of perceived responsiveness

<b>Responsiveness</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
The delivery man gives prompt service	4.32	Very Satisfied
The delivery man can be easily contacted	4.30	Very Satisfied

The delivery man has shown willingness to help me	4.18	Satisfied
The delivery man answered all my questions well enough	4.14	Satisfied
<b>Composite mean</b>	<b>4.24</b>	<b>Very Satisfied</b>

*Notes: 1.00 – 1.80 Very Dissatisfied; 1.81 – 2.60 Dissatisfied; 2.61 – 3.40 Neutral; 3.41 – 4.20 Satisfied*

Table 9 shows that the highest weighted mean gathered is that Toktok has operating hours convenient to all its customers, with a weighted mean of 4.40. This may be due to TokTok's consumers being time-constrained and looking for providers that provide a convenient value in terms of search, access, purchase, and use. Pibernik (2014) et al. described convenience as the amount of effort and time a consumer perceives to save in availing activities like shopping or consuming.

Table 9. Level of perceived empathy

<b>Empathy</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
Toktok has operating hours convenient to all its customers.	4.40	Very Satisfied
Toktok has your best interest at heart	4.22	Very Satisfied
Toktok gives you individual attention	3.94	Satisfied
Toktok has employees who gives your personal attention	3.88	Satisfied
<b>Composite mean</b>	<b>4.11</b>	<b>Satisfied</b>

*Notes: 1.00 – 1.80 Very Dissatisfied; 1.81 – 2.60 Dissatisfied; 2.61 – 3.40 Neutral; 3.41 – 4.20 Satisfied*

Table 10 results show The most significant problem encountered by consumers is that the equipment used by Toktok is old and in bad condition, with the least encountered problem being that the delivery driver is impolite. This may be because the rider does not maintain motorcycles well, and insulated boxes are damaged due to direct sun exposure. According to Secure Media (2018), consumers form an impression of a business based on what they see, which at the delivery stage will be the courier.

Table 10. Level of perceived problems encountered when using Toktok

<b>Problems Encountered</b>	<b>Weighted Mean</b>	<b>Verbal Interpretation</b>
The equipment (motorcycle) used by Toktok are old and in bad condition	2.48	Disagree
It took a long time to complete the delivery	2.30	Disagree
The Toktok application is not user friendly	2.12	Disagree
The order was delivered by Toktok to the wrong address	2.00	Disagree
The parcel is lost	1.92	Disagree
The delivery driver is impolite	1.86	Disagree
<b>Composite mean</b>	<b>2.08</b>	<b>Disagree</b>

*Notes: 1.00 – 1.80 Strongly Disagree; 1.81 – 2.60 Disagree; 2.61 – 3.40 Neutral; 3.41 – 4.20 Agree; 4.21- 5.00 Strongly Agree*



Table 11 results show that there is a statistically significant difference between reliability and the respondent's age group of 19 to 29 and older than 60, with a p-value of .019. A study conducted by Grazhdani and Merollari (2015) found strong evidence that the age of consumers has an effect on service quality perceptions. Service quality was significantly higher for mature individuals compared to their younger counterparts. This may be due to the perceived reliability and levels of trust among older adults, who are more sensitive to change.

Table 11. Difference in the level of perception when grouped according to age

SERVQUAL	Kruskal Wallis value	p-value	Interpretation
Tangibility	1.762	.623	Not Significant
Reliability	9.915	.019	Significant
Assurance	7.017	.071	Not Significant
Responsiveness	4.314	.229	Not Significant
Empathy	2.299	.513	Not Significant

Note: If the p-value < .05, Significant. If the p-value is > .05, Not Significant

The findings in Table 12 indicate that there is no statistically significant difference between respondents' sexes and perception levels. This may be because both genders are now exposed to a variety of information that broadens their perspectives on delivery services. Gender was not shown to be important to the degree of perception in a study of a similar nature done by Irshad et al. (2014).

Table 12. Difference in the level of perception when grouped according to sex

SERVQUAL	Kruskal Wallis value	p-value	Interpretation
Tangibility	3.216	.073	Not Significant
Reliability	1.255	.263	Not Significant
Assurance	.141	.708	Not Significant
Responsiveness	.000	1.000	Not Significant
Empathy	1.256	.262	Not Significant

Note: If the p-value < .05, Significant. If the p-value is > .05, Not Significant

According to the findings in Table 13, there is a statistically significant difference between respondents who used Tangibility's service for the first time and numerous times and Tangibility. The satisfaction of the consumer depending on the tangible aspects of the delivery, such as the vehicle, insulated box, and PPE. The frequency with which TokTok avails of the courier service depends on the physical assets of the equipment used. In a similar study conducted by Sharma et al. (2014), it was determined that services reduced perceived risk and increased individuals' purchasing intentions.

Table 13. Difference in the level of perception when grouped according to Service usage

SERVQUAL	Kruskal Wallis value	p-value	Interpretation
Tangibility	6.176	.046	Significant
Reliability	3.530	.171	Not Significant
Assurance	3.013	.222	Not Significant

Responsiveness	1.914	.384	Not Significant
Empathy	2.400	.301	Not Significant

Note: If the p-value <.05, Significant. If the p-value is >.05, Not Significant

Results from Table 14 demonstrate a statistically significant difference in dependability, responsiveness, and empathy for respondents who learned about TokTok from friend referrals and media coverage, with p-values of .019, .035, and .022. This may be the case since commercials, which serve as one of the main determinants of customer perception, provide consumers with information about TokTok.

Advertisements have a significant influence on how customers perceive quality, claim Haider & Shakib (2017). The researchers also stressed that when consumers watched an advertising, they felt more confident and inspired to use a product or service. Customers get confidence in a brand through commercials that they see.

Table 14. Difference in the level of perception when grouped according to store advertisement

SERVQUAL	Kruskal Wallis value	p-value	Interpretation
Tangibility	2.774	.250	Not Significant
Reliability	7.893	.019	Significant
Assurance	3.752	.153	Not Significant
Responsiveness	6.691	.035	Significant
Empathy	7.677	.022	Significant

Note: If the p-value <.05, Significant. If the p-value is >.05, Not Significant

Table 15 shows the proposed action plans on the service usage for the elderly.

Table 15. Action plan for service usage for the elderly

Key Result Area	p-value	Strategies	Person-In-Charge
Elderly people have always been neglected in the design of technology tools such as mobile applications and social media	.250	Toktok Ph must adapt Tangible User Interface (TUI) for the elderly who uses the application of Toktok. TUI replaces intangible output devices like monitors and speakers with physical objects. Thus, TUI can help older adults accept technology better.	Toktok Software Programmer
<b>Empathy</b> Consumers are discontented by how Toktok provide separate recognition to its customers	3.98	The researchers advise Toktok to equip employees with appropriate gear. It is critical to have the right tool for the job. The right tools also enable staff to perform tasks quickly and expand their capabilities. <ul style="list-style-type: none"> <li>The employer shall not permit any equipment or items to endanger employee safety, whether indoors or outdoors.</li> </ul>	HR Manager

<b>Reliability</b> Consumers are neither anxious nor upset by the time it takes for the delivery to arrive.	3.98	The researchers advise Toktok riders to plan their deliveries ahead of time. In addition to saving money, efficient routes improve customer satisfaction and make every delivery profitable. Instant delivery is related to pickup and delivery and dial-a-ride. <ul style="list-style-type: none"><li>• Each order has a pickup and delivery node. Thus, the rider must service the customer within an hour. All riders must deliver orders within 45 minutes.</li></ul>	HR Manager
<b>Responsiveness</b> Consumers are dissatisfied because Toktok riders are not adequately prepared to the consumers concerns.	4.1	The researchers advise Toktok Ph to improve its customer service response time. The customer service policy outlines what customers can expect from the company and how both parties can work together to succeed. This policy establishes a long-term and sustainable relationship between the customer and the company.	Customer Service Agent
<b>Problem Encountered</b> Consumers noticed that Toktok rider's motorcycle are old and in bad condition.	2.48	The researchers advise Toktok Riders must be properly trained and their bikes in good condition. Employees are more efficient and effective when trained. Driving is one of the most dangerous delivery jobs. So, they must be well prepared. Toktok riders are responsible for their motorcycles. <ul style="list-style-type: none"><li>• Toktok riders must be able to afford repairs to any part of their vehicle.</li><li>• Riders must clean up after themselves. Customers see the vehicle as a business tool. As a result, improved business processes for motorcycle dealers must be streamlined to better serve clients.</li></ul>	Operations Manager

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## CONCLUSIONS

Most of the respondents are between 19 and 29 years old, male, used the service once or twice, and discovered TokTok PH through friend recommendations. This study also shows that among the five service quality dimensions, assurance has the highest impact on customer satisfaction. A plan of action was proposed to improve and enhance the experience of consumers who normally use the TokTokPH service.

The researchers recommend future researchers. Consider broadening the scope of the study and allocating additional time to data collection. It would be ideal if the future researcher also took a qualitative approach to the study. Focus groups can shed light on complex issues,

such as conditional ideas or attitudes. The future researcher should additionally include a variable indicating what types of goods they typically add to Toktok.

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