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Research Article

Impact Of Trust Factors On Customer Satisfaction In Speed Post Service In Chennai: Explanatory Sequential Mixed Methods Study

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ARTICLE INFO **ABSTRACT**

In the speed post-service industry, customer satisfaction is crucial for gauging service quality and customer loyalty. Although there is a high demand for speed post service in Chennai, a major city in India, more is needed to know how trust issues affect consumer satisfaction. Thisstudyseekstoclosethisgapbygathering andanalyzingquantitativeandqualitativedatafrom 275 consumers who utilized Chennai's speed post service over the last six months using an explanatory sequential mixed methods approach. According to the survey, the trust aspects of security, privacy, reputation, familiarity, and transparency positively and significantly impacted consumer satisfaction with Chennai's speed post service. The study also discovered that communication tempered the impact of security on customer satisfaction and had a favorable and substantial impact on it. Using a joint presentation approach, the study used the quantitative and qualitative data to compare and contrast the findings, explain how the qualitative data contributed to comprehending the quantitative findings, and respond to the research question. The study covered the essential findings and how they connect to prior research. The research also emphasized how the findings will affect both theory and practice.

Keywords: Trust factors; Communication; Customer satisfaction; Speed post service; Chennai; Mixed methods.

Introduction

A quick and dependable postal delivery method, speed post service gives customers access to featuresincludingonlinebooking,insurance,andtracking.Customersatisfaction,impactedby several variables, including security, privacy, reputation ,familiarity, and transparency ,is also a barrier to post-service speed (Khan et al., 2019). The profitability and sustainability of providersofspeedpostservicesaredirectlyimpacte dbycustomersatisfactionasasignificant measure of service quality and customer loyalty (Chen & Chen, 2018). Itiscrucialtounderstandhowtrustfactorsimpactcustomersatisfactionwithspeedpostservice and what can be done to improve them. Nevertheless, there are few empirical studies on the subject, particularly in the context of Chennai, a major city in India where there is a high demand for rapid post service because of its bustling commercial and social life. In addition, themajorityofresearchthathasbeendoneontrustdeterminants and customersatisfactionhas relied on quantitative or qualitative methodologies, which may need to adequately accountfor the richness and complexity of the phenomena (Ivankova & Stick, 2006).
How do the trust elements affect customer satisfaction in speed post service in Chennai? This is the research topic this study seeks to explore. We used an explanatory sequential mixed methods design to address this query. This is at wo-phaseresearchdesignthatbeginswiththe gathering and analysis of quantitative data and is followed by the gathering and analyzing qualitative data to explain the quantitative

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results(Creswell&PlanoClark,2007).Thisdesign enables us to use regression analysis to assess the hypotheses produced from the literature review and then theme analysis to investigate the underlying causes and mechanisms.

The hypotheses for this study are:

H1: Security has a positive effect on customer satisfaction in speed post service in Chennai. H2: Privacy has a positive effect on customer satisfaction in speed post service in Chennai. H3: Reputation has a positive effect on customer satisfaction in speed post service in Chennai.
H4: Familiarityhasapositiveeffectoncustomersatisfactioninspeedpostservicein Chennai.
H5: Transparency has a positive effect on customer satisfaction in speed post service in Chennai.
H6: Communicationmoderatestheeffectofsecurityoncustomersatisfactioninspeedpost service in Chennai.
This study offers two contributions. First, it offers actual data on the influence of trust determinants on customer satisfaction in Chennai's speed post service ,anewandunderstudied setting. Second, it explains how to combine quantitative and qualitative data using an explanatory sequential mixed methods design, improving the results' validity and reliability.
The remainder of the paper is structured as follows. The relevant literature on trust factors, customer satisfaction, and postage speed is reviewed in Section 2. The study's methodology, including the methods used for data collecting and analysis, is described in Section 3. The study's quantitative and qualitative findings are presented in Section 4. The key conclusions and their consequences for theory and practice are discussed in Section 5. A summary and recommendations for more studies are provided in Section 6 of the paper.

Literature Review

This section reviews the literature on trust factors, customer satisfaction, and speed post- service. We also developed the hypotheses for our study based on the literature review.

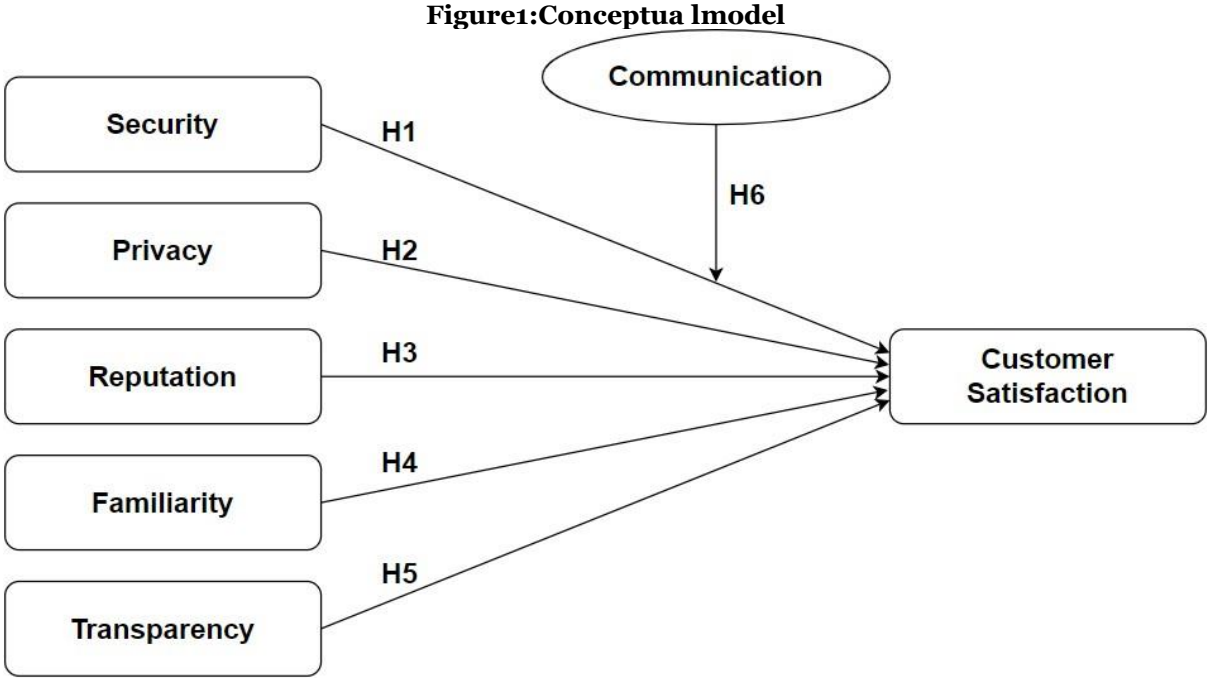
Trust Factors

According to Mayeretal.(1995),"the willingness of a party to be vulnerable to the actions of anotherpartybasedontheexpectationthattheotherwillperformaparticularactionimportanttothetrustor,irespectiveoftheabilitytomonitororcontrolthatotherparty"(definetrust).In circumstances of uncertainty, risk, and dependency, trust is essential for successful service delivery and customer satisfaction (Chen & Chen, 2018).
Security, privacy, reputation, familiarity, and openness are some of the variables that might affecttrust(Khanetal.,2019). Accordingto Kimetal.(2008) ,securityisthede gree towhich consumersbelievetheserviceproviderprotectstheirpersonalandfinancialinformationagainst unauthorisedaccessandexploitation.AccordingtoMalhotraetal.(2004),thedegreetowhich consumers believe that the service provider is gathering, using, and disclosing their personal and financial information in line with their desires and expectations is called privacy. According to Chen & Chen (2018), reputation is the degree to which customers believe that a service provider has a positive reputation and trustworthiness in the marketplace and among other customers. According to Gefen et al. (2003), familiarity refers to the degree to which customers have prior knowledge of and experience with the service provider and its offers. According to Khan et al. (2019), transparency is the degree to which customers believe the service provider is open and honest about its rules, procedures, and performance.
In many service settings, including e-commerce (Kim et al., 2008), online banking (Malhotra et al., 2004), hotel booking (Chen & Chen, 2018), and online education (Gefen et al., 2003), priorresearchhasdemonstratedthatthesetrustindicatorshaveabeneficialimpactonconsumer satisfaction.However,thereneedtobemorestudiesonhowthesetrustfactorsaffectcustomer satisfactioninspeedpost-service,adifferenttypeofserviceinvolvingthephysicaldeliveryof goods and documents. Therefore, we propose the following hypotheses:
H1:Security has a positive effect on customer satisfaction in speed post service in Chennai.
H2: Privacy has a positive effect on customer satisfaction in speed post service in Chennai. H3: Reputation has a positive effect on customer satisfaction in speed post service in Chennai. H4: Familiarity has a positive effect on customer satisfaction in speed post service in Chennai.
H5: Transparency has a positive effect on customer satisfaction in speed post service in Chennai.
We consider themoderatinginfluenceofcommunicationandthedirecteffectsoftrustvariables oncustomersatisfaction.AccordingtoKhanetal.(2019),communicationreferstohowmuch consumersbelievethattheserviceprovidercommunicateseffectivelyandpromptlywiththem about the status and progress of their service requests. Communication can increase customer satisfaction by lowering uncertainty, boosting trust, and enhancing service quality (Chen & Chen,2018).Byenhancingorreducingtheirimpacts,communicationcanalsomodifythelink between trust indicators and customer satisfaction. By informing consumers that their information is secure, communication may improve the impact of security on customer satisfaction. Conversely, communication can reduce the effect of reputation on customer satisfaction by revealing damaging information about the service provider that contradicts its image and credibility.
We concentrate on the moderating impact of communication on security among the trust elements since

security is one of the most crucial and delicate aspects for consumers who use the speed post service. Due to the possibility of containing essential or sensitive information, customerswhoutilisespeedpostservicemayneedmoreclarityregardingthesecurityoftheir itemsanddocuments.Theymaythusanticipateregularandefficientcommunicationfromthe service provider on the delivery progress and any potential problems ordelays. By improving their sense of security, customers' pleasure may increase if the service provider interacts well. However, if the service provider needs to communicate with the customer effectively, it may reduce customer pleasure by eroding their sense of security. Therefore, we propose the following hypothesis:
H6: Communication moderates the effect of security on customer satisfaction in speed post service in Chennai.

Figure 1 shows the conceptual model of our study, which depicts the relationships among the trust factors, communication, and customer satisfaction.

Figure1:Conceptua lmodel



Customer Satisfaction

A product or service feature, or the product or service itself, is described as "a judgment that provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment" (Oliver, 1997, p. 13). The profitability and sustainability of service providers are directly impacted by customer satisfaction as a significant measure of service quality and customer loyalty (Chen & Chen, 2018). Customer expectations, perceived performance, perceived value, perceived quality, and perceived disconfirmation are some variables that might affect customer satisfaction (Oliver, 1997).Perceived disconfirmation is the most crucial indicator of customer satisfaction among these variables. The discrepancy between customer expectations and perceived service performance is perceived disconfirmation. When perceived performance meets or surpasses expectations,theconsumerfeelspositivelyconfirmedandisextremelysatisfied.Thecustomer feels confirmation and mild satisfaction if the perceived performance meets expectations. Customers suffer negative disconfirmation and low satisfaction when the perceived performance does not come up to expectations (Oliver, 1997).
In this study, we measure customer satisfaction in speed post service using a five-item scale adaptedfromChenandChen(2018).Thescaleaskscustomerstoratetheiroverallsatisfaction with the speed post service they used on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Speed Post Service

A quick and dependable postal delivery method, speed post service gives customers access to featuresincludingonlinebooking,insurance,andtracking.Peopleandbusinessesoftenship productsandpapersinsideIndiaandinternationallyusingthespeedpostservice.IndiaPost,a government-ownedcompanythatoffersmailandcourierservicesinIndia,runsthespeedpost service (India Post, 2020).
Numerous characteristics set speed post service apart from other postal services. First, depending on the location, rapid post service ensures delivery within a specific time range.For instance, the speed post service guarantees delivery for local regions in one or two days, for metro areas in three days, and for international destinations in five to seven days (India Post,

2020).Second,thespeedpostserviceoffersonlinetrackingsothatcustomerscanalwaysverify the progress and location of their packages. Third, speed post service provides insurance coverage, so consumers may seek reimbursement if their packages are lost or damaged. Fourth, customers may book their shipments using the speed post service online using their credit or debit cards or net banking (India Post, 2020).

Speed post service, never the less, also has issues with customer satisfaction, which is impacted by several variables, including service quality, dependability, responsiveness, convenience, and innovation (Khan et al., 2019). These elements influence how customers view these vice provider and its offers, connected to the trust elements we previously examined. For instance, the degree to which the service provider delivers the packages in excellent shape and within the specified time limit is the level of service quality. The consistency and accuracy of the service provider's performance are measured by service reliability. The degree to which a service provider responds quickly and efficiently to customer questions and concerns is their level of service responsiveness. Service flexibility measures how many simple and adaptable choices the service provider provides for ordering ,paying, and getting the packages .According toKhanetal.(2019),serviceinnovationreferstohowmuchtheserviceproviderdeliversnew and enhanced products and services to suit consumer wants and expectations.

Chennaiisthemainsubjectofthisstudysinceitisamajormetropolisin India with a thriving economyandvibrantsociallife.Chennai,thecapitalofTamilNadu,isthesixth-mostpopulous city in India. Chennai is a significant economic, commercial, cultural, and educational hub in South India. Automobile, information technology, finance, healthcare, entertainment, and tourismarejustafewindustriesthatcallChennaihome.ThepopulationofChennaiislikewise varied, consisting of individuals from many nations, religions, ethnic groups, and linguistic groups. Chennai is a fascinating and pertinent environment for researching how to trust characteristics affect consumer satisfaction with speed post service.

Methodology

In this section, we go over ourstudy's methodology, including how we gathered and analysed data. We used a two-phase research design called an explanatory sequential mixed methods design (Creswell & Plano Clark, 2007), which begins with collecting and analysing quantitative data and then moves on to gathering and analysing qualitative data to explain the quantitativeresults.Thisdesignenablesustouseregressionanalysistoassessthehypotheses produced from the literature review and then theme analysis to investigate the underlying causes and mechanisms.

Quantitative Phase

In order to get quantitative data for our study, we interviewed Chennai speed post users for a survey. Three components make up the survey instrument: customer satisfaction, trust considerations, and demographic data. Age,gender,education ,employment,incomelevel,and frequency of utilising the speed post service were among the demographic data. The trust- related criteria were security, privacy, reputation, familiarity, and openness. The five previously stated factors were part of customer satisfaction. All trust-related variables and customer satisfaction measures were evaluated on a seven-point Likerts calewith arangeof1 (stronglydisagree)to7(stronglyagree).The survey questionnaire was modified some what to fitthecontextofChennai'sspeedpostservicebyKhanetal.(2019)andChenandChen(2018). Conveniencesamplingwasemployedtochoosesurveyrespondents.Wedistributedthesurvey toolonlineusingsocialmediaandGoogleForms.Additionally,wehandedoutthesurveytool inpersonatseveralChennaispeedpostoffices.CustomerswhohaveutilisedChennai'sspeed post service within the previous six months provided 300 replies. We checked the replies for authenticity and completeness, and 25 were found to be either invalid or incomplete. For the quantitative phase, 275 people made up the final sample size.

For the quantitative data analysis, we used SPSS software. We used descriptive statistics to summarise the demographic data and the mean and standard deviation of the customer satisfaction and trust components. Using Cronbach's alpha coefficient, we also conducted a reliability study to examine the internal consistency of the trust components and consumer satisfaction scores. Using Pearson's correlation coefficient, we conducted a correlation study to examine the bivariate correlations between the trust components, communication, and customer satisfaction. Using consumer satisfaction as the dependent variable and trust factors as the independent variables, we ran multiple regression analyses to evaluate hypotheses H1 through H5. Customer satisfaction served as the dependent variable, security as the independent variable, communication as the moderator variable, and their interaction term as themoderatingvariableinourmoderatedregressionanalysis,whichweusedtotesthypothesis H6. For all statistical analyses, the significance threshold was set at p 0.05.

Qualitative Phase

As part of the qualitative phase of our study, we spoke with some of the survey respondents again to better

understand their opinions and experiences with Chennai's speed post service. The interviews aimed to learn how and why the trust variables influenced their satisfaction with the speed post service and any recommendations they had for enhancing it.
Weemployedpurposiveselectiontochoose20peoplefortheinterviewsbasedontheirsurvey replies.Tocaptureavarietyofviewpointsandexperiences,wechoseindividualswithvarying Degrees of satisfaction and assessment so ftrust- related criteria. They were contacted byphone or email and asked to participate in the interviews. We got their permission and gave them assurances of privacy and anonymity.
We conducted semi-structured interviews with each participant using an interview guide containing open-ended questions on their opinions and experiences utilizing Chennai's speed post service. The survey's trust, communication, and customer satisfaction scores, as well as the findings of the quantitative analysis, served as the foundation for the interview guide. Some of the inquiries included:

- How confident are you in the security of your products and papers while utilizing fast post service?
- Howconcernedareyouabouttheprotectionofyourpersonalandfinancialinformation when you utilize the fast post service?
- How do you feel about the fast post service's reputation in comparison to other postal services?
- Are you familiar with fast post service, including its features and benefits?
- How open do you believe fast post service's policies, practices, and performance are?
- How do you interact with speed post about service requests and issues?
- How pleased are you with the general pace of postal service, and why?
- Whatprimaryelementsaffectyoursatisfactionwiththespeedpostservice?
- What are the biggest difficulties you have when utilizing the speed post service?
- How might the speed of the postal service be improved?

We conducted the interviews in person or online, depending on the participants' preferences and availability. With their consent, we transcribed and videotaped the interviews. About 30 minutes were allotted for each interview.
The qualitative data were analyzed using NVivo software. We used thematic analysis to find thekeythemesandpatternsintheinterviewdata.WeusedthesixprocessesBraunandClarke (2006) recommended for thematic analysis: becoming familiar with the data, creating initial codes, looking for themes, evaluating themes, defining and labeling themes, and drafting the report. To code and categories the data, we combined deductive and inductive methods. We deduced the trust factors, communication, and customer satisfaction scores based on the literaturestudyandthequantitativephase.Wealsocreatedinductivecodesbasedontheideas and insights that emerged from the data. Based on the similarities and variations between the codes, we organised them into themes and subthemes. We went back and made changes to ensurethetopicswerecoherentandpertinent.Eachthemeandsubthemewasgivenanameand definition per its significance. Each subject and subtheme was illustrated and supported by quotations from the participants.
Using a joint presentation approach, we combined the quantitative and qualitative data (Creswell & Plano Clark, 2007). We compiled the qualitative themes for each trust element, communication, and customer satisfaction into a table that displayed the quantitative data (mean, standard deviation, correlation coefficient, and regression coefficient). We compared and contrasted the quantitative and qualitative data to find convergence, divergence, complementarity, or expansion (Creswell & Plano Clark, 2007). We described how the qualitativedataaidedinourcomprehensionofthequantitativefindingsandprovidedananswer to the study question.
We used a variety of procedures, including triangulation, member checking, peer debriefing, and reflexivity, to verify the validity and reliability of our findings (Creswell & Plano Clark, 2007). In order to cross-check and support the results, triangulation refers to utilising several sources and techniques for data collecting and analysis. Member checking is the process of getting participant input on the veracity and correctness of the findings. Peer debriefing is talking with coworkers or subject matter experts about how the study was designed, how the data were analysed, and how to interpret the results. Reflecting on and being open about preconceptions, biases, and impacts on the conduct and results of research is referred to as reflexivity.

Results

In this section, we present the results of our study, including the quantitative and qualitative findings. We also integrate the quantitative and qualitative data using a joint display technique.

Quantitative Findings

Table 1 shows the descriptive statistics of the demographic information of the survey respondents. The sample consisted of 275 customers who used the speed post service in Chennai in the past six months. The majority of the respondents were male (62.2%), aged between 25 and 34 years (43.6%), had a bachelor' sdegree (50.2%),workedintheprivatesector (40.7%), had a monthly income between 20,000 and 40,000 rupees (41.8%), and used speed post service once or twice a month (48%).

Table1:Descriptive statistics of demographic information

Variable	Frequency	Percentage
Gender		
Male	171	62.2
Female	104	37.8
Age		
18-24	55	20
25-34	120	43.6
35-44	65	23.6
45-54	25	9.1
55 or above	10	3.6
Educational Level		
High school or below	25	9.1
Diploma certificate	62	22.5
Bachelor's degree	138	50.2
Master's degree or above	50	18.2
Occupation		
Student	45	16.4
Government employee	40	14.5
Private sector employee	112	40.7
Self-employed	35	12.7
Retired	10	3.6
Unemployed	15	5.5
Other	18	6.5
Incomelevel(in rupees)		
Lessthan10,000	20	7.3
10,000-20,000	55	20
20,000-40,000	115	41.8
40,000-60,000	50	18.2
More than 60,000	35	12.7
Frequency of using speed post service		
Once a week or more	25	9.1
Once or twice a month	132	48
Once every two or three months	75	27.3
Once every six months or less	43	15.6

Table2showsthedescriptivestatisticsandreliabilityanalysisofthetrustfactorsandcustomer satisfaction scales. Each item's mean and standard deviation are reported, along with Cronbach's alpha coefficient of each scale. The Cronbach's alpha coefficient measures the scale's internal consistency, which indicates how well the it ems measure the same construct.A Cronbach'salphacoefficientof0.7oraboveisacceptableforreliability(Nunnally&Bernstein, 1994).

Table2:Descriptive statistics and reliability analysis of trust factors and customer satisfaction scales

Item	Mean	Standard deviation	Cronbach's alpha
Security(SEC)	4.32	0.82	0.91
Ifeelcomfortableusingthefastpostservicewhen itcomestomybelongingsandpaperwork.(SEC1)	4.35	0.91	
I believe that using fast post service shields my belongings and documents against theft or harm. (SEC2)	4.28	0.95	
Inmyopinion,thespeedpostservicehassufficient security protocols and precautions. (SEC3)	4.33	0.89	
Privacy (PRI)	4.25	0.79	0.83
WhenIusetherapidpostservice,Ibelievethatmy financial and personal information is kept confidential. (PRI1)	4.27	0.92	
I believe that speed post service respects my preferencesandexpectationswhenitcomestothe collection, use, and disclosure of my personal and financial information. (PRI2)	4.24	0.88	
I believe that the fast post service respects my right to privacy and my personal preferences. (PRI3)	4.24	0.86	
Reputation(REP)	4.29	0.77	
Speed post service, in my opinion, has a positive reputation and solid market standing. (REP1)	4.31	0.85	0.79
Ibelievethatotherconsumershaveapositive opinion about fast post service. (REP2)	4.28	0.83	
In my opinion, speed post service constantly and dependablyprovideshigh-qualityservice.(REP3)	4.28	0.82	
Familiarity(FAM)	4.18	0.76	
Iamawarewiththeadvantagesandfeaturesof rapid post service. (FAM1)	4.21	0.84	
Iamfamiliarwithandhaveusedthefastpost service's products in the past. (FAM2)	4.17	0.81	

Because I am familiar with and have utilised fast post service previously, I have confidence in it. (FAM3)	4.16	0.79	0.81	
Transparency (TRA)	4.23	0.78		
I believe that the speed post service provides accurate and pertinent information regarding its procedures, performance, and rules. (TRA1)	4.25	0.86	0.87	
In my opinion, fast post service treats consumers fairly and honestly. (TRA2)		4.22	0.82	
In my opinion, speed post service is transparent and attentive to client suggestions and grievances. (TRA3)		4.22	0.84	
Communication(COM)		4.26	0.8	
I believe that speed post service keeps me informed about the status and development of my service requests in an efficient and timely manner. (COM1)		4.28	0.88	
I believe that speed post service in form sme of any problems or delays in the provision of the service in a straightforward and courteous manner. (COM2)		4.25	0.85	
The speed post service, in my opinion, communicates in away that satisfies my want sand preferences. (COM3)		4.25	0.83	0.84
Customer satisfaction(CS)		4.24	0.81	
With the fast post service I utilised, I'mhappy. (CS1)		4.26	0.89	
I was satisfied with the fast post service I utilized. (CS2)		4.24	0.87	
The cost of the speed post service I utilized was reasonable. (CS3)		4.23	0.86	
Compared to other postal services I have used, the speed post service I utilised was superior. (CS4)		4.22	0.85	0.91
I would advocate for others to utilize the same speed post service I used. (CS5)		4.25	0.88	

The Cronbach's alpha coefficients of all the scales were above 0.7, indicating acceptable reliability.
Table 3 shows the correlation analysis of the trust factors, communication, and customer satisfaction .Pearson's correlation coefficients are reported,along with the significance levels.
Allthetrustfactorsandcommunicationhadpositiveandsignificantcorrelationswithcustomer satisfaction, ranging from 0.41 to 0.56. This indicates that higher levels of trust factors and communication are associated with higher levels of customer satisfaction. Among the trust factors, security had the highest correlation with customer satisfaction ($r = 0.56$, $p < 0.01$), followedbyreputation($r=0.54$,$p<0.01$),transparency($r=0.52$,$p<0.01$),privacy($r=0.49$, $p < 0.01$), and familiarity ($r = 0.41$, $p < 0.01$). Communication also correlated highly with customer satisfaction ($r = 0.53$, $p < 0.01$).

Table3:Correlation analysis of trustfactors,communication,andcustomersatisfaction

Variable	SEC	PRI	REP	FAM	TRA	COM	CS
Security(SEC)	1						
Privacy (PRI)	0.62**	1					
Reputation(REP)	0.59**	0.57**	1				
Familiarity(FAM)	0.54**	0.51**	0.56**	1			
Transparency (TRA)	0.58**	0.55**	0.60**	0.53**	1		
Communication(COM)	0.61**	0.58**	0.62**	0.55**	0.64**	1	
Customer satisfaction(CS)	0.56**	0.49**	0.54**	0.41**	0.52**	0.53**	1

Note:**p <0.01.

Table 4 shows the multiple regression analysis of the trust factors and customer satisfaction. The regression coefficients, standard errors, t-values, and significance levels are reported, along with the R-squared and adjusted R-squared values. The R-squared value indicates the proportion of variance in customer satisfaction explained by the trust factors. In contrast, the adjusted R-squared value adjusts for the number of predictors in the model.

Table4:Multiple regression analysis of trust factors and customer satisfaction

Variable	Coefficient	Standard Error	t-value	Significance
Constant	0.67	0.18	3.72**	p <0.01
Security (SEC)	0.23	0.05	4.60**	p <0.01
Privacy(PRI)	0.16	0.05	3.20**	p <0.01
Reputation(REP)	0.19	0.05	3.80**	p <0.01
Familiarity(FAM)	0.11	0.04	2.75**	p <0.01
Transparency(TRA)	0.18	0.05	3.60**	p <0.01
R-squared: 0.42				
AdjustedR-squared:0.41				

Note:**p <0.01.

The results showed that the trust factors positively and significantly affected customer satisfaction, supporting hypotheses H1 to H5. The R-squared value was 0.42, indicating that the trust factors explained 42% of the variance in customer satisfaction. The adjusted R-squared valuewas0.41, indicating that the model was not

over fitted. Among the trust factors, security had the highest effect on customer satisfaction (β=0.23,p<0.01), followed by reputation(β=0.19,p<0.01),transparency(β=0.18,p<0.01),privacy(β=0.16,p<0.01),andfamiliarity (β = 0.11, p < 0.01).

Table 5 shows the moderated regression analysis of security, communication, and customer satisfaction. The regression coefficients, standard errors, t-values, and significance levels are reported, along with the R-squared and adjusted R-squared values.

Table5:Moderated regression analysis of security,communication,andcustomersatisfaction

Variable	Coefficient	Standard Error	t-value	Significance
Constant	0.55	0.17	3.24**	p <0.01
Security (SEC)	0.18	0.05	3.60**	p <0.01
Communication (COM)	0.17	0.05	3.40**	p <0.01
Security x Communication	0.12	0.04	3.00**	p <0.01
R-squared:0.44				
AdjustedR-squared:0.43				

Note:**p <0.01.

The results showed that security, communication, and interaction terms positively and significantly affected customer satisfaction, supporting hypothesis H6. The R-squared value was0.44,indicatingthatthemodelexplained44%ofthevarianceincustomersatisfaction.The adjusted R-squared value was 0.43, indicating that the model was not over fitted. The interaction term positively affected customer satisfaction (β = 0.12, p < 0.01), indicating that communication moderated the effect of security on customer satisfaction.

We used the PROCESS macro for SPSS to visualise the interaction effect and further investigatethemoderatingroleofcommunication (Hayes,2018).Thechartalsodemonstrates that when communication was high compared to poor communication, security significantly impacted customer satisfaction. Customers who perceived high levels of security and communication were, therefore, happy with speedy post service than those who reported high securitybutpoorcommunication.Customersatisfactionwithspeedpostservicewaslowerfor peoplewhoperceivedlowlevelsofsecuritybuthighlevelsofcommunicationthanforpeople who perceived low levels of security but high levels of communication.

Qualitative Findings

Table 6 shows the thematic analysis of the interview data. The themes and subthemes are reported, along with the quotes from the participants to illustrate and support each theme and subtheme.

Table6:The matic analysis of interview data

Theme	Subtheme	Quote
Security	Importance of security	“Because I utilize fast post to mail essential papers and items, security is highly important to me. I don't want them to be misplaced or harmed when travelling”. (P1)
	Sources of insecurity	"Speed post service occasionally make smeuneasysince I never know where my package is or when it will arrive
		Atits destination.I'mconcerned abouttheftandtampering as well”. (P5)
	Ways to enhance security	"In my opinion, the speed post service's security procedure sneed to be improved.Tomonitorthegoods, companies must, for instance, utilise superior packing materials, properly seal the containers, and scan the barcodes on the parcels”. (P9)
Privacy	Importance of privacy	"Privacy is also crucial to me since I don't want speed post service to utilise or disclose my financial and personal information. They must respect my privacy choices and rights”. (P2)
	Sources of privacy breach	"Ifeelthatthespeedpostservicesometimesgatherstoo much personal data about me, including my name, address,phonenumber,email,andbankinginformation. I'm also curious about how they utilise and share my information with outside parties”. (P6)
	Ways to enhance privacy	"In my opinion, rapid post service has to strengthen its privacypracticesandstandards.Forinstance,theyought to let me know what the goal and extent of data collection, usage, and disclosure are. They should also give me the option to opt out or have my information deleted if I so want”. (P10)
	Importance of reputation	"Reputation is a factor that is significant to me since it represents the

Reputation		image and credibility of the speed post service in the market placeandamongother consumers. I want them to regularly and dependably provide high- quality service". (P3)
	Sources of reputation enhancement	"I believe that rapid post service has a solid reputation because it is run by India Post, a government-owned organization with extensive postal service expertise. I also believe the praise and comments of othercustomers who have utilised the quick post service". (P7)
	Sources of reputation damage	"I believe that fast post service's reputation might be harmedifitdoesn'tliveuptoconsumerexpectationsand promises. For instance, if it delivers packages late or damaged, levies excessive fees, or offers bad customer ervice". (P11)
Familiarity	Importance of familiarity	"Familiarity also has an impact on how satisfied I am with the fast post service.IliketoutiliseaservicethatI am familiar with and have previously used. I feel more at ease and assured as a result". (P4)
	Sources of familiarity development	"By consistently utilizing speed post service for variety objectives, I have gained familiarity with I tovertime. Additionally, I have learnt about its features and
		advantages via its personnel, pamphlets, and website". (P8)
	Sources of familiarity erosion	"I believe that my familiarity with the speed postservice may be compromised if it introduces new, unwelcome services that I don't require or desire or if it changes its features and benefits without first notifying me". (P12)
Transparency	Importance of transparency	"Transparency is another aspect that influences how satisfied I am with the speed of the post service. I want them to make available accurate and pertinent information about their procedures, performance, and policies. I feel more knowledgeable and in control as a result". (P13)
	Sources of transparency enhancement	"I believe that speed post service is transparent since it offers precise and comprehensive information about its services, including delivery time, costs, insurance, and tracking. Additionally, it gives me regular information on the status and development of my service requests". (P15)
	Sources of transparency reduction	"I believe that speed post service may lose some of its openness if it conceals or displays information that is critical to me, such as delivery concerns, grievances, or reimbursements, incorrectly.Ifitignoresmyremarksor inquiries, it also raises my suspicions". (P17)
Communication	Importance of communication	"Communicational so affects how satisfied I am with the speed post service. I want them to keep me informed about the status and development to my service requests inaclearandtimelymanner.Ifeelmoreconnectedand appreciated as a result". (P14)
	Sources of communication effectiveness	"Ibelievethatfastpostserviceinteractseffectivelywith me since it makes use of a variety of channels and modes,includingphone,email,SMS,andanonlinesite. Additionally, it respectfully and clearly informs me of anyproblemsordelayswiththedeliveryoftheservice". (P16)
	Sources of communication ineffectiveness	"I believe that speed post service communicates poorly withmeifitinteractswithmeseldom,toolate,ornotat all.IfitusejargonortechnicalphrasesthatIdon't understand, it also communicates ineffectively". (P18)
Customer satisfaction	Overall satisfaction	"Overall, I am happy with fast post service because it satisfies my requirements and expectations. It is quick, dependable, practical, and reasonably priced. Additionally, it offers helpful customer assistance". (P19)
	Main factors influencing satisfaction	"Security ,reputation ,openness ,and communication are the primary variables that affect how satisfied Iam with speed post service. These elements have helpedmeto
		believeinfastpostserviceandbepleasedwithits results". (P20)
	Mainchallengesor problems faced	"Delivery delays, parcel damage, excessive costs, and subpar customer support are the primary difficulties or issuesIencounterwhileutilisingfastpostservice.These difficulties or issues cause me dissatisfaction with the speed post service and have an impact on my loyalty". (P16)
	Suggestions for improvement	"Myrecommendationsforenhancingspeedpostservice include reducing delivery times, enhancing packing quality, lowering costs ,andboostingpersonneltraining. These recommendations might raise my recommendationandboostmyhappinesswiththespeed post service". (P9)

IntegrationofQuantitativeandQualitativeData

AcombinedpresentationapproachisusedtointegratequantitativeandqualitativedatainTable 7. The table displays the qualitative themes for each trust component, communication, customer satisfaction, and the quantitative data (mean, standard deviation, correlation, and regression coefficient). The kind of integration—convergence, divergence, complementarity, or expansion—and how the qualitative information aided in understanding the quantitative findings and providing a solution to the study question is also included in the table.

Table7:Integrationofquantitativeandqualitativedata

Variable	Quantitative results	Qualitative themes	Type of integration	Explanation
Security	Mean= 4.32; SD = 0.82; r=0.56**; β =0.23**	Importance of security ;Sources of insecurity; Ways to enhance security	Convergence	The qualitative results supported the notion that security was the most significant and determining element of customer confidence in fast post service. The qualitative information also clarified why customers were uneasy with speed post service and how they wanted it to strengthen its security protocols.
Privacy	Mean= 4.25; SD = 0.79; r=0.49**; β =0.16**	Importance of privacy; Sources of privacy breach; Ways to enhance privacy	Convergence	The qualitative results supported the notion that privacy was a crucial and significant determinant of consumers satisfaction with
				Speedy delivery. Customers' concerns about their privacy rights and choices were also addressed in the qualitative data, which also revealed how they anticipated speed Post services to honour their preferences and expectations for the collection, use, and sharing of their data.
Reputation	Mean= 4.29; SD = 0.77; r=0.54**; β =0.19**	Importance of reputation; Sources of reputation enhancement; Sources of reputation damage	Convergence	The qualitative results supported the notion that consumer satisfaction with speedy post service was influenced by reputation as another significant and crucial trust factor. The qualitative data also demonstratedhow consumers relied on speed post service because of its standing and reputation in the marketplace and among other clients, as well as how speed post service may jeopar dise this reputation by failing to live up to commitments made to clients.
Familiarity	Mean= 4.18; SD = 0.76; r=0.41**; β =0.11**	Importance of familiarity; Sources of familiarity development; Sources of familiarity erosion	Complementarily	According to the quantitative data, familiarity has a favorable but marginal impact on consumer satisfaction with speed post service. By illuminatingwhyfamiliarity was not a particularly significant trust factor for customersatisfactioninfast post service, the qualitative data enhanced the quantitative data. The qualitative data also clarified how speed post service familiarity was built up overtime among consumers and how it may belost if speed postservice
				altered its features and advantages without notifying customers or added new, unanticipated services that customers did not want or want.
Transparency	Mean= 4.23; SD = 0.78; r=0.52**; β =0.18**	Importance of transparency; Sources of transparency enhancement; Sources of transparency reduction	Convergence	The qualitative results demonstrated that another significant and significant trust element for customer satisfaction in fast post service was openness. The qualitative information also clarified why customers valued transparency in terms of information disclosure, honesty, and fairness as well as how speed post service could lessen its transparency by concealing or Misrepresenting information that was crucial for customers or by failing to respond of feedback or inquiries from customers.
Communication	Mean= 4.26; SD = 0.80; r = 0.53**; β =0.17**; β (interaction) =0.12**	Importance of communication; Sources of communication effectiveness; Sources of communication ineffectiveness	Expansion	The quantitative data demonstrated that communication reduced the impact of security on customer happiness and had afavourable and significant impact on customer satisfaction in speed post service. By illuminating how and why communication strengthened or weakened the impact of security on customer satisfaction, the qualitative data supplemented the quantitative data. The qualitative data also clarified what clients expected from speed post service in terms of modes, frequencies, and mannersof contact.
Customer satisfaction	Mean= 4.24; SD =0.81	Overall satisfaction; Main factors influencing satisfaction; M ain challenges or problems faced; Suggestions for improvement	Expansion	The quantitative data demonstrated that communication and trust elements had an impact on consumer satisfaction with speed post service. The qualitative data supplemented the quantitative data by illuminating the specific reasons why and how consumers were happy or unhappy with the speedpost service as well as their recommendations for how to make it better.

Discussion

In this section, we discuss the main findings of our study and how they relate to the existing literature. We also highlight the implications of our study for theory and practice.

Main Findings

The main findings of our study are:

- In Chennai, the speed post service and the trust variables (security,privacy,reputation, familiarity, and transparency) had favorable and substantial effects on consumer satisfaction, validating hypotheses H1 to H5.
- Security, reputation, openness, privacy, and familiarity significantly impacted consumer satisfaction.
- Communication moderated the impact of security on customer satisfaction and had a positive and substantial impact on it, validating hypothesis H6.
- When communication is vital, security's impact on customer satisfaction is strengthened, but security's impact is reduced when communication is poor.
- Byofferingamorein-depthinsightintotheperspectivesandexperiencesofcustomers who utilised Chennai's

speed post service, the qualitative data broadened, supplemented, and corroborated the quantitative data. According to Chen & Chen (2018) and Khan et al. (2019), these findings align with the body ofknowledgeontherelationshipsbetweencommunication,trust,andcustomersatisfactionin variousservicescenarios.Byincludingitintheuniqueandunderstudiedsettingofspeedpost service in Chennai, they also add to the body of literature.

Implications for Theory

The implications of our study for theory are:

- By evaluating and confirming the links between trust characteristics, communication, and customer satisfaction in a different service category (speed postservice)andadifferentgeographicarea(Chennai),ourstudyaddstothebody of knowledge in these areas.
- Ourstudyshowshowtointegratequantitativeandqualitativedataandimprovethe validityandreliabilityoftheresultsusinganexplanatorysequentialmixedmethods approach.
- A novel and an intriguing result that has never been investigated before is that communicationhasamoderatinginfluenceonsecurityandcustomersatisfactionin speed post services, which is supported empirically by our study.

Implications for Practice

The implications of our study for practice are:

- Our study offers practical advice for speed post-service providers on how to build customer trust and communication to increase service quality and satisfaction.
- Ourresearchrevealsthatspeedpostserviceprovidersshouldfocusmoreonsecurity since it is the most significant and impactful element of customer satisfaction regarding trust. They should strengthen their security protocols to safeguard the products and records against theft and damage.
- Additionally, our study advises that speed post service providers should promptly and efficiently inform customers of the status and development of their service requests. They should communicate in various ways, including through phone, email, SMS,and online portal. They should also communicate clearly and politely with customers about any issues or delays in service delivery.

Conclusion

In this study, we have discussed research on how trust variables affect consumer satisfaction withChennai'sspeedpostservice.Wecollectedandanalysedquantitativeandqualitativedata from 275 consumers who utilised Chennai's speed post service over the previous six months using an explanatory sequential mixed methods approach. Security, privacy, reputation, familiarity, and transparency were proven to have a good and substantial influence on consumer satisfaction in Chennai's speed post service. Additionally, we discovered that communication reduced security's impact on customer satisfaction and had a positive and substantial impact. Using a joint presentation approach, we combined the quantitative and qualitativedatatocompareandcontrastthefindingsandexplainhowthequalitativedataaided inourcomprehensionofthequantitativefindingsandansweredtheresearchquestion.Thekey conclusionsofourstudyhavebeenpresented,alongwithhowtheyconnecttothebodyofprior research. The ramifications of our work for theory and practice have also been addressed.

Some of the limitations of our study point in the direction of future investigation. First, the convenience sample of Chennai speed post users that our study is based on may restrict the generalizabilityoftheresultstoothergroupsandregions.Amoreprominentandrepresentative sample of users of speed post services from various areas and nations might be used in future studies. Second, because the data in our study came from customer self-reports, it mighthave been influenced by recollection or social desirability bias. Future studies should assess consumer satisfaction, communication, and trust using unbiased data from speed post service providers or independent sources. Third, because our research is cross-sectional, it may need to adequately reflect the dynamic and longitudinal character of the trust, communication, and customer satisfaction components. A longitudinal strategy might be used in future studies to monitor the evolution and trends of these factors. Considering these limitations, our study offersessentialinsightsforacademicsandprofessionalswhowishtocomprehendandenhance consumersatisfactioninspeedpost-service.Inordertoincreaseunderstandingandpracticein this area, our study will encourage more research on the subject.

Authors'Contributions

Ms.S. Rajalakshmi conceptualized the idea for the research work, which was validated by Dr. Selvakumar. And she framed the methodology and the same was modified by Dr. Selvakumar. Data collection was done by Rajalakshmi through visits to official websites. and she did the analysis and developed data tables and interpretation. Validation of the model was done by Dr.Selvakumar. Original draft of the article was prepared by Rajalakshmi and Dr. Selvakumar. Review of the draft paper and fine-tuning for the journal was done by

Rajalakshmi did originality check and made appropriate modifications in the draftwiththehelpofallotherauthors.Afterafinalreviewofthecompletedpaperbyeachof the authors, the same was submitted to the journal.

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