

### Abstract

Research Title : Services cargo operators of Logistics Service Providers in Bangkok.

Author : Mrs. Wannee Sutthachaidee

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The objective of this research was to study factors influencing the decision to select transportation service of logistic providers in Bangkok. This was a survey research by interviewing the customers who used the services of domestic transportation of the logistic providers. Convenience sampling was utilized to obtain 440 samples.

#### Study result

The findings revealed that the majority of customers were legally entity about 75.55 percent and general people about 25.45 percent. The majority of shipments were consumer products, electronic goods, communication device goods, hazardous goods, appliance goods, and machines. The quantity of each shipment was about 501-1,000 kilograms. The value of each shipment was about 4,001-5,000 baht. The cost of transportation per month were about 5,000-20,000 baht. The frequency of each shipment was uncertainty. The final destination of the shipments often was Bangkok. The criteria of selecting the logistic company were fast delivery, safety of shipments, expenses of shipments, services of shipments, and punctuality of the shipments. The problems of the logistic companies included the lateness of the shipment, the need for insurance and guarantee for timeliness and correctness of shipments, call service, and the faster delivery of the shipments.

The result of hypothesis testing by using Binomial Test at the level of significance of 0.05 revealed that the fast delivery, expenses of transportation, safety of the shipments, and service were important factors influencing the decision to select the

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logistic company and timeliness was not an important factor to select the logistic company.

Factors that influencing the decision to select service from logistic service providers in Bangkok were at the high level in 7 factors : fast delivery, correctness of delivery, extensive coverage of delivery, the integrity of the packages, responsibility of loss and damage of shipments, expenses of each shipment, and responsibility of loss and damage of shipments. Factors that influencing the decision to select service from logistic service providers in Bangkok at a medium level : information technology, politeness of the delivery staff, politeness of cashier, tracking of shipments, the quality of delivery trucks, channel of inquiry, problem solving skill, service readiness (both equipment and staff) and sales promotion.

The logistic service providers should improve the service quality in all areas. It is imperative to use marketing mix or 4P's which included product and service, price, place, promotion, people or employees, physical evidence and presentation, process, customer satisfaction. Moreover, in order to enhance the effectiveness of the transportation service, the keys were "Fast, Safety, and Correctness".