

ISSN 2047-2854



# THE BUSINESS & MANAGEMENT REVIEW

ABRM 7th INTERNATIONAL CONFERENCE ON  
RESTRUCTURING OF THE GLOBAL ECONOMY (ROGE)

3-4th JULY 2017, OXFORD, UK

Volume 9, Number 1





**ABRM-7<sup>TH</sup> INTERNATIONAL CONFERENCE 3-4 JULY**  
**"RESTRUCTURING OF THE GLOBAL ECONOMY (ROGE)"**

**Co-hosted by the**

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&  
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Dear Conference Participant,

I am delighted to welcome you to the 7th International Conference on Restructuring of the Global Economy (ROGE), University of Oxford, UK. It is a particular pleasure to see so many countries being represented at this conference, a fact that is not only healthy, but vital if lasting solutions are to be found for some of the challenges facing the world today. We are happy that you are joining with us, and are grateful for your trust and willingness to place your research into the public domain at such an event.

The Academy is indebted to the reviewers for the vitally important role that they have played in ensuring that this conference is well placed to continue to maintain the high standards that we all aspire to. We want to thank our keynote speakers in anticipation of their insightful contributions, as well as our various track chairs for their time, observations and feedback. To all the academics present or *in absentia* who have placed their research in the public domain via this conference, we are grateful for your good faith and trust. We also please that various observers from diverse organisations are able to be present with us.

Is our earnest wish that all participants will feel fully engaged, every ready to ask searching yet constructive questions and eager to learn. Whether you be an academic with many years of experience or one in the early years of your professional journey, we trust that you find the conference stimulating and gain some welcome insights into new research from across the globe. We certainly hope that you will Tweet about the conference deliberations using the following hashtag: #ROGE2017

Finally, all connected with ROGE 2017 wish you a positive and productive time in Oxford - the City of Dreaming Spires.



Dr. P R Datta  
Conference Chair

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# Services cargo operators of logistics service providers in Bangkok Thailand

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## Keyword

Service, Transportation, Logistics Service Providers

## Abstract

*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 in Bangkok. Convenience sampling was utilized to obtain 400 samples. 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 logistic company and timeliness was not an important factor to select the logistic company.*

## 1. Introduction

Currently, foreigners have invested in Thailand due to the economic in nation growth in both domestic and ASEAN region as a result the from the ASEAN combined to be the population ASEAN group affected the exchange and investment together with in group caused the investors from outside ASEAN seem that it had the potential interested more. Thailand had more potential and location suitable to investment that had trend to investment expansion in Thailand where was the grown rate of industry continues so transport and activities of variety of moving products both of agricultural and industry sectors had transportation not only domestic also national moreover, production product method from production process until distributing production to consumer those requirements need all transportations

Transportation was the part of the human life and to support the economics activities, social, administration and sustainability nation included the duty of media for production, consumption and expansion of relation parts beside of product price that people need to buy product for utility of daily life in other side related; moreover, product price was necessary for people buying the life products to transport since taking the raw material till source of production and raw material becoming production of goods and was handed over to the middle merchants and retailer until consumer. So the transport rate increased, it effected goods price hence, it also was the burden of consumers increased too

For Thailand transportation was more important role particular domestic from the past to present some type of transportation sector might reduce importance role while some transportation more replaced by convenient, fast and able to respond consumer's expectation. Trend of domestic transportation by train and watercourse had low rate expansion and both models would be decreased in the future. The part of the road transportation still is famous one, trend to increase from 89.53 % in 2010 to 89.54% in 2014

The importance of transportation for the daily life of human no less than production activities or other types of activity due to transportation caused goods movement and distribution as a result it become place utility therefore goods transportation was the service which had to interface with large transportation service users so the quality of service become the consumer's expectation. When consumers were served by poor service, they might not be desirable to use the service of others company, on the other hand, if consumer got the good service and be impressed, they would come back for more in next time. Eventually, that company would get the benefit from

service quality it was the profit because of the organization growth and could operate continuity in addition entrepreneur of transportation had to provide in various fields to serve the requirement of transport which still has increased so it is developed parallel both of transport system efficiency and service quality as well

From above data is interesting in the demand of domestic transport service of entrepreneur in Bangkok and around included the studying of consumer satisfaction with domestic transport service. The barrier and significant factor to select the transport company of consumer who need transport service of entrepreneur in Bangkok and around therefore taking data from the study to apply to transport service quality development, for consumer' satisfaction with logistic service provider

## 2. Objective of research project

To study the factors influencing the decision to select the transportation service of logistics provider in Bangkok.

## 3. Scope of research

Studying about the service cargo operator of logistics service provider in Bangkok from transport service factor that influence the decision to select the service, the idea as problem, barrier and consumer's demand were the majority of survey research so the questionnaire was data collection tool from group sampling who is the logistic service user of transport in Bangkok. For group sampling used simple random sampling by selection the group sampling who used transport service and logistic service provider applied by selection the convenience sample to study for 440 samplings

## 4. Research result

Respondent questionnaire was the transport service user, the findings revealed that the majority of customers were legally entity about 75.55 percent and general people about 25.45 percent. Most of transport of consumer products for 47.72% then other products for 16.36%, electronic for 14.55%, communication equipment for 12.73%, electric for 5.46% and machine for 3.36%. The transport quantity a time during 100 to 500 kilograms, the goods value to deliver a time between 2,000 and 4,999 Baht then more than 5,000 Baht as 38.18%, transport fee a time since 5,000 till 19,999 Baht as 38.18% then during 20,000 to 49,999 Baht as 32.73%, frequency of transport uncertainly to 49.09% then daily and the destination at Bangkok mostly for 65.46% then around Bangkok for 9.09%, Southern for 7.27%, Central and Eastern for 5.45, Northeast 3.64%, North 1.82% and West 0.90%, consideration transport company criteria for instance speed 58.18 then safety 21.82%, transport fee 10.91%, officer service 7.27% and punctuality transport 1.82%, the experience problem faced delay most for 61.82%, product loss or damage for 25.45%, transport error for 9.09% and not polite of staff 3.64%, the requirement to promote transportation insurance (time and correctly) 88.18% then giving the discount 7.27%, the requirement of notification job channel by telephone 82.73%, notification by email 10.91%, by website 5.45%, fax 0.91%, the requirement of domestic transport company about increasing speech for transportation 49.09% then declined price 16.36%, adding more monitoring 15.45% and expanding the service area to cover more 12.73%, increasing work channel particular the polite service more 3.63%

The hypothesis test result by statistic test as Binomial Test for significant level of 0.05 found that speedy transportation, transit fee, goods safety and the service of staff was important factor for decision making to select transport company of customer the most in spite of this punctuality of transport was not majority factor in decision to select the transport company of customer the most.

Factor was influence the decision to select transport service of service operator of logistic provider in Bangkok at high level, there were six parts such as speedy transport, accurate delivery, coverage area in wide nation, neatness of packing, service, tracking, indemnification, and in case of the goods were lost or damaged

Factor was influence the decision the service of service cargo operator of logistic service provider in Bangkok at middle level of ten parts such as information technology, politeness of transit officer, politeness of officer job, delivery fee, freight car condition, getting notification channels, security of delivery system, daily solution in case of getting the delivery problem, ready to serve (equipment and personnel) and sale promotion

## 5. Conclusion and Discussion

This research result the majority of problem was happened from service provider such as goods unable delivered in time, goods got lost and damage and customer's demand for instance transit speed, convenient to connect with company, serving transport cover area in wide country and declined service fee from present which was the transportation management theory had to create highest satisfaction for user service so logistic service provider should that the most problem were from the service of company; however, to crate satisfaction to customer and the persuasion for the customer to use company's service more, the guidance for service quality development of transportation for the customer's satisfaction at middle level were several issues as result they shown customers have not met the satisfaction so logistic service provider should develop all functional and the majority issue should be considered in order to comparison service idea as marketing strategy at least the service business should apply this strategy as marketing mix or 4P's such as Product or Service, Price, Place, Promotion, People or Employee to build up the customer's satisfaction over competitor additional employees must have abilities, rich attitude, able to respond to customer, creating strategy of Physical evidence and presentation and trying to create all qualities to add value for customer process, to deliver service quality to customer fast and satisfaction by transport service efficiency as "fast, safety and accuracy"

## 6. Acknowledgment

The author would like to thank the Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support.

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## 7<sup>th</sup> International Conference on Restructuring of the Global Economy (ROGE)

3-4th July 2017

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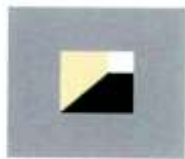
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Saïd Business School, University of Oxford, UK

3-4th July 2017

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