

# **SERVICE QUALITY ON DECISION MAKING OF USING THE FERRY BETWEEN DONSUK SAMUI, SURATTHANI PROVINCE**

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## **ABSTRACT**

The purposes of this study were to examine the decision on service used. The quality level of service, the relationship between personal factors and the decision on service used, the relationship between the service quality and the decision on service used and suggestions from water transportation users in Suratthani province. Data was collected from 400 users by questionnaire with a reliability of 0.92 Data was analyzed using basics statistic are frequency, percentage, mean, standard deviation, and test statistic chi - square.

The findings revealed that, most of the decision on service used was selected Sea-Tran Ferry ltd., used the ferry service at Donsak Pier. The objectives of using the service were for travel and rest. The cost of the fare is up to 200-400 THB per time, use at least one time a month at 10.01am - 3.00 pm. There could not determine the exactly date of service used and arrive to the pier by car. The level of service quality that affect to the decision on service for overall and each aspect was at a good level, sorted by reliability of service, physical, trust, access to mental, and need responsiveness of the service users. Personal factor was related to the decision on service used for overall had related in every aspects statistically significant at the 0.05 level. The quality of service was related to the decision on service used statistically significant at the .05 level. Suggestions of the users are there should increase the cleanliness of the toilets in the ferry, should increase the number of cruise passengers, and the salesperson should be more friendly with the users.

Keywords - Service Quality, Decision making, Ferry

## **INTRODUCTION**

Tourism industry is one of the industries that became a major role in the economy of the Southern part of Thailand because the south of Thailand has high tourism potential. However, with the availability of a wide variety of tourist attractions, especially marine tourism both the Andaman Sea and the Gulf of Thailand with beautiful beaches and islands, natural resources, including marine resource which facilitate the activities that attracts both local and foreign, including diving and water sports (sailing, banana boat, windsurfing, etc.) as well as marine conservation activities such as the release of sea turtles and creating a habitat for marine life (artificial reef) to be consistent with the conservation of natural resources.

According to the latest statistics from the Department of Tourism, Ministry of Tourism and Sports in 2011 found that tourists travel to the south higher than another part of Thailand (excluding Bangkok). A total of approximately 27,319,500 people (including tourists from Thailand and overseas who will travel more than one province in each trip) 43 percent are foreign tourists which can make the revenue as high as 71 per cent of total tourism revenue of 307,239 million baht in 2011.

Considering only the foreign tourists market, foreign tourists travel to the south of Thailand more than another part of Thailand (Excluding Bangkok). A number of tourists is 11.68 million from a total of 40.94 million people, representing 29 percent of total foreign tourist traveling in Thailand and also can generate tourism revenue to the south for 219,543 million baht, representing 35 percent of all tourism revenue from foreign tourists traveling in Thailand.

## LITERATURE REVIEW

Tourist information and transportation in Surat Thani Provinces on the Gulf of Thailand, there are Chumphon, Surat Thani, Nakhon Si Thammarat and Phatthalung have a combined area of over 32 square kilometers, or more than 20 million hectares are considered as the largest province in the south. In 2009 the southern provinces on the Gulf of Thailand has a GDP of 141,881 million baht or 37.69 percent of the South. Agricultural production totaled 47,536 million baht. The value of most agricultural crops is oil palm, rubber, fruit and fisheries products, while the industry has exported abroad for 100,000 million baht per year.

There are 2 piers for getting to Samui Island and Phangan Island: Raja Ferry pier is at Nang Gam Beach, Seatran Ferry pier Bang Nam Jeud, Don Sak, Surat Thani. It's about 73 kilometers away from the city. Currently, a trip to Samui and Phangan Island is comfortable and faster; do not have to wait for a long time. A ferry trip takes about 1 hour to Samui Island, 2 hours and 30 minutes to Phangan Island. A ferry can be carry a vehicle for approximately 40 - 60 units. Ferry runs 15 flights per day.

### THEORIES REGARDING TO THE SERVICE QUALITY

Service Quality approach is important in order to make customers be satisfied. The service quality occurs when the customer's expectations of service quality is lower than customer perceptions of service quality. Nowadays competition in business has intensified so the business had to concern more for service quality.

Services have characteristics that are different from the goods. This service executives need to understand the difference. It is important to design marketing programs to support specific aspects of the service .

The service cannot be separated (Inseparability) providers and user are interacted due to consumption of services must occur simultaneously which differs from product to produce a piece of work in a warehouse before and await further distribution. Therefore, the cooperation between the service providers and the users are beneficial to both parties. The businesses need to add the ability to produce work for clients as a group with a number of clients such as training in various courses to enhance the efficient and fast.

Parasuraman, et al. (1994). have said that the quality of service is an aspect of concepts that are looking to understand how customers think, however, the quality of service is an important aspect to achieve the business effectiveness. The concept consists of three thing, customer satisfaction, and service quality and customer value.

Zeithaml, Valarie A. (1981). has said that service quality is one thing to make a difference from other business. To do service business and win the competition, it has to deliver a consistently high quality product and exceeding customer expectations. Customers' expectation is from the experience of the customers in the past, word of mouth and advertising. After the customer receives the service, they will compare the services that customer receive with the services that customers expect. If the service quality has been lower than expectation, customer will not interested in the service provider, but if the service quality is equal to or exceeds the customer's expectations, customers will be happy to use the service provider again.

### OBJECTIVE OF RESEARCH

1. To study the decision making to use the service on Ferry between Donsak- Koh Samui in Suratthani.
2. To study the level of service quality to use the Ferry between Donsak- Koh Samui in Suratthani.
3. To study the relationship between individual factors to use the Ferry between Donsak – Koh Samui in Suratthani.

## METHODOLOGY OF RESEARCH

1. Population in this study were 400 people who use the Ferry between Donsak- Koh Samui in Suratthani province.

2. Questionair were used , there are three part of them.

Part 1. Individual factors that ask people their age, sex, education, career, income and their home town.

Part 2. The decision making factors that ask people to use the Ferry between Donsak- Koh Samui in Suratthani.

Part 3. The service level factors that ask people who use the Ferry between Donsak- Koh Samui in Suratthani.

## RESULTS OF RESEARCH

Part 1. Individual factors found that, most of them were female, age between 26-30 years, single , bachelor degree, official govermerment, income on average 10,000-20,000 Bht/month, live in south of Thailand.

Part 2. The decision making factors found that, Seatrant Ferry company were most used, travel for holliday, spent 200-400 Bht, less than 1 time a month, time between 10.00-15.00, can not specify certain day of using, drive their own vehicle.

Part 3. The service level factors found that, reliability of service and physical attribute were the same level in average. Emphaty and responsiveness the same level as well.

## CONCLUSION AND FUTURE WORK

Present study is focused on evaluating customer loyalty in ferry companies of Suratthani . Further investigation may be undertaken to explore and establish the possible relationship between loyalty and its individual antecedents. The antecedents discussed in the literature review section are mainly customer variables which may be classified into evaluative judgments with relational outcomes and relational company/industry dynamics. Future studies may test the interrelationships of these variables in relation to customer loyalty formation and examine the possible indirect and interactive effects on the relationships of customer loyalty. Researchers may also work in the direction of developing and validating a scale for customer loyalty assessment on the basis of preliminary research instrument used in this study.

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