

"Guidelines for Improving Service Quality of Machine Moving Service Operators"

Dr. Kittinand Bandhumasuta and Ramida Tasuwan

Abstract— The study was to find ways to improve service quality of machine moving service business operators. Objective to study the level of customer service satisfaction towards machine moving service providers in providing goods transportation services. That can actually be resolved from the study found that the reason that happened The problem that customers who use the service are dissatisfied with the company's service is that employees lack attention to serve customers. The employee is less attentive or the employee is unable to describe in detail the services the company provides to customers. As a result, the dissatisfaction in using the machine moving service, therefore, the solution is to know and understand the customer (Empathy). And must understand and approach the real needs of the customer by focusing on communicating with customers to make customers feel friendly. And foresaw the sincerity and ready to respond to the needs of the customers by adhering to the interests of the customers. Polite No customer would like to speak abusively and aggressively, everyone wanted polite, offensive speech. Good tone Speak in a pleasant tone The tone of the voice implies a willingness to offer generosity. To perform a service well, it must have a good tone, although it is not sweet or sweet. But must have a clear and inviting tone in order to be suitable for performing the service and enthusiastic Character that expresses enthusiasm is especially good in service.

Keywords— Service quality, Machine moving service.

I. INTRODUCTION

Due to globalization and rapid fast to change in technology, (Westphal,2002) it has led to improvements in business organization (Mahamud&Suksaskawin,2020). for competition. (Jones,1926)a result movement of awareness development and upgrading of the logistics and supply chain management system in country (Bichou,& Gray,2004) the efficiency associated with the transport of goods from the source to the destination is an important part (Zhang, Liu,Zhao,020) and satisfaction to costomer (Bowen, & Chen,2001)plays a huge role in the overall potential of logistics and supply chain systems.(Pålsson, & Hellström, 2016) Today, businesses and industries recognize the importance of logistics and supply chain development. (Bichou, & Gray, 2004) But in reality, it appears that the developments taking place in Thailand are still very far away from those of the developed countries. (Cook, & Kent,2008)

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Samut Prakan Province have company machinery (Kerdonfag, Wadwongtham, & Taneepanichskul,2019) with a group of business alliances that operate the same business to join together (Suksuthi, & Atiratjirachai, 2020) Current customer groups include Factory group, company, store group, construction contractor, government Building and factory contractors (Natsuda, & Thoburn,2013) The group of contractors to build public and private public utilities. With customers spread across the eastern region (Ham, & Koppenjan, 2001) Samut Prakan and Bangkok (Gupta, & Babel, 2005)

I-Skypacking and Moving Service Co., Ltd. started a business from a small enterprise with one four-wheel truck and one six-wheel truck. (Blauwens, Vandaele, de Voorde, Vernimmen, & Witlox, 2006) Until now, it has expanded its business with a total of 18 trucks and a number of partner trucks and a large warehouse to accommodate a wide variety of products. It is also trusted to provide chartered machinery for many famous manufacturers. Machine moving service (Asikainen, 2010) That the company currently operates in 2 forms which are

1) Moving machinery as a factory contract is to pick up the whole vehicle according to the customer's order, (Chow, Choy, Lee, & Chan, 2007) such as picking up at the customer's warehouse or factory and sending it to the destination customer, which will provide transportation service to the destination only in the central region. And the Eastern region since with ten-wheel trucks;

2) transporting miscellaneous machinery or sub-products is to collect each item in the center of the bus station first and then distribute the products to sub-shops or factories where the service area from the city The gods go to various provinces throughout the country

The private company's management has worked logistics manager. (Dey, LaGuardia, & Srinivasan, 2011) With experience in transportation and packaging (Kye, Lee, Lee, 2013) in the event that the customer wishes to use the transportation service that has to be performed with an experienced company and is licensed for packaging or to facilitate and secure products that are delivered quickly (Siddall, 1987).

Today, it has shifted to an era of standardized operations (Frémont, 2009) that can monitor and measure performance. (LaRocca, et. Al. 2018) As a result, transport operators need to adjust rapidly by developing more professional and efficient operating methods. (Degong,1997) To survive in today's competitive environment with many competitors. Research

objectives Analysis of Assumptions (Keele,2015) and Descriptive Statistics (Libman,2010) on Service Quality of Operators in Machinery Moving Service. (Mattila,1999).

II. SCOPE OF RESEARCH

In this study, the researcher studied the quality of service that affected the customer satisfaction of the service of the machine moving service providers by dividing the scope of the research as follows. Study the service quality of the machinery moving service provider It can be divided into 5 dimensions, namely the concreteness of the service. Dependability Responsiveness to Customers, Customer Confidence Know and understand your customers The researcher will assess customer satisfaction in various areas as follows: coordination, processes, services, materials, equipment and personnel tools. Time boundary The research period is August - September 2020.

III. THEORY CONCEPT ABOUT SERVICE QUALITY THE MEANING OF SERVICE

The provision of services is a process which involves interpersonal contact. (Couture, & Penn,2003) Or through a mediator through these processes aimed at satisfying customers or users of the service (Jana, 2009) Give the definition of that service It is a form of delivering the overall benefits (Pullen, 1993) to the buyer or user of the service. Services can be categorized as a machine, a person, or a combination of the two. Most products are a combination of tangible and intangible products. (Abu Bakar, & Ahmad, 2010) The products that are physical items the customer will act on the physical exchange On the other hand, products that are services are intangible goods (Bustamante, & Rubio, 2017) The main feature is the service exchange. Even though we talk about products and services separately, we can see a lot of products that are bundled together. (Zuofa, & Ochieng, 2017)

A. Type of Service

Services can be divided into many types. In general, it can be divided into two types: 1) direct service. Is providing assistance or action that is beneficial to the recipient and 2) indirect service It is an action that is beneficial without direct contact with the service recipient. But the service recipient benefits by not having seen the service provider at all. Managing competitive differentiation is the dominant service differentiation in the feelings of the customer Developing service quality to be superior to competitors It can be done in the following ways: service quality, service offered (Offer), delivery, image (image), innovation features (strategy concept), good service. Must set a high standard of service There should be a system to monitor the service to monitor the performance of the service both of the company and that of competitors. Tools used to measure performance Organize a system for solving problems and suggestions of customers; The basis for the success of quality service The foundations at the heart of the success of quality service were found. To provide quality service system, it is necessary to take into account the following 7 key elements:

customer satisfaction. (Satisfaction) expectation of users. (Expectation) Availability of services (Readiness) Value (Values) Interest in service (Interest) Hospitality in service. (Courtesy) Efficiency of operation (Efficiency).

B. Theories about service quality

The concept of service quality consists of five dimensions: reliability means reliability in the ability to provide service, guarantee or confidence means that the service provider must have the knowledge and skills that Parasuraman has said. Whether a guarantee or confidence (Zeithaml, Parasuraman, & Berry, 1985) Tangible refers to the physical aspect of an equipment, tool or facility. The service worker Parasuraman et al. Tangible things Attention or importance means convenience and easy access. (Williams,1998).

C. Research Methodology

In this study, the researcher studied the customer satisfaction with the machinery moving service providers by the following research methods. And sample groups, research tools, data collection, statistics used in data analysis. Population and sample

The population used in this study is the customer group of i-Skypacking and Moving Service Co., Ltd. and the customer group of 240 companies operating the same business in the central region, the eastern region, Samut Prakan and Bangkok. (Phantumvanit, & Liengcharernsit, 1989) 1 Bangkok 50 2 SamutPrakan60 3Chachoengsao40 4Chon Buri50 5Rayong 6 Chanthaburi10Number of client companies Separated by different provincesSample group Since the target group is not known, the number of customers using the machinery moving service throughout the Central, Eastern, Samut Prakan and Bangkok Therefore, the number of sample groups was determined in order to obtain a good representative of the target population using the following calculation formula (Cochran, 1954).

$$n = \frac{\Sigma^2 (Z^2)}{e^2}$$

n = Sample size

Z = At confidence level 95% (Z=1.96)

Σ^2 = The variance of the sample is equal to 2.25

The sample variance is estimated from $\Sigma = 1/4(\text{Max} - \text{Min})$

Max Is that the highest grade level is equal to 7

Min Is that the lowest grade level is equal to 1

$$\Sigma = 1/4(7-1)$$

$$\Sigma = 1.5$$

$$\Sigma^2 = 2.25$$

e = Sampling tolerance

Estimated from the expected moving acceptance is equal to 5% Of the grade level, the highest score is equal to 7 – The lowest grade level is 1.

$$e = 0.05(\text{Max} - \text{Min})$$

$$e = 0.05(7 - 1)$$

$$e = 0.3$$

Calculate the sample size

And foresaw the sincerity and ready to respond to the needs of the customers by adhering to the interests of the customers as the main

2. Employees should have a plan to move the machinery every time before leaving the work. The supervisor in each team is responsible for planning the appropriate equipment handling operations for the job to be performed, along with a backup plan in case the first plan may not be implemented.

3. Labor-saving equipment should be procured at all times for the appropriate machines for the job. To give customers confidence in the quality of services that will be received from choosing the services of the company.

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