

Factors that Affect Decision Choose to Use an Intermediary in Providing Services Import Model Comprehensive

Phetdao Minphakdee & Chinnaso Visitnitikija

Abstract—A study of factors affecting the decision to use an intermediary in providing integrated import services. The objective to study the quality of service in using intermediary services for importing products in a complete manner. Deciding on using intermediary services for importing products in a complete manner. Compare the decision to use service Classified according to personal information and service quality that affects the decision to use the service Intermediary in importing products in a complete manner Using a questionnaire as a tool to collect data on a sample size of 400 Statisticians use data analysis including frequencies, percentages, averages, and hypothesis testing. By using statistics T-test and One way ANOVA and Multiple Regression Analysis

Recommendations from the study should be documented by providers. Manuals, textbooks, rules and regulations regarding the use of modern services Use standardized applications to provide services. Arrange a sufficient number of employees to provide training and development services for employees to have knowledge and abilities. Specializes in providing fast, professional service. If there was a problem, suggestions and solutions must be given to the service users. To build trustworthiness in providing services Work with care in accordance with relevant standards and laws.

Keywords— Service Quality, Decision Making, Intermediary Business Providing Integrated Import Services.

I. INTRODUCTION

Online ordering has become a new trend that is gaining popularity with the development of e-commerce. Which is popular with both wholesalers, retailers and consumers in response to the decision to import products from China. Service providers that act as intermediaries in importing products from China. Among the most popular e-commerce sites in China Includes help finding and giving advice on reliable wholesale sources. The same price as in China through the website, making trade agreements with Chinese product suppliers, including product packing and shipping services from China to Thailand to meet all-round online trading, consisting (Korper, & Ellis, 2000)

Ordering and importing products - Order management - Shipping - Payment If we mention the top online shopping

Phetdao Minphakdee & Chinnaso Visitnitikija, Graduate School of Business Administration, Kasembundit University, Bangkok

website in China, it must definitely be the Taobao/Tmall website which is operated by Alibaba company. The most popular Because it's the starting point. The service of China's online market has a variety of products according to customer groups, such as the website 1688, which is a source of products sold at wholesale prices and merchants sell them for a profit. (Wong, 2022)

Taobao is a source of retail products and strange ideas, including the very popular Tmall. Including premium grade products from many famous brands, meeting the product needs of Thai people very much, but due to limitations in ordering imported products, consisting of Thai customers who want to order, do not have the expertise and do not have Knowledge about imports therefore requires reliance on intermediaries, resulting in the need to provide intermediary services for transporting imported goods from China to Thailand. Shipping companies that are integrated intermediaries are starting to come up more and more in Thailand. There is transportation and Providing services. (Manarungsan,2009)

Various ideas, attitudes and suggestions of importers of clothing and textile industry products from China in different formats. Whether it is importing without going through an intermediary, importing through a transport intermediary, to complete importing by a service provider. In addition to China, Thailand will give importance to this type of business. Thailand has promoted production and Promote exports. There are many channels for importing goods from China that facilitate ease and convenience in importing, transporting, and distributing goods through channels called electronic information business, which is a management feature. information by creating business value from being a collector of research Process, present, and manage information for consumers. In many cases, the electronic data intermediary business will act as a matchmaker between sellers and buyers as well. The advantages of this business in terms (Lin,2011)

From the above information, the researcher is interested in studying the factors that affect the decision to use an intermediary to provide integrated import services. In order to use the results from the study as guidelines for improving integrated import services of intermediaries.

II. OBJECTIVES OF THE STUDY

To study the quality of intermediary services in providing integrated import services.

III. SCOPE OF STUDY

In terms of content, study the decision to choose to use a full service import intermediary service. Based on the concept of Parasuraman's service quality theory, which consists of Concreteness of the service reliability, trustworthiness Customer response Giving confidence to customers Understanding and knowing customers and the concept of Philip Kotler's decision theory, in which the decision-making process consists of Problem Recognition, Information Sources, Evaluation of alternatives, Purchase Decision, and Post Purchase behavior.

IV. POPULATION

The population and sample used in the study included people who had previously purchased imported products from China in Thailand using a full service import intermediary. Select a sample of 400 people (data of 2,000 service users) time horizon

V. LITERATURE REVIEW

A study of factors affecting the decision to use an intermediary in providing integrated import services. The researcher has studied and researched concepts, theories, and related research. To be used in presenting the research results for benefit and to achieve the stated research objectives. By dividing the topics in the study As follows, the theory of service quality Service quality

Parasuraman, Berry & Zeithaml, (1985) mention service quality as the perception of customers, which customers will measure their level of impression by comparing what they think with the service they actually receive. And in order for the organization to gain a reputation for service, there must be Stable service at the level of customer awareness. or more than what the customer expected.

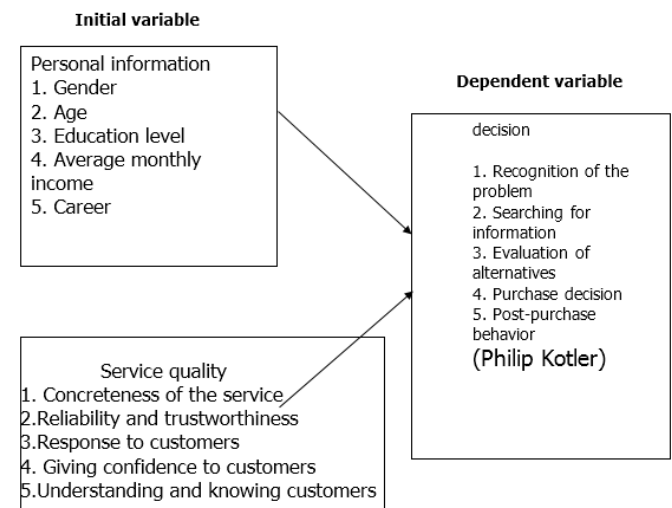
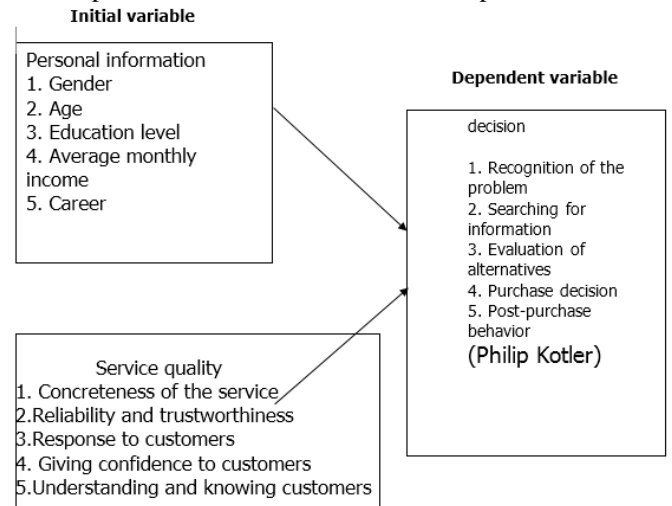
The mentioned the Measuring the level of impression that "Evaluating customer impressions is more difficult than evaluating product quality." Perceived results from comparing what customers expect with the service they actually receive. The quality being evaluated is not an evaluation only of the results of service only But it is an assessment that includes steps. The services received can be classified into 3 types of service quality(Chan, & Ibrahim, 2004).

Service quality is considered difficult to evaluate. Because they are intangible, organizations may have difficulty understanding. how customers perceive the organization's services and results. But when the service provider knows the results of the customer service evaluation, what are they? The organization will be able to Will know the direction of service quality according to customer goals. (Zeithaml,& Parasuraman, 2004)

Service quality is a comparison between what customers want and the actual quality of service received. It is a measure of whether the level of service provided is as good as what customers want or not. which service quality An organization that is willing to provide services must match what customers

want and must be at the same standard every time.

Morgan & Hunt, (1994) stated that the confidence of service users can be evaluated by the confidence of service recipients, which each service provider organization has the opportunity to gain confidence in. from different service users or service recipients Evaluation can occur when the user or recipient of that service The service has been completed. The service will be compared to the pre-service agreement that the service provider sets before providing the service if the service user achieves the objectives or has their needs met as expected. The confidence of those who use the service will arise. Confidence is critical in determining agreement. To show the relationship between service users and service providers



VI. RESEARCH METHODOLOGY

A study of factors affecting the decision to use an intermediary in providing integrated import services. The objective is to study the quality of service in using intermediary services for importing products in a complete manner. Deciding on using intermediary services for importing products in a complete manner. Compare the decision to use services Classified according to personal information and quality of service that affects the decision to use intermediary services for

importing products in a complete manner. The information from the study can be used as a guideline for improving services and developing services. The methods for the study have been determined as follows.

Data sources used in the study

This study has two types of data sources: Primary Data is data obtained from questionnaires in data collection. From users who use intermediary services to import products in a complete manner. By being the respondent Secondary Data (Secondary Data) is information obtained from textbooks. Study report and related documents and internet

How to collect data

To make education complete There are methods for collecting data as follows. Information gathered from research from various sources, including textbooks, documents. and other research results Related information obtained from questionnaire responses of the target group and receive it back yourself Conduct a completeness check To ensure that the questionnaire is complete and complete and can be used for further data analysis.

Data processing and analysis

Process the data obtained from the questionnaire using a computer program. By finding the rateAs for percentage (Percentage) and average (Mean), Microsoft Excel program is a ready-made program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with explanations of results. And the results from the chart are presented for analysis according to the characteristics of various variables.

Research Reesults

study of Factors affecting the decision to choose an intermediary to provide integrated import services. The objective is to study the quality of service in using intermediary services for importing products in a complete manner. Deciding on using intermediary services for importing products in a complete manner. Compare the decision to use services Classified according to personal information and quality of service that affects the decision to use intermediary services for importing products in a complete manner. The researcher issued a questionnaire as a tool for studying a target group of 400 people. The data was analyzed by Enumerate frequencies, percentages, and averages. The researcher divided the presentation of the results of the study with the following steps:

Service quality that influences the decision to use intermediary services in providing integrated import services.

Quality service	Std.			t	Sig	Test
	B	Error	Beta			
(Constant)	2.228	.151		14.726	.000	
Concrete aspect of service provision	.037	.039	.057	.965	.335	no
Reliability and trustworthiness	.049	.055	.063	.885	.377	no
Response to customers In terms of providing confidence to customers	.047	.050	.063	.935	.350	no
Understanding and knowing customers	.122	.054	.154	2.242	.025*	yes
	.343	.045	.451	7.698	.000**	yes

** Statistically significant at the .01 level (2-tailed)

Service quality has an influence on the decision to use intermediaries to provide integrated services. It was found that service quality In terms of providing confidence to customers Understanding and knowing customers Influences the decision to use an intermediary to provide integrated services. Statistically significant at the .01 level.

VII. SUMMARY OF RESULTS, DISCUSSION OF RESULTS, AND RECOMMENDATIONS

A study of factors affecting the decision to use an intermediary in providing integrated import services. The objective is to study the quality of service in using intermediary services for importing products in a complete manner. Deciding on using intermediary services for importing products in a complete manner. Compare the decision to use services Classified according to personal information and quality of service that affects the decision to use intermediary services for importing products in a complete manner. A questionnaire was used as a tool to collect data from a sample of 400 people. Statistics used in data analysis included frequencies, percentages, averages, and hypothesis testing. By using T-test statistics and One way ANOVA and Multiple Regression Analysis, the results of data analysis can be summarized as follows.

- Concrete aspect of service provision Service providers should prepare up-to-date documents, manuals, textbooks, and regulations regarding the use of services. Use standard applications to provide services. Arrange a sufficient number of employees to provide services.

- Reliability and trust Service providers should give importance to training and development of employees to have knowledge and abilities. Expert in providing professional services that are accurate as agreed upon. If there is a problem, suggestions and solutions must be given to the service users. To build trustworthiness in providing services

- Response to customers Service providers should provide services that are fast. Ask about the needs of service users. Perform work with caution in accordance with relevant standards and laws. Be attentive, attentive, and enthusiastic during service.

- In terms of providing confidence to customers Service providers should recruit service employees who have knowledge of laws and taxes related to the nature of the work

they provide. There are executives to supervise. Check the work of employees to reduce mistakes and make corrections in a timely manner, creating confidence for service users.

- Understanding and knowing customers Service providers should take care of Pay attention to providing equal service to customers. do not discriminate Understand customers in order to meet their needs. Give useful advice to customers Inform customers of current information regarding service use.

VIII. SUGGESTIONS FOR NEXT STUDY

You should study the marketing mix factors that affect the decision to choose an intermediary to provide integrated import services.

REFERENCES

- [1] Chan, W. M., & Ibrahim, R. N. (2004). Evaluating the quality level of a product with multiple quality characteristics. *The International Journal of Advanced Manufacturing Technology*, 24, 738-742.
<https://doi.org/10.1007/s00170-003-1751-6>
- [2] Korper, S., & Ellis, J. (2000). *The E-commerce Book: Building the E-empire*. Elsevier.
- [3] Lin, Y. C. J. (2011). *Fake stuff: China and the rise of counterfeit goods*. Routledge.
<https://doi.org/10.4324/9780203829752>
- [4] Manarungsan, S. (2009). Thailand-China cooperation in trade, investment and official development assistance. *A China-Japan Comparison of Economic Relationships with the Mekong River Basin Countries*, BRC Research Report, (1), 290-367.
- [5] Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, 58(3), 20-38.
<https://doi.org/10.1177/002224299405800302>
- [6] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(4), 41-50.
<https://doi.org/10.1177/002224298504900403>
- [7] Wong, B. A. (2022). *The Tao of Alibaba: Inside the Chinese Digital Giant That Is Changing the World*. Hachette UK.
- [8] Zeithaml, V. A., & Parasuraman, A. (2004). *Service quality*. Cambridge, MA.
<https://doi.org/10.1037/t10578-000>