The Comparing Expectations and Satisfaction using GRAB CAR Service in Chachoengsao Province

Chalisa Saeheng and Tosaporn Mahamud

Abstract—**This study aims for The comparing expectations and satisfaction using GRAB CAR service in Chachoengsao Province. Select a sample of 400 people. Take a questionnaire As an educational tool And take the information that has been processed Using statistics, percentage and mean Hypothesis testing using t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis.**

The study found that Most Respondents Are female, aged between 31-40 years Have an average monthly income of less than 25,001 baht Have a bachelor's degree And deliver parcels per time, amount 1-5 pieces Found that the overall picture of quality Service Is very important The satisfaction and expectation. Of transport users In the picture is At a very satisfied level Found that personal information Age, education level There were different expectations. In service quality of GRAB CAR In Chachoengsao Province that is different And personal information about gender, age And education level at Different, satisfied In service quality of GRAB CAR In Chachoengsao Province that is different

Suggestion The provider should increase the training. Give Employee knowledge and review Subject, form, uniform The dress of transport workers Review and clarify the rules The said employees. And practice strictly Review Process Steps

To have resolution Review of the service to meet customer needs In terms of time and side Reasonable cost Providers should strengthen And develop employees Pay attention to the needs of More customers than ever before.

Keywords—**Satisfaction, Expectation, Quality of Service.**

I. INTRODUCTION

Chachoengsao Soontornprasit K, Meksumpun C (2008) [1] is a Province business center and considered a pilot for Grab car.(LIN, & Dula, 2016) The partner for service and transportation system and accessible to general public.[2] It also responds from government's policy to support promote the vision of driving intelligent transportation systems service digital and development of the provincial smart city reducing private cars and well good traffic problems and pollution in the city, etc. (Grab, 2019a) [3]

Grab car business public transport through an application one part business arose (Mahamud, et. al,2021)from the idea of wanting to solve the difficult problem of taxi local By relying on the advancement of technology to help and develop this idea it becomes business plan. It will focus on expanding its service area in Southeast Asia countries early in 2013, (Grab, 2019b) [4] Grab car has expanded its service area in the province. there o similar service companies, such as Food panda and Lalamove, with competitor are same type of service business. Therefore, high competition business. Operators, need to study concepts about expectations and satisfaction, service quality, which affects the use of services in various areas, namely, the concrete aspect of service Trustworthiness Customer Response The confidence of customers Understanding and knowing customers (Grab, 2019d) [5]

Service modifications of providers attract users Whether development of Grab car's wide range of services. The launch of discount promotions at special times, and the emergence of new service providers. To solve safety problems, first service by garb provider officially launched in Thailand. Currently, one type of Grab car available safe and satisfaction to customer Grab car is currently service largest number of models and car has service including General taxi Personal motorbike Small and large passenger provider able to build a network successfully. The presented safest Grab car model Fastest and most reliable anytime user. (Grab, 2019b) [6] The reasonable price been set for easy access. Establishing a payment channel that is convenient for users such as cash, credit card, from the growing trend of the car call service business through the application. Consumer behavior changes that applications on smartphones more. [7] And the competitive environment of business Which gives users more choices Therefore, the provider of ride-calling applications is therefore essential to take a serious study. To look at the factors that contribute to the maximum satisfaction of the users and has been repeatedly used continuously. And bring to develop their own services and the objectives of the study were to compare expectations and

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satisfaction of GRAB Car service quality in Chachoengsao Province. (Grab, 2019d) [8]

II. Scope of Research

Content for comparing expectations and satisfaction. GRAB CAR service quality, based on the theoretical concept of Parasuraman, Zeithaml & Berry (1988) consists of concrete aspects of service. The reliability response need Confidence And the understanding of demographic service recipients. Study population included 400 people or customers using GRAB CAR services, both Thai and foreigners.

III. Research Literature Review

Parasuraman, Zeithaml & Berry (1988)[9] established five criteria for measuring service quality:

1. Tangible nature of things facilitate tactile and tangible, such as a person who provides services, a place, materials for communication various appliances

2. Credibility or trustworthy (Reliability) the promise that service provider, including the service at all times, must be appropriate. Punctual and accurate reliable service

3. Meeting the needs (Responsiveness) is the willingness for the service provider to help quickly and accurately to make the customer convenient.

4. Assurance customers get, confidence and trust in the skills, knowledge, capabilities and good human relations service

5. Understanding perception of client's needs (Empathy) behavior shows determination and care of customers who understand their wishes, problems and provide accurate service. Based on the above information, the researcher concluded that the quality of service is to offer the best service with the intention at the right time, both in the form, time and place to the customer to get the most satisfaction, which is often compared Service from expected before the service actually served, served is higher than expected will result in positive satisfaction, the customer will make the greatest impression, making them feel worth However, if the service is less than expected, a feeling of dissatisfaction, dissatisfaction and no word of referrals will occur. It is a disadvantage that no company wants to happen Conceptual framework for the study from the above study The study used the theory of service quality, summarized and coordinated as a conceptual framework. In the study of customer service quality of Grab car employees as follows:

Variable variable		Dependent
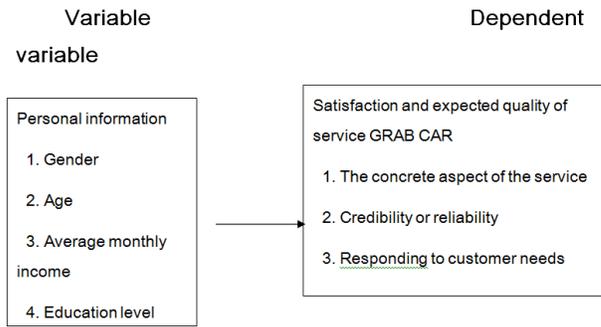
A. How to conduct the study?

A comparative study of expectation and satisfaction of service quality GRAB CAR was intended investigate GRAB CAR's service quality, level of expectation and satisfaction, GRAB CAR service quality, data from the study can be used. As a guideline for the development and improvement of service quality of GRAB CAR has established a method for studying The following are the data sources used in the study, the population and the study samples, the study tools, the methods of data collection, processing and analysis of statistical data used in data analysis.

B. Study Populations and Samples

The population used in the study were those who used the services of GRAB (Ooi, Foo, Tan, Hew, and Leong, 2021), [10] THAILAND Public Company Limited in Chachoengsao Province. Choose a sample of 400 items to study this time. The sample size was calculated without knowing the exact population of (WGCochran) [11] at 95% confidence level as follows: $n = P(1-P)(z) 2 / (e) 2$ instead of $n. = (.5)(1-.50)(1.96) 2 / (.05) 2$ $n = 384.16$ Example The sample group was 385 people, but in this study However, in order to prevent errors that may occur in responding to the questionnaire. The data was incomplete; the study samples were used 400 people.

C. Educational tools

The tool used in this study, the student used a questionnaire as a tool to collect the data by the student himself.

D. How we collect information

In order for the study to be complete, there is a method for collecting data. As follows: information gathered from Study and research from various sources including textbooks, documents and other research findings. Relevant information obtained from the target audience's questionnaires. And get it back by yourself Carry out a clean check This is to ensure that the questionnaire is complete and can be analyzed for further analysis.

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Service quality	Expectation	Satisfaction	Difference
The concrete aspect of the service	3.77	3.85	-0.08
Trustworthiness	3.75	3.85	-0.10
Customer response	3.77	3.84	-0.07
The confidence of customers	3.74	3.81	-0.07
Understanding and knowing customers	3.74	3.85	-0.11
Average overview	3.75	3.84	-0.09

The results of comparing expectations and satisfaction using GRAB CAR service in Chachoengsao Province.
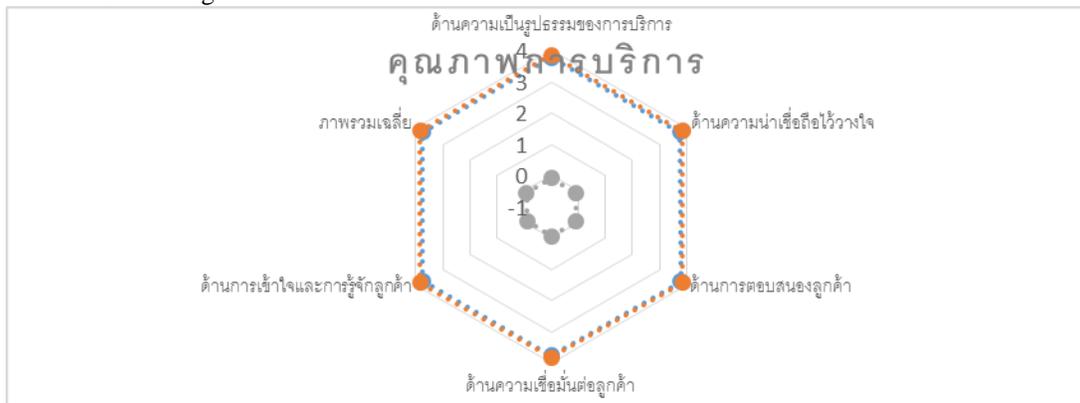
From the study, it was found that the comparison of expectation and satisfaction of GRAB CAR service in Chachoengsao Province. The respondents put satisfaction higher than all expectations. Overall difference was -0.09, comprising understanding and customer knowledge, 0.11, reliability, trust 0.10, the concreteity of the customer experience. Service 0.08 Customer Response 0.07 Customer Confidence 0.07 respectively

E. Summary of study results

A study on the comparison of expectations and satisfaction of the quality of the GRAB CAR service of consumers. To study the level of importance of value, expectations and satisfaction, service quality Classified by personal information And find a relationship between Expectation and satisfaction of service quality GRAB CAR by using 400 questionnaires as a tool to collect data and use statistics for data analysis, namely percentage From the analysis results, the data can be summarized as follows.

IV. DISCUSSION OF THE RESULTS OF THE STUDY

The study suggests that it is useful as follows.

1. On the concrete aspect of the service, the service provider should focus on Employees have good documents, logos, manuals, and complete service information. And there is a car park, the place is clean and beautiful both inside and outside. In order to further develop the quality in terms of concrete service

2. Reliability, reliability, the service provider should pay more attention to Employees can fix the problem to be done well. And the impression of the service quality of the employees In order to develop the quality in terms of reliability and reliability

3. Responding to service recipients, the service provider should pay more attention to Employees are always ready and willing to serve. To meet the needs of service recipients even better

4. In terms of providing confidence to service recipients, the service provider should give priority to Employees have accurate service that meets the needs of clients. In order to make

the service recipient feel safe in using the service and create a good impression on the client

5. In terms of understanding and perceiving the needs of service recipients, the service provider should pay more attention to Staff are able to advise very well and service staff are easy to understand, convenient and fast to service recipients. In order to create an impression for continuing to use the service

V. SUGGESTIONS FOR THE NEXT STUDY

Next study Should study the needs of service recipients in the field of transportation. Because the needs of clients are constantly changing. In order to be able to meet the needs of the recipient and know the needs of the service in the future.

Should study the problems or obstacles that the client has received from using the GRAB CAR service in order to use the results of the study to improve the problem Bring information to develop the service to meet the needs of the service even more.

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