

Service Quality that Affects Customer Satisfaction J & T Express Company Limited in La Krabang District Bangkok Province

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Abstract— Study on service quality That affects the satisfaction of J&T Express Company Limited in Lat Krabang District. Bangkok Province The objective is to study Service quality of J&T Express Company Limited. Satisfaction level of J&T Express Company Limited. To compare the satisfaction of J&T Express Company Limited, classified according to personal information and service quality that affects the satisfaction of service users, J&T Express Company Limited Using 400 questionnaires. It is a tool for collecting data and using statistics to analyze data such as percentages and averages. Hypothesis testing using t- test, F-test (One-Way ANOVA), Multiple Regression Analysis was found that the majority of respondents were male, aged between 21-30 years. Be a student/professional Graduated with a bachelor's degree and average monthly income between 15,001 – 25,000 baht The importance level of service quality and overall satisfaction level were at a moderate level. And understanding and knowing customers does not have a significant effect on the satisfaction of J&T Express Company Limited at the .05 level. Suggestions from the results of the study of service providers Equipment and technology should be organized. in modern transportation management Clearly inform the price of the service. There are adequate facilities for shipping goods. Keep your security Personal information of service users Deliver parcels to their destination quickly corresponds to what is specified in the contract Provide service with gentleness and friendliness. Charge service fees to be accurate and clear..

Keywords— Service Quality, Satisfaction, J&T.

I. INTRODUCTION

At present, the transportation business is an important business for developing and driving the economy of Thailand. (Laothamatas, 2019) because transportation is one of the activities that helps support business operations. Carrying out various businesses, from transporting raw materials in the business sector to Transportation of goods to the consumer sector. (Ramanus, & Boonyoo, 2020) This can be seen from the increasing demand for shipping goods each year. Another important cause of the expansion in the transportation business is the rapid growth of the electronic commerce market or E-Commerce in Thailand that is attracting investors. new people to compete in the online sales market and the market Consumers of parcel delivery services are increasing.

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(Anderson,2003)

Transportation is a type of public utility that is necessary for daily life and business operations in various industries and commercial businesses. which is the transportation of raw materials and finished goods from production sources or middlemen through the production process. Industry or the transportation of goods to consumers, whether domestic or international. To support the needs of consumers Transportation in Thailand has 4 main types of transportation: air transportation rail transport Maritime transport and land transport Each type of transportation has different advantages and disadvantages. At present, land transportation of goods by truck is the most popular form of domestic transportation. Transporting goods by land by truck has the advantage of being able to reach recipients and orderers, both large and small, better than other types of freight transport. (Tseng, Yue, & Taylor, 2005,)

Logistics management is a key resource that entrepreneurs can use as a resource. Principles of comparison in order to find a competitive advantage with competitors. As a result of liberalize trade As a result, it is important for businesses to manage costs. To create added value for consumers Including managing the process of transporting goods and services. If the entrepreneur can manage In terms of costs, This will cause the competition to focus on the quality received, including the concreteness of the service. trustworthiness Response to customers Giving confidence to customers, knowing and understanding customers Including the efficiency received consists of providing equal services. Providing service quickly and in time, providing adequate service, providing continuous service. and progressive service (Stevenson, H. & Jarillo, 2007)

Using the services of a shipping company can sometimes cause problems during delivery. Selection of a large number of transportation service providers Therefore it is an important decision. Factors that users of transportation services take into consideration are indicators of the level of service delivered from the service provider to the service recipient and how well it relates to the needs of the service recipient. This is because service quality is very important to a highly competitive business sector. Therefore, entrepreneurs or organizations Companies in the service business must therefore try to determine the quality of service to best meet the needs of service recipients. To occupy market space and stay in business (Lukinskiy, & Pletneva, 2018)

From the above information, the researcher is interested in studying the service quality of J&T Express Company Limited in order to use the results of the study to develop service quality and create satisfaction for service users. Repeat service.

II. OBJECTIVES OF THE STUDY

To study the service quality of J&T Express Company Limited. To study the satisfaction level of service users of J&T Express Company Limited.

III. LITERATURE REVIEW

Lewis & Bloom (1983, cited in Tharaporn Suasuri, 2015) stated that service quality is a measure of the level of service delivered from the service provider to the service recipient that has a direct relationship with How well do you meet the needs of the service recipient?

Ghobadian, Speller & Jones (1994) It is said that service quality is important to the global economy and business sectors that are at a fiercely competitive level. Therefore, companies or organizations in the service business must try to determine service quality to best meet the expectations of service recipients in order to survive in the business.

(Kotler, & Pfoertsch, 2010). It has been said that service means any action that one group of people can offer to another group of people. which cannot be touched It does not affect the ownership of anything. with goals and intentions in delivering that service However, such actions may or may not include tangible goods.

Buzzell and Gale (1987,) stated that service quality is a matter of great interest and importance. Service quality is a complex matter that depends on one's perspective or point of view. of consumers that we commonly call customers. Service quality refers to the ability to meet the needs of the service business. Quality of service is the most important thing that will differentiate a business from competitors. Offering service quality that meets the expectations of service recipients is something that must be done. Service recipients will be satisfied if they receive what they want in the desired format. (Buzzell, & Gale, 1987)

Satisfaction Theory

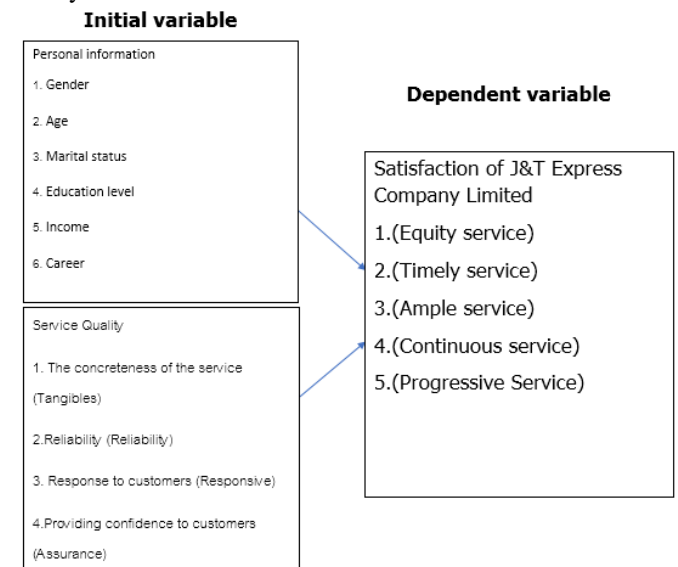
Millet (1954) described satisfactory public service or the ability to Consider whether the service will be satisfactory or not. It may be considered from the following.

1. Providing equal service (Equity service) means justice in Administer public sector operations based on the belief that all people are equal. Therefore, all citizens will be treated equally in terms of law There is no discrimination in providing services to the people. Acting as an individual who uses the same service standards 2. Providing timely service (Timely service) means providing public services must be on time. In the service, the performance of government agencies must be looked at without the right to neglect. If it is not on time, it will create dissatisfaction among the people. 3. Providing adequate service (Ample service) means that public service must have the characteristics of an appropriate number of services and service

locations. Miller sees equality. or being on time It is meaningless if there are insufficient number of services and locations. that provides services that create injustice for service recipients 4. Continuous service means providing public services. that is carried out regularly, based on public interest as the main Not relying on the satisfaction of Agencies that provide services can give or stop services at any time. 5. Progressive Service means providing public services. with quality and performance adjustments In other words Is it to increase efficiency? ability to do able to perform more duties Using the same resources From the concept and theory of service satisfaction of Millet (1954), it can be concluded that Satisfaction with service means satisfaction is something that happens to people who want to receive service. Respond to behavior related to a person's satisfaction. It is an attempt to eliminate Tense when getting what you want (Millet, Et al 1954)

Conceptual framework of education

A study of service quality that affects satisfaction of J&T Express Company Limited in Lat Krabang District. Bangkok Province Based on the theory of service quality and satisfaction, summarized and coordinated into a conceptual framework for the study as follows:



Educational Concept Framework

Research Methodology

Study of Service quality that affects satisfaction of J&T Express Company Limited in Lat Krabang District Bangkok Province The objective is to study the service quality of J&T Express Company Limited, the level of satisfaction of users of J&T Express Company Limited, compare the satisfaction of users of J&T Express Company Limited, classified according to personal information. and service quality that affects service user satisfaction, J&T Express Company Limited has determined the methods for the study 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

consumers who have used the domestic transportation service of J&T Express Co., Ltd. by having users of the service or who have used the service answer a questionnaire. Secondary Data (Secondary Data) is information obtained from textbooks. Study report and various related documents and internet

In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample size of 400 cases.

Study results

Study of Service quality that affects satisfaction of J&T Express Company Limited in Lat Krabang District Bangkok Province The sample studied is the population that uses the services of J&T Express Company Limited in Lat Krabang District. Bangkok Province A total of 400 sets of questionnaires were used as data collection tools and 400 sets were returned, accounting for 100 percent. The results of the study were divided into 5 parts as follows.

Summary of results, discussion of results and recommendations

A study of service quality that affects satisfaction of J&T Express Company Limited in Lat Krabang District. Bangkok Province The objective is to study Service quality of J&T Express Company Limited. Satisfaction level of J&T Express Company Limited, classified according to personal information, and service quality that affects the satisfaction of service users, J&T Express Company Limited, using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, and hypothesis testing. t- test, F-test (One-Way ANOVA), Multiple Regression Analysis. The results of data analysis can be summarized as follows.

Suggestions: The researcher has suggestions obtained from the study for use in improving the quality of service as follows.

Concrete aspect of service Service providers should provide modern transportation management equipment and technology. Clearly inform the price of the service. There are adequate facilities for shipping goods.

Trust aspect Service providers should pay attention to the security of personal information of service users. Deliver the package to the same address as specified in the contract. To build credibility and trust among service users.

In terms of responding to customers, service providers should provide services quickly. Users can easily access the service if a problem arises. Employees must be able to resolve them quickly. And the staff provide service with gentleness and friendliness.

In terms of providing confidence to customers Service providers should pay attention to the accuracy and clarity of service charges. Organize a service system that is standardized, accurate, and reliable, and employees have knowledge about services and can provide accurate and clear information.

In terms of understanding and knowing customers, service providers should communicate with service users in a way that is easy to understand. Bringing new services Always follow various channels and employees understand each customer very well.

Suggestions for next study

Should study the expectations of service users regarding the service quality of J&T Express Company Limited. variety of tools should be used to collect data, such as focus groups or in-depth interviews, etc.

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