

# The Quality of Transportation Services Provided by Capric (Thailand) Co., Ltd.

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**Abstract**—This research aims to study 1) the quality of freight service, 2) the level of satisfaction with freight service, 3) compare the satisfaction with freight services classified by the information of the operator, and 4) the quality of service affecting the satisfaction with freight service of Capric (Thailand) Co., Ltd., using 285 questionnaires as the data collection tool. Data were analyzed using statistics, frequency, percentage, mean, standard deviation, t-test, F-test (One-Way ANOVA), and Multiple Regression. The results of the study found that most respondents were limited companies with a business period of 1-5 years, a service period of 0-5 years, and 151 employees. Overall, operators were satisfied with the company's freight service at a good level, especially in terms of providing sufficient and timely service. The factors that had the highest influence on satisfaction were reliability, trustworthiness, customer confidence, service tangibility, responsiveness to customer needs, and understanding of customer needs. The company operated efficiently and was able to handle the problems that occurred quickly. This study showed that Capric (Thailand) Co., Ltd. was able to provide quality freight service and responsiveness to customer needs at a statistical significance at the 0.5 level.

**Keywords**— Service quality, shipping, satisfaction, CAPRIC (Thailand) Co., Ltd.

## I. BACKGROUND

Currently, the transportation service business facilitates the movement of goods from the origin to the destination for customers. Customers expect and need the most quality of product delivery, which consists of physical quality, such as appropriate clothing of delivery staff, appropriate number of service staff, appropriate equipment and tools, appropriate transportation vehicles, and proper and complete document management according to customer regulations. (Björklund, 2011) Trustworthiness and reliability, such as delivery staff complying with customer regulations, transporting goods on time as specified by customers, checking every step of transportation, and transportation staff being responsible for solving problems when there is a problem with the transportation vehicle. (Kreutzberger, 2008) Timely responses, such as fast transportation of goods, on-time delivery, having a vehicle to support in case of urgent need, contacting to confirm receipt and delivery of goods, and having steps to count the

quality of the goods before and after delivery. (Sila, & Širok, 2018) Confidence, such as employees having basic knowledge of transportation of goods, employees having skills and following the standards of product delivery, operating according to regulations, being transparent, fair, able to check every step, and having proper product protection. (Akpinar, Et al 2021) Empathy, such as providing advice and consultation when arranging goods, cooperating in solving immediate problems, and contacting customers immediately to inform them in case of an emergency that prevents delivery or transportation of goods on time. (Scott, 2011) A transportation vehicle can wait if the customer is not ready to receive or deliver goods. During the holiday season, (Zhang, Et al 2013)

Capric Co. (Thailand). Ltd. was established in 1998. It initially operated as a Trading Company under the name Cabric (Thailand) Co., Ltd. and is currently a manufacturer, importer, and distributor of adhesive tapes and stickers under the brand name (NUVO). We are committed to developing products with consistent quality and focusing on excellent service to become a leader in the production, import, and distribution of adhesive tape products at the forefront of Thailand. We selected and imported adhesive tape products from foreign countries that are World Leaders of that type of adhesive tape and processed them through modern machinery to produce good quality tapes quickly and with high production capacity to support customer needs for all types of adhesive tapes in order to comply with the company's policy of "Assured quality, on-time delivery, customer satisfaction, continuous development." From the above information, the researcher is interested in studying the quality of the freight service of Capric (Thailand) Co., Ltd. as a guideline for developing and improving the company's freight service to be better, creating maximum satisfaction for the target customer group, and encouraging repeated use of the service.

## II. OBJECTIVES OF THE STUDY

The quality of the freight service of Capric (Thailand) Co., Ltd. Level of satisfaction with the freight service of Capric (Thailand) Co., Ltd.

To compare the satisfaction with the freight service of Capric (Thailand) Co., Ltd. classified by the operator's information

To study the service quality that affects satisfaction with Capric Co. 's freight services. Ltd. (Thailand)

A. *Hypothesis of the study*

1. The information of different operators has different degrees of satisfaction with the freight service of Capric (Thailand) Co., Ltd.
2. Service quality influences satisfaction with the freight service of Capric (Thailand) Co., Ltd.

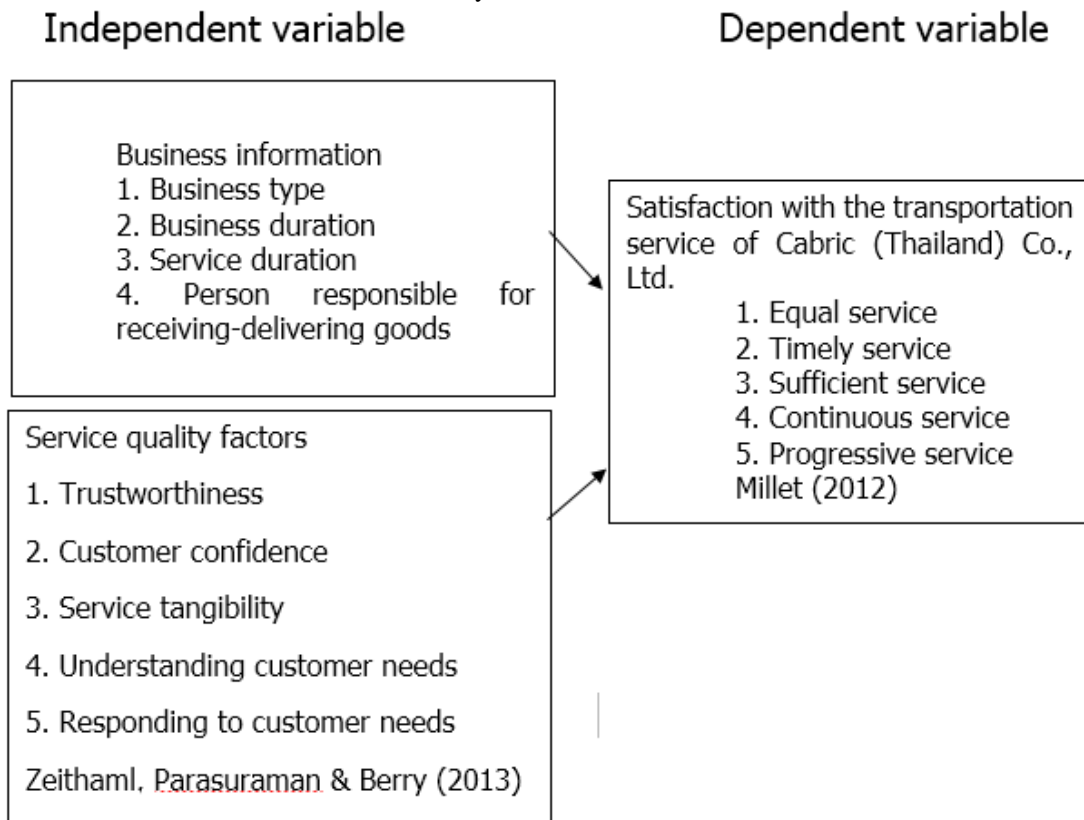
B. *Scope of the Study*

The Content Scope Study on the development of the quality of freight service of Capric (Thailand) Co., Ltd., using the service quality theory of Zeithaml, Parasuraman and Berry which consists of the concreteness of the service, reliability and

trustworthiness, providing confidence to customers, responding to customer needs and understanding customer needs perception, and the service satisfaction theory of which consists of providing equal services, providing timely services, providing adequate services, providing continuous services, and providing progressive services.

III. CONCEPTUAL FRAMEWORK

In the study on the development of the quality of freight service of Cabric (Thailand) Co., Ltd., the researcher studied various concepts, theories, and related research using the concepts and theories of service quality of Zeithaml et al. (2013) and the satisfaction theory of Millet (2012) The conceptual framework is summarized as follows:



IV. METHODOLOGY

The study on the quality of transportation services of Capric (Thailand) Co., Ltd. aims to examine the factors of transportation service quality of Capric (Thailand) Co., Ltd., the level of satisfaction with transportation services of Capric (Thailand) Co., Ltd., compared the satisfaction with transportation services of Capric (Thailand) Co., Ltd., classified by operator information, and the quality of service that affects the satisfaction with transportation services of Capric (Thailand) Co., Ltd. to be used as a guideline for developing and improving the company's services to customers in order to create the highest satisfaction for the target customer group and to create repeat service usage, which can increase the company's income. Therefore, the study methodology is as follows:

A. *Population and sample*

The population used in this study comprises companies that purchase products and use the freight service of Capric (Thailand) Co., Ltd., totaling 994 cases (data as of February 21, 2024). A sample of 285 cases was selected by calculating the sample group (simple size) with a known population using Taro Yamane's formula (Yamane, Taro, 1967:56) at a 95% confidence level, as follows:

$$\text{Formula } n = N / (1 + Ne^2)$$

n = sample size  
 N = population used in the study  
 e = acceptable error  
 Substitute n = (994) / (1 + 994(0.0025)<sup>2</sup>)  
 n = (994) / (1 + 2.49)  
 n = 994 / 3.49  
 n = 284.81

The calculation results in a sample of 285 cases.

V. RESULTS OF THE STUDY

A study on the quality of the freight services of Cabric (Thailand) Co. Ltd. The sample used in the study was entrepreneurs who used the freight service by the vehicles of Cabric (Thailand) Co., Ltd., using 285 questionnaires as a tool

for collecting data, and 285 questionnaires were returned, accounting for 100 percent. The results of the study were divided into five parts as follows: Quality of service influences satisfaction with the freight service of Cabric Co., Ltd. (Thailand).

Quality of service	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	ผลการทดสอบ
	B	Std. Error	Beta			
(Constant)	.177	.113		1.564	.119	ไม่มี
1.Trust and reliability	.218	.068	.222	3.231	.001*	มี
2. Providing confidence to customers	.100	.079	.104	1.262	.208	ไม่มี
3. Service tangibility	.085	.092	.082	0.918	.360	ไม่มี
4. Understanding customer needs	.329	.090	.319	3.634	.001*	มี
	.212	.079	.211	2.688	.008*	มี

A. Statistically significant at the .05 level (2-tailed)

Service quality that influences satisfaction in the freight service of Capric (Thailand) Co., Ltd. It was found that the service quality in terms of reliability and trustworthiness (Sig = .001), understanding customer needs (Sig = .001), and responding to customer needs (Sig = .008) have a statistically significant influence on satisfaction in the freight service of Capric (Thailand) Co., Ltd. at the .05 level.

VI. CONCLUSION

The study on the quality of transportation services of Capric (Thailand) Co., Ltd. aimed to study the quality of transportation services of Capric (Thailand) Co., Ltd., to study the level of satisfaction with transportation services of Capric (Thailand) Co., Ltd., to compare the satisfaction with transportation services of Capric (Thailand) Co., Ltd., classified by the operator's information, and to study the quality of services that affect the satisfaction with transportation services of Capric (Thailand) Co., Ltd., using 285 questionnaires as a tool for data collection and statistics for data analysis, namely percentage, mean, hypothesis testing (One-Way ANOVA), and Multiple Regression Analysis. The results of the data analysis are summarized as follows:

A. Information on the quality of freight services of Cabric Co. (Thailand). Ltd.

From the study of the information on the level of importance of service quality, it was found that the aspects of reliability and trustworthiness, customer confidence, service tangibility, understanding customer needs, responding to customer needs, and overall service quality are very important. The details are as follows.

In terms of reliability and trustworthiness, the results of this study found that it was at a very important level. The details of the importance are at a very important level for all four items, including being able to solve problems for customers correctly and quickly, freight forwarders being skilled in the routes for receiving and delivering goods, having a plan for delivering goods in an emergency, such as having a backup car, and being able to provide services to customers according to the agreed terms.

The results of the study found that providing confidence to customers was at a very important level. The details of the importance are at a very important level for four items, including product guarantees in case of damaged or lost goods, reporting the status to customers of which stage of delivery the goods are, having a service system that meets the standards, is correct and reliable, and having new and modern vehicles and transportation equipment.

The results of the study found that service tangibility was at a very important level. The details of importance are at a very important level for five items, including having correct and complete freight control documents that are easy to understand, freight forwarders are polite, and have good interpersonal skills. Appropriate labor-saving equipment is available for transporting goods. The transport staff are neatly dressed, appropriate, and safe, and the vehicles used to transport goods are in good condition.

In terms of understanding customer needs, the results of the study found that it is at a very important level, with details of importance at a very important level of three items: employees understand and follow the regulations for transporting goods, there are officers to contact and coordinate with every customer, and transport staff are attentive to customers and prioritize the benefits of customers, respectively.

In terms of responding to customer needs, the results of the study found that it is at a very important level,

*B. Information on the satisfaction level of freight service by Capric (Thailand) Co. Ltd.*

From the study of the satisfaction level of the freight service of Capric (Thailand) Co., Ltd., it was found that in terms of equal service, timely service, sufficient service, continuous service, and progressive service, the overall satisfaction level of the service was very satisfactory, with the following details:

In terms of equal service, the results of the study found that it was at a very satisfactory level, with details at a very satisfactory level for three items: the company provided freight service in the order agreed with the customer, the company provided freight service equally to the customer, and the company provided freight service in the order, first to last, correctly, and in order.

In terms of timely service, the results of the study found that it was at a very satisfactory level, with details at a very satisfactory level for three items: the company had staff to monitor the freight, the company provided freight service on time and consistently, and the company resolved problems arising from freight quickly and in time, respectively.

In terms of adequate service, the results of the study found that it was at a very satisfactory level, with details at a very satisfactory level in three items: the company had enough trucks for freight and the company had additional trucks for urgent freight work. The company has sufficient drivers when the number of trips to transport goods increases.

In terms of continuous service, the results of the study found it to be at a very satisfactory level. There were three items at the very satisfactory level: the company had staff to continuously monitor the transport of goods. When a driver is unable to work, the company has other drivers to replace that part of the work. The company has drivers who have been trained and can transport goods correctly and safely.

In terms of advanced services, the results of the study found that it was at a very satisfactory level. There were three items at the very satisfactory level: The company has a system to check the status of the transport of goods at all times. The company is constantly developing its transport service system. The company always corrects and improves its errors in the transport of goods.

**This study found that the quality of service, reliability and trustworthiness, understanding of customer needs, and meeting customer needs influence the satisfaction with the transportation service of Capric (Thailand) Co., Ltd. The company should use the results of this research study as guidelines to improve the quality of service of Capric (Thailand) Co., Ltd., as follows:**

1. Reliability and trustworthiness: The company's officers should have the knowledge and ability to provide professional service, perform duties fairly, provide services according to the queue, open a variety of service channels, and provide services in urgent cases.

2. Understanding and knowing customer needs: The company's officers should be attentive and respectful to customers, give equal importance to all genders and ages without discrimination, understand customer problems and needs,

answer questions, give advice, and provide assistance on point with customer needs.

3. To meet customer needs, the company should analyze the workload in providing services to customers in detail to use as information to determine the appropriate number of personnel in order to be ready to provide services to customers in all activities, contact and help customers in case customers have problems, develop GPS technology to increase efficiency in providing services to customers, and increase communication channels that allow customers to contact the company quickly and conveniently to develop efficient services that meet the specified standards, which is a response to customer needs in using the company's freight transport services.

*C. Suggestions for the next study*

The motivation to improve the efficiency of the freight forwarders of Capric (Thailand) Co., Ltd. should be studied further.

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