

Service Quality Affecting the Satisfaction of Transport Service Users J&T Express Company in Min Buri District, Bangkok

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Abstract—This research aims to study 1) factors of quality of transportation services of J&T Express in Min Buri District, Bangkok; 2) level of satisfaction of J&T Express users in Min Buri District, Bangkok; 3) comparison of satisfaction of J&T Express users in Min Buri District, Bangkok classified by personal data; and 4) factors of service quality affecting satisfaction of J&T Express users in Min Buri District, Bangkok by selecting a sample group of 400 people using a questionnaire as a research tool. The statistics used were percentage, mean, t-test, F-test (one-way analysis ANOVA), and Multiple Regression Analysis. The results of the study found that most were female, aged 20-29 years, had a bachelor's degree, were students, and had an average monthly income of less than 10,000 baht. Quality of service is very important. The satisfaction with using the transportation services of J&T Express in Min Buri District, Bangkok, was at a very satisfactory level. Gender, age, educational level, occupation, and average monthly income affected the satisfaction of J&T Express users.

Suggestions from the study: Employees should provide service with polite words, have good interpersonal skills and sincerity in providing service, and give importance to customer needs. Employees must listen to customer problems and suggestions and pay equal attention to customers. Employees should dress politely, the service place should be clean, and modern equipment should be used to provide service for customer convenience

Keywords— Service, Quality, Affecting.

I. BACKGROUND

Nowadays, the online world is playing an increasingly important role in life. Most people use social media to order online products. Owing to the advancement of technology today, especially online communication technology, portable communication technology, and mobile phones, (Kaplan, & Haenlein, 2010) which have been continuously developed, they have also influenced the current way of life. In addition, they have changed their way of life in the past. (Nealson, & Conrad, 1999). There is easier communication and a more convenient lifestyle. These technologies will help to solve these problems. Life can be easier. Therefore, it is the reason why people today turn to consuming products and services online. Various online businesses have adapted to modern technology and have chosen

to use these technologies to drive their businesses in the form of online businesses (Howard, 2009)

The main advantages of online marketing are the speed of purchasing products, convenience of using services, and making various transactions to better meet the current needs of people. Having a website or application can easily access information or products, including the usage format that can be traded 24 h a day, without time limits. (Zarella, 2009) Users can access products and information anywhere. At present, if we discuss websites or online markets in Thailand, one of the first websites will be Lazada, which we have heard of and often mentioned. If we talk about businesses that sell products online in Thailand, Lazada is expanding its online marketing, coupled with various promotions and discounts for online consumers. Online marketing has begun to play a role in business operations in Thailand (Myint, 2025) from the expansion of online marketing and e-commerce, resulting in logistics and parcel delivery businesses becoming very important for online trading. Currently, many entrepreneurs operate domestic parcel-delivery services. (Zurek, 2015). Therefore, more domestic parcel delivery companies compete in various aspects, such as price, speed, and service quality, to seize market share. Each delivery company will have various strategies to be a selling point and present it to online merchants. The market value of the Thai parcel delivery business in 2020 is expected to increase by 35% from 2019

J&T Express was registered in Hong Kong by Mr. Jet Lee and Mr. Tony Chen in 2015, and started its delivery business in Indonesia until it became the number one delivery company in Indonesia. Before expanding to provide services in Vietnam, the Philippines, Singapore, Malaysia, Cambodia, and Thailand, currently have 4,000 branches, over 200 distribution centers, and more than 50,000 employees throughout ASEAN. Thailand is one of the important target groups owing to the high growth of e-commerce businesses and still has many growth opportunities. After registering to set up a company to operate an express parcel delivery business in Thailand in July 2018 with an initial registered capital of 10 million baht, it recently increased its registered capital to 100 million baht and invested in the express parcel delivery business in Thailand for an initial

2.5 billion baht, aiming to recoup its investment within five years. Currently, the service area covers 928 districts throughout Thailand. Within this year, there will be 1,000 branches throughout Thailand, 15 distribution centers throughout the region, more than 10,000 employees, more than 1,000 delivery vehicles, and a goal to become a leader in the express parcel delivery business in the Thai e-commerce business in the near future. With more branches than other competitors, Liu, the CEO of J&T Express Thailand, said that the key highlight of J&T Express is that it is open 365 days a year, covering 928 districts in 77 provinces, has a CCTV camera system, and a conveyor belt for transporting parcels to ensure that parcels are safe and undamaged. Under the slogan Express Your Online Business, parcels can be checked via the application, website, and Call Center 24 h a day. J&T Express plans to expand its business to cover all of Southeast Asia, including Vietnam, Malaysia, the Philippines, Cambodia, Singapore, and other countries. It has also collaborated with Shopee as a channel to reach customers. From the information mentioned above, the researcher is interested in studying the quality of service that affects the satisfaction of J&T Express delivery service users in Min Buri District, Bangkok, to use the results of the study as a guideline for delivery operators to improve and develop the quality of service, which will lead to user satisfaction.

II. OBJECTIVES OF THE STUDY

To study the quality factors of J&T Express transportation services in Min Buri District, Bangkok

To study the level of satisfaction of J&T Express transportation service users in Min Buri District, Bangkok

To compare the satisfaction of J&T Express transportation service users in Min Buri District, Bangkok classified by personal data

To study the quality factors of service that affect the satisfaction of J&T Express transportation service users in Min Buri District, Bangkok.

III. HYPOTHESIS

Different personal data affect the satisfaction of users of J&T Express in Min Buri District, Bangkok

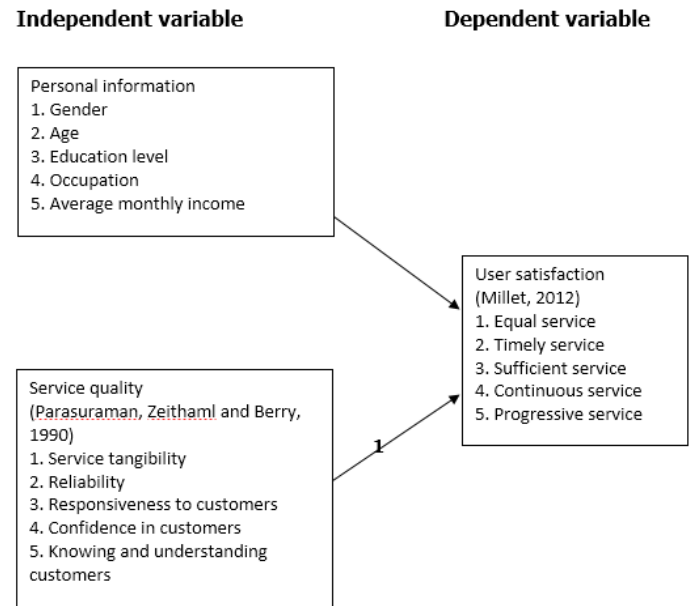
Service quality influences the satisfaction of users of J&T Express in Min Buri District, Bangkok

A. Scope of the study

Content: Study on the quality of service that affects the satisfaction of users of J&T Express using the concept of service quality theory of Parasuraman, Zeithaml, and Berry (1990), which consists of Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Millet’s (2012) satisfaction theory considers equitable, timely, ample, continuous, and progressive services. The population and sample used in the study were users of the J&T Express in Min Buri District, Bangkok. In this case, the exact population size is unknown. A total of 400 individuals were selected for this study. Duration of the study Beginning June 2024 – September 2024.

B. Conceptual framework

From the above research, the researcher used the theories of service quality and service satisfaction. Summarized and integrated into a conceptual framework for studying the service quality that affects the satisfaction of the transportation service of the J&T Express Company in Min Buri District, Bangkok, as follows:



IV. METHODOLOGY

The study of service quality affecting the satisfaction of users of J&T Express in Min Buri District, Bangkok, aims to study the level of service quality of J&T Express in Min Buri District, Bangkok, and the level of satisfaction of users of J&T Express in Min Buri District, Bangkok, and compare the satisfaction of users of J&T Express in Min Buri District, Bangkok, classified by personal data. Quality of service affects the satisfaction of J&T Express users in Min Buri District, Bangkok. In order to use the results of the study to benefit transport operators in improving and developing the quality of J&T Express in Min Buri District, Bangkok, the study methodology is as follows:

A. Population and sample used in the study

The population used in this study was users of the delivery service of the J&T Express Company in Min Buri District, Bangkok. The sample was selected as 400 persons. This study Use W.G. Cochran's sample size calculation with an unknown population size at a 95% confidence level as follows:

$$Formula n = P (1-P)(z^2) / (e^2)$$

n = sample size

P = probability of the number of samples to be randomly selected from the entire population

e = sampling error

¹ Belouard, S., Millet, J. K., Licitra, B. N., & Whittaker, G. R. (2012). Mechanisms of coronavirus cell entry mediated by the viral spike protein. *Viruses*, 4(6), 1011-1033.

$z = \text{confidence level set by the researcher}$

(At a 95% confidence level, z is equal to 1.96)

$$\text{Substitute } n = (.50)(1-.50)(1.962)/(.502)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

In this calculation, a sample of 385 people was obtained. However, to prevent errors that could occur while answering

the questionnaires, the researcher used a sample of 400 participants.

B. Study results

A study of the quality of service that affects the satisfaction of users of the transportation service of J&T Express in Min Buri District, Bangkok. The sample group studied was users of the transportation service of the J&T Express in Min Buri District, Bangkok. A total of 400 questionnaires were used to collect the data, and 400 questionnaires were returned, representing 100 percent. The results of the study were divided into the following: the quality of service influences the satisfaction of users of the transportation service of the J&T Express in Min Buri District, Bangkok.

Service quality	Std.			Test		
	B	Error	Beta	t	Sig	
) Constant (.214	.081		2.641	.009	
In terms of service tangibility	.093	.035	.097	2.629	.009*	yes
credibility	.087	.043	.089	2.016	.045**	yes
customer response	.041	.045	.043	.909	.364	no
confidence to customers knowing and understanding customers	.231	.047	.223	4.867	.000**	yes
	.500	.044	.531	11.495	.000**	yes

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

Service quality influences the satisfaction of users of J&T Express in Min Buri District, Bangkok. Service quality, service tangibility, reliability, customer confidence, and customer knowledge and understanding influence service satisfaction at a statistically significant level of .05.

V. SUMMARY, DISCUSSION AND RECOMMENDATIONS

A. Summary

The study on the quality of service affecting the satisfaction of users of J&T Express in Min Buri District, Bangkok, aims to study the level of service quality of J&T Express in Min Buri District, Bangkok, and the level of satisfaction of users of J&T Express in Min Buri District, Bangkok, and compare the satisfaction of users of J&T Express in Min Buri District, Bangkok, classified by personal data. The quality of service affecting the satisfaction of J&T Express users in Min Buri District, Bangkok, was used to collect 400 questionnaires as a tool for data collection and statistical analysis, namely percentage, mean, One-Way ANOVA hypothesis test, and Multiple Regression Analysis. The results of the data analysis are summarized as follows:

B. Personal Data

A study on the quality of service affecting the satisfaction of J&T Express users in Min Buri District, Bangkok, found that

most of the respondents were female, aged 20-29 years, had a bachelor's degree, and were students. The average monthly income is less than 10,000 baht.

Information on the quality of service of J&T Express in Min Buri District, Bangkok

From the study of the level of importance of service quality, it was found that the overall level of importance of service quality was very important. When considering the level of importance, all items were at a very important level, consisting of customer confidence, knowing and understanding customers, responding to customers, reliability, and concreteness of service, with the following details:

In terms of concreteness of service, the results of the study found that it was at a very important level, with details of importance at a very important level of five items: employees who provided service were politely dressed, the company used modern equipment to provide service, the service location was clean and tidy, had a good security system, and had sufficient parking space for service users.

In terms of reliability, the results of the study found that it was at a very important level, with details of importance at a very important level of five items: employees were consistent in providing service every time, employees were able to perform their duties accurately and precisely, employees were knowledgeable about service, the company could control delivery time to be on time, and employees were able to solve problems on time and according to the procedures.

In terms of responding to customers, the results of the study found that it was at a very important level, with details of importance at a very important level of five items: employees were always ready to provide service, employees were willing to provide service, employees were able to solve problems for customers quickly, employees provided service quickly, and did not make customers wait in line for a long time. There are enough staff to provide services to all customers.

In terms of customer trust, the results of the study found that it is at a very important level, with details of importance at a very important level of five items: staff provide polite services, service standards are acceptable to customers, staff provide accurate and clear information, staff are skilled and experienced in their duties, staff have good interpersonal skills, and are sincere in providing services.

In terms of knowing and understanding customers, the results of the study found that it is at a very important level, with details of importance at a very important level of five items: staff understand customers' needs very well, staff listen to customers' problems and suggestions, staff pay equal attention to each customer, staff take care of and solve customers' problems willingly, and staff can immediately adjust services to meet each customer's needs.

Data on satisfaction level of J&T Express transportation services in Min Buri District, Bangkok

From the study of data on satisfaction level of J&T Express transportation services in Min Buri District, Bangkok, it was found that the satisfaction level of the service, with an overall average of high satisfaction, was at a high level of opinion in every item, consisting of continuous service, progressive service, equal service, timely service, and adequate service, with the following details:

In terms of equal service, the results of the study found that it was at a high level of satisfaction, with details at a high level of satisfaction in three items: employees are attentive, respectful, and see the importance of customers of all genders and ages; employees provide services with equality, without discrimination; and employees provide services in the order of first to last, correctly.

In terms of timely service, the results of the study found that it was at a high level of satisfaction, with details at a high level of satisfaction in three items, consisting of employees having procedures/regulations in providing services, employees providing services on time and consistently, employees providing information and services quickly and on time, respectively.

In terms of adequate service, the results of the study found a high level of satisfaction. The details are at a very satisfactory level with three items: staff providing correct and complete information, adequacy of parcel wrapping points, and number of staff providing services.

In terms of continuous service, the results of the study found that it was at a very satisfactory level with three items at a very satisfactory level, including providing services consistently, clearly stating the service duration, providing services efficiently, and without duplication.

In terms of advanced service, the results of the study found that it was at a very satisfactory level with three items at a very satisfactory level: using existing resources and staff to their full potential, staff providing services being responsible and

committed to their work, and constantly improving and developing services.

To compare the satisfaction with the service quality of J&T Express in Min Buri District, Bangkok, classified by personal information.

Hypothesis test results

Hypothesis 1: Different personal information has different effects on the satisfaction of service users. Different types of personal information have different effects on the satisfaction of J&T Express service users in Min Buri District, Bangkok. The study found that different personal information, in terms of gender, age, education level, occupation, and average monthly income, had no different effects on the satisfaction of J&T Express service users in Min Buri District, Bangkok. Service quality affects the satisfaction of J&T Express service users in Min Buri District, Bangkok.

Hypothesis 2 Service quality affects the satisfaction of J&T Express service users in Min Buri District, Bangkok. The study found that service quality, service tangibility, reliability, customer confidence, and customer understanding had significant effects on service satisfaction at a statistical level of .05.

VI. DISCUSSION OF RESULTS

A. Recommendations from the study

From this study, it was found that the quality of service of J&T Express in Min Buri District, Bangkok is at a very important level, consisting of customer confidence,

customer knowledge and understanding, customer response, reliability, and service tangibility. Therefore, it is seen that the service providers of J&T Express in Min Buri District, Bangkok, increase the quality of service in all five areas as follows:

In terms of customer confidence, the executives of J&T Express in Min Buri District, Bangkok should instruct their employees to provide service with polite words, have good interpersonal skills, and sincerity in providing service to satisfy customers and return to use the service again.

In terms of knowing and understanding customers, the executives of J&T Express in Min Buri District, Bangkok, should give importance to customer needs. Employees must listen to customers' problems and suggestions and pay equal attention to each customer to create a good impression on customers.

In terms of customer service, the executives of J&T Express in Min Buri District, Bangkok should ensure that their employees are always ready to provide services, willingly provide services, and solve customers' problems quickly.

In terms of reliability, the executives of J&T Express in Min Buri District, Bangkok, should provide training to their employees so that they have knowledge of service and can perform their duties accurately and precisely.

In terms of service tangibility, the executives of J&T Express in Min Buri District, Bangkok, should emphasize the polite attire of service staff, the clean service area, and the use of modern equipment to provide services for the convenience of customers.

B. Suggestions for future studies

In the next study, the scope of the population in other areas should be expanded to study a wider group of people. The results of the study should be compared with this research to see if they are consistent or different. Variables in other areas that affect the satisfaction of service users should be studied.

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