

Factors that Influence Customers' Decision to Use SF Logistics Company

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Abstract: *This study aims to study 1) Quality of service of SF Logistics Company 2) Decision to use SF Logistics Company 3) Comparison of decision to use SF Logistics Company service classified by personal information 4) To study Service quality that affects the decision to use the service Logistics company SF selected a sample of 202 people using a questionnaire as a study tool. The collected data were analyzed using percentage and mean t-test statistics. ANOVA analysis was performed using F-test, (One-way ANOVA) and Multiple Regression Analysis.*

The results showed that most of the respondents were female, aged 18-28 years, single status, diploma/vocational education level. The average monthly income is less than or equal to 18,000 baht. Student occupation. The service quality factor was at a high level. The decision to use the service was moderate. Personal data, gender, age, status, occupation, education level and average monthly income Different affects the decision of customers to choose SF logistics company is no different. It was statistically significant at the .05 level of reliability. The issue of the shipping rate calculation system is standard. and the response to customer issues The logistics service is fast and on schedule. Influence the decisions of customers choosing a logistics company. SF was statistically significant at the 0.05 level.

Recommendations from the results of the study The physical appearance of the facilities should be defined, including premises, personnel, equipment, equipment, logistics companies. service recipient It is accurate, appropriate and the same results are obtained at all points of service. which can respond to the needs of service recipients in a timely manner There should be confidence building in the service recipients. Service providers must demonstrate knowledge and skills. service capability Should increase the ability to take care of the service recipients according to the different needs of each service recipient

Keywords: *Factors, influence, customers'*

1. Background and importance of education

World: The concept of logistics first originated in the United States and originated in the 1930s. (Waddell, 2010) Modern logistics through the integrated management of warehousing, transportation, distribution, etc., to complete logistics process. (Magee, Capacino, Copacino, & Rosenfield, 1985) All logistics can shorten the time and reduce costs. Therefore, the status of the logistics The tics in business processes are therefore becoming increasingly important. Country: During this epidemic, the importance of logistics is evident. When Chinese in Thailand are unable to return to China if there is something important to bring back to China, SF logistics can help us transport items to China in a short time. The development of logistics can also increase the country's economic income and promote exchanges between China and other countries. Company: Logistics is an important part of the production and sales of enterprises, and it is important to provide. The organization's operations are efficient. For manufacturing enterprises, logistics includes warehousing, logistics, packaging management and other logistics activities involved in the supply chain from procurement, production to sales,

and is carried out through corporate activities. (Liu, Lee, Jiao, & Wang, 2011) Only the smooth logistics can guarantee the normal operation of logistics enterprises, play an important role in reducing costs, reducing logistics costs, the level of logistics services must be taken into account. First and foremost, and minimize logistics costs to ensure a certain level of logistics services. For logistics enterprises, it can greatly reduce the total cost of enterprises, accelerate the turnover of enterprise funds, reduce backlog of goods and promote profit margins, which will bring great economic benefits to the enterprise.

From the above information, the students are interested in studying. Factors that influence customers to choose SF logistics company (Brah, & Lim, 2006).

1.1. Study objectives

To study the service quality of SF Logistics Company

To study the decision to choose the service of SF logistics company

To study the comparison of the decision to choose the service of the SF logistics company classified

1.2. Theory, related literature

The researcher therefore concluded that The concept of service quality was important to this study. Providing quality services to those who use MRT services Chalong Ratchadham Line It is an important factor in ensuring satisfaction. and create confidence for service users

Features (attributes) and benefits of the product received is the consideration of the benefits that will be received. and product features that can do or how capable which consumers will see the different characteristics of these characteristics as related to how much and he will pay the most attention to traits related to his needs. (Hwang, Sha, & Grauman, 2011, June)

Degree of Importance is to consider the importance of the product's features as a priority rather than considering the distinctiveness of the product that we have seen. Consumers value the different characteristics of the product to varying degrees in accordance with their needs. Brand trust is a consideration of the brand's credibility. or the image of the product that consumers have seen Recognize from past experiences Consumers build a set of brand beliefs about each aspect of the brand. Brand beliefs influence consumer choice assessments. (Erdem, Swait, J., Broniarczyk, Chakravarti, Kapferer, Keane, & Zettelmeyer, 1999)

Satisfaction (Utility Function) is to evaluate whether How satisfied are you with each brand? Consumers tend to have an attitude in choosing a brand. The consumer will determine the product properties that he wants and the consumer will compare the properties of the desired product. with the properties of various seals Evaluation Procedure This is another method that takes into account many factors such as satisfaction, brand trust. Product features are considered, compared, graded, and then come to a conclusion which brand received the most rating from the evaluation. before deciding to buy (Chow, & Shi, 2015)

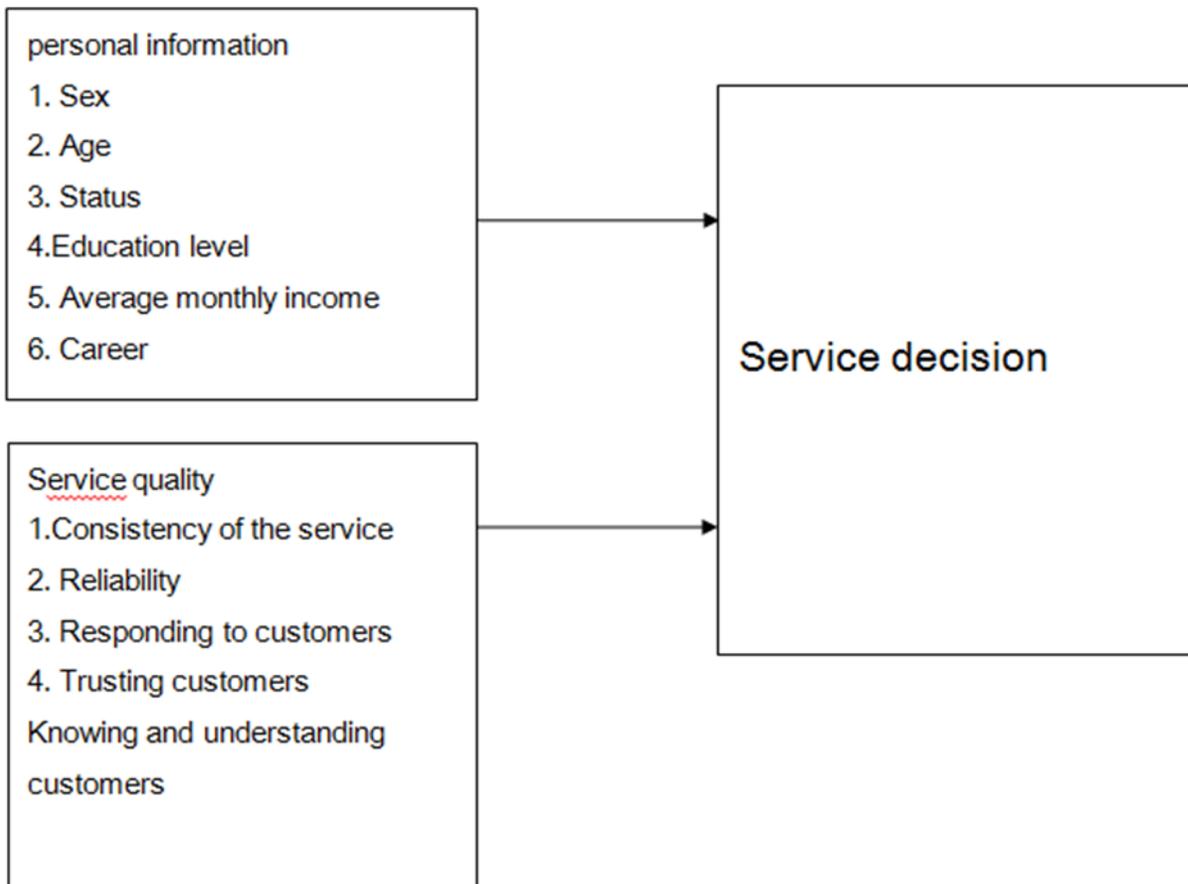
2. Purchase decision

Typically, each consumer needs different information and decision-making time for each product: some products require a lot of information. It takes a long time to compare. But some consumer products do not require long decision making periods.

2.1. Evaluation after using the service

After purchase Consumers will experience the consumption. which may be satisfied or not satisfied If satisfied, consumers are aware of the advantages of the product, which can lead to repeat purchases or may be introduced to create new customers. But if they are not satisfied, the consumer may stop buying that product next time and may have a negative effect on word of mouth. resulting in fewer purchases as well (Cao, Ajjan, & Hong, 2018)

3. Conceptual Framework in Education



4. Methods of conducting the study

The purpose of this study was to study the factors influencing customers in making a decision to use the service of a logistics company SF. The purpose of this study was to study the quality of service of a logistics company SF. To study the decision to use a service to a logistics company SF study. Comparison of service provider decision SF logistics companies classified by personal data and study the quality of service that affects the decision to use SF logistics company. The data from the study can be used to can be used as a guideline for analysis and finding the results of the study by defining the methods of study as follows:

4.1. Population and sample used in the study

Population used in the study Become a logistics service provider There were a total of 410 selected samples of 202 patients. The formula for calculating the sample size that is commonly used when the exact population is known is the Yamane formula (1973).

$$n = \frac{N}{1 + Ne^2}$$

$$n = (410)/(1 + 410 * .052)$$

$$n = 410/(1 + 410 * .0025)$$

$$= 410/2.025$$

$$= 202.46$$

4.2. In the calculations, 202 samples were obtained data processing and analysis

Processing the data obtained from the questionnaire with a computer program by finding the percentage (Percentage) and the mean (Mean) program Microsoft Excel which is a package program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with Result Description and bring the results obtained from the chart to present for analysis according to the characteristics of various variables

4.3. Study results

A study of factors influencing customers in their decision to use SF logistics company. The sample used in this study was SF logistics service users using 202 questionnaires as a collection tool. The data and returned 202 sets, representing 100%. The results of the study were divided into 5 parts as follows: Analysis of service quality factors that influence the decision of customers to choose SF Logistics Company

Service quality factor	B	Std. Error	Beta	t	Sig.	ผลการทดสอบ
(Constant)	4.095	1.265		3.236	.001*	มี
1. Logistics is modern	-.067	.074	-.066	-.903	.367	ไม่มี
2. Service personnel are ready and willing to provide services.	-.135	.078	-.124	-1.728	.086	ไม่มี
3. Service personnel have good personality. neat dress be appropriate	.029	.075	.029	.391	.696	ไม่มี
4. There are publicity signs clearly informing various service points.	.037	.081	.032	.453	.651	ไม่มี
5. Punctuality of service logistics	-.083	.077	-.079	-1.081	.281	ไม่มี
6. Shipping rate calculation system standard	.230	.079	.205	2.907	.004*	มี
7. Service personnel can provide advice and answer customer inquiries. correctly	.023	.082	.021	.284	.777	ไม่มี
8. The logistics service is fast and on schedule.	.189	.079	.180	2.397	.018*	มี
9. Service personnel are welcome and take good care.	.049	.076	.048	.639	.523	ไม่มี
10. Service personnel are provided with courteous and friendly service.	.082	.081	.075	1.009	.314	ไม่มี
11. The logistics service is safe.	.015	.081	.013	.189	.850	ไม่มี
12. Service procedures are standardized.	.065	.072	.065	.905	.367	ไม่มี
13. Service is fast. on time	-.114	.078	-.106	-1.450	.149	ไม่มี
14. Service staff Giving equal attention to customers	-.001	.081	-.001	-.018	.986	ไม่มี
15. Service staff interested in listening to service problems ready to offer solutions to problems	-.061	.074	-.058	-.821	.412	ไม่มี
16. Service staff Advise customers on how to get services with courtesy	.048	.073	.047	.660	.510	ไม่มี
17. You have received good service from service personnel.	-.008	.072	-.008	-.109	.913	ไม่มี
18. You benefit from the information published.	.064	.074	.062	.859	.392	ไม่มี

** It was statistically significant at the .05. (2-tailed)

Analysis of service quality factors influencing customers' decision to choose SF logistics company found that in terms of reliability, reliability The issue of the shipping rate calculation system is standard. and responding to customer issues The logistics service is fast and on schedule. Influence the decisions of customers choosing a logistics company. SF was statistically significant at the 0.05 level.

5. Summary, Discussion, and Suggestions

The purpose of this study was to study the quality of service of SF logistics company to study the decision to use logistics company service. SF Comparison of Service Providers of Logistics Companies SF Classified by Personal Data and to find the relationship between service quality and decision to use SF logistics company by using 202 questionnaires as a data collection tool and using statistics for data analysis, i.e. percentage, mean, t-test hypothesis. - test, (One-Way ANOVA), Correlation and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

5.1. Personal information

From the study, it was found that most of the respondents were female, aged 18-28 years, single status, diploma/vocational education level. The average monthly income is less than or equal to 18,000 baht. Student occupation.

5.2. Information on customer service quality factors in choosing SF logistics company.

From the study of information about the importance of service quality factors, it was found that knowing and understanding customers the concreteness of the service customer trust Reliability and response to customers in a very important level The details are as follows.

The concrete aspect of the service The results of the study were found to be in a very important level. The details of importance are at a very important level, consisting of 4 items, consisting of signs clearly informing various service points. Service personnel are ready and willing to provide services. Modern logistics and service personnel have a good personality Dress appropriately.

Reliability The results of the study were found to be in a very important level. with important details At the very important level, 3 items, consisting of a standardized fare rate system Service personnel are able to provide advice and answer customer inquiries with the accuracy and timeliness of logistics services.

Customer response The results of the study were found to be in a very important level. The details of importance are at a very important level, consisting of 3 items, consisting of service personnel who are very welcoming and well taken care of. Service personnel are courteous and friendly. And the logistics service is fast. on time

In terms of giving confidence to customers The results of the study were found to be in a very important level. The details of importance are at a very important level, including 3 items: secure logistics services; The service is fast and on time. and the service process system is standard

Knowing and understanding customers The results of the study were found to be in a very important level. The details of importance are at a very important level, consisting of 5 items, consisting of employees who provide services that give equal attention to customers. Service personnel are interested in listening to problems using the service and offering solutions to problems. Service staff give advice to customers to receive service with politeness. Received good service from the service staff. and benefit from the published information

5.3. Information about deciding to use SF logistics company

A study on the level of decision-making in choosing the services of SF logistics company found that it received better reviews or feedback than others. Cheaper than other companies and famous and well known Overall, the decision to use SF logistics company is of medium importance.

5.4. To compare the decisions of customers choosing SF logistics companies classified by personal data.

hypothesis test results

Hypothesis 1: Different personal data influences the decision of customers choosing different SF logistics companies.

From the study, it was found that personal data in terms of gender, age, status, occupation, education level and average monthly income Different affects the decision of customers to choose SF logistics company is no different. statistically significant at the .05 level

5.5. Study how service quality influences customer decision making choosing SF logistics company hypothesis test results

Hypothesis 2

Service quality influences the decision of customers choosing SF logistics company. The study found that the analysis of service quality factors influencing the decision of customers choosing SF logistics company found that in terms of reliability, reliability, The issue of the shipping rate calculation system is standard. and responding to customer issues The logistics service is fast and on schedule. Influence the decisions of customers choosing a logistics company. SF was statistically significant at the 0.05 level.

5.6. Discussion of results, recommendations obtained from the study

The study authors have the following suggestions to be useful:

In this study, the factors influencing customers' decision to use SF logistics company were used as a guideline for service planning to increase their decision to use logistics company. SF as follows

1. Availability of services SF logistics companies should define the physical characteristics of the facilities which are premises, personnel, equipment, tools, communication documents and symbols. including an environment in which the service provider feels cared for, cared for and intended by the service provider The services that are presented in concrete will make the service recipients perceive that service more clearly.

2. Reliability, reliability SF logistics company should have established The ability to provide services in accordance with the contracts entered into with the service recipients. The service provided at all times must be accurate, appropriate, and yield the same results at all points of service. This consistency will make the client feel that the service they receive is reliable. can trust

3. Responding to customers SF logistics companies should provide a readiness and willingness to serve. which can respond to the needs of service recipients in some timely manner Service recipients can access the service easily. and get convenience from using the service as well as having to distribute the service evenly and quickly

4. Responding to customers The SF logistics company should build confidence in the service recipients. Service providers must demonstrate knowledge and skills. The ability to provide service and respond to the needs of customers with politeness, softness, and good manners. Use effective communication and ensure that clients receive the best service.

5. Knowing and understanding customers Should increase the ability to take care of the service recipients according to the different needs of each service recipient.

6. Suggestions for the next study

It is worthwhile to study the motivational factors affecting the performance of SF logistics companies.

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