

# Factors Affecting Decision Making Choose a Service Provider Shared Vehicles for Transporting Vans Container with Tractor Truck of Entrepreneurs in Laem Chabang Industrial Estate Chonburi Province

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**Abstract:** Research on Factors that affect the decision to choose a shared car service provider for container transport. Tractor trucks of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province have a purpose to study factors Service quality In providing the services of car service providers together with entrepreneurs in industrial estates Laem Chabang, Chonburi Province study decision making In choosing to use the services of a car service provider together with an operator in Laem Chabang Industrial Estate Chonburi Province to compare decisions In selecting a service provider Shared cars with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Classified according to personal information and to study service quality factors that affects decision making Choose to use a car sharing service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province by the population used in this study are entrepreneurs in the Laem Chabang Industrial Estate. Chonburi Province A sample of 400 persons was selected and a questionnaire was used as a tool. In collecting data and statistics used in data analysis are Percentage (Percentage) Average (Mean) The statistic used to test the hypothesis is the t-test. ANOVA analysis uses F-test, (One-way ANOVA) and Multiple Regression Analysis Aspects of evaluating alternatives and post-purchase behavior, respectively Hypothesis testing results Personal factors such as gender, age educational levels and positions vary. There is a decision to be made in selecting a car sharing service provider. with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province different Service quality factors Concrete aspect Reliability Response side The need for reassurance and understanding Perceived needs affect decision making. Choose service Shared car service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Statistically significant at the 0.05 level.

Suggestions from the results of the study of entrepreneurs should be organized. Drivers who are ready and willing to Providing service with enthusiasm Punctual and able to solve immediate problems. Respond to the needs of service recipients in a timely manner Providing services consistent with the promises made to service recipients

**Keywords:** Decision Making, Service Quality, Container Transport by Tractor Truck

## 1. Introduction

Background and importance of the study 90 percent of international shipping worldwide is carried by sea. Which is classified as the most important and most used transportation of all types of transportation. (Wilson, 1999) the logistics system and now container shipping is growing rapidly. There are some types of goods that were not originally transported by container system. But has increasingly changed to using container transport, such as packaged jasmine rice, which currently One-third of Thailand's rice exports are transported by container system. Chonburi Province is home to large industrial estates in the country. Including the Laem Chabang port. Which is an important port for export and import by sea of the country, making Chonburi Province a shopping center and economy of the eastern region. As a result, there is a large volume of goods transported from both industrial plants and ports. Therefore, there is an increase in truck registrations in Chonburi Province. By increasing the number of trucks to meet demand in order to support the increased transportation volume (Neff, J., & American, 2008) The increasing number of truck registrations comes from both existing operators and new operators interested in operating a trucking service business. As a result, there will be more competition in the market for many players. This causes entrepreneurs to adapt and improve their services in order to compete in the market. From the above information, the researcher is interested in conducting a study on the factors affecting the decision to choose a car sharing service provider for transporting containers by tractor-trailer. of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province To provide a guideline for entrepreneurs to use the information to plan improvements and develop services efficiently. and increase your ability to compete even more Objectives of the study To study the factors of service quality In providing the services of a car service provider together with entrepreneurs in the Laem Chabang Industrial Estate Chonburi Province to study decision making In choosing to use the services of a car sharing service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province (Unger, 1998)

## 2. Literature Review

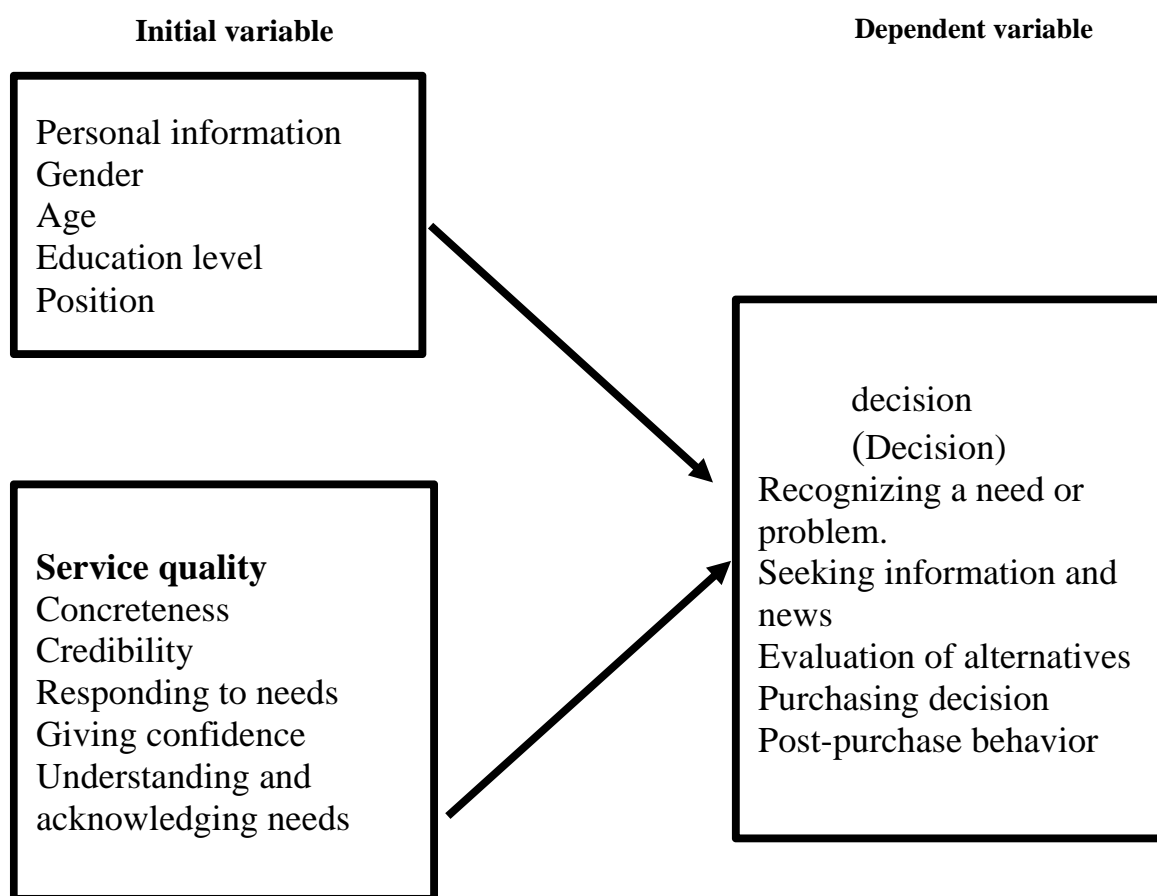
Parasuraman, Zeithaml and Berry (1988) reduced the criteria for measuring service quality from the 10 areas previously presented in 1985, consisting of reliability. (Reliability) Responding to needs (Responsiveness) Competency (Competency) Access (Access) Courtesy (Courtesy) Trust (Credibility) Communication (Communication) Understanding/Knowledge (Understanding/Knowing) Safety (Security) Tangibles (Tangibles) leaving only 5 aspects consisting of 1. Tangibles (Tangibles) 2. Reliability (Reliability) 3. Responding to needs (Responsiveness) 4. Providing confidence (Assurance) 5. Understanding, acknowledging needs (Empathy) Summarizing the definitions of each aspect of service quality measurement by Parasuraman, Zeithaml and Berry. As follows: 1. Tangibles refers to things in the service area that can be seen and touched. Facilities include equipment or tools for providing services. as well as employees providing services 2. Reliability (Reliability) means the ability to provide services as informed to customers on a regular basis. Providing services according to the agreement and being reliable 3. Responding to needs (Responsiveness) means readiness to provide services Responding to customers with wholeheartedness Providing service quickly and willingness to help customers 4. Assurance means building trust and confidence.to customers from the fact that employees who provide services have knowledge, abilities, skills, and competencies of employee's good personality of the service provider 5. Understanding and acknowledging needs (Empathy) means that each customer receives attention from service employees and listening to customer needs.

Kotler (2009 ) gave the meaning of Service quality (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 what we want

to do. The recipient of the service will be pleased if they receive what they want. When the service recipient has a need, at the place the service recipient wants and in the form they want. (Kotler, & Lee,2009)

### 3. Conceptual Framework

From the above research The researcher relied on the theory of service quality. and decision to use the service Summarized and coordinated into a conceptual framework for studying factors that affect the decision to choose a car sharing service provider in transporting containers with tractor-trailers of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province



### Research Methodology

Study of Factors affecting the decision of car sharing service providers to transport containers with tractor trucks. of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province The objective is to study quality factors. Providing services in the provision of car service providers together with operators in the Laem Chabang Industrial Estate. Chonburi Province study decision making. In choosing to use the services of a car sharing service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Compare Decisions In choosing to use the service Shared car service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province is classified according to personal information and study factors. Service quality that affects decision making Choose to use a car sharing service provider. with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province The information from the study can be used as a guideline for increasing the quality of service of car sharing service providers in

transporting containers with tractor trucks. for entrepreneurs to be able to operate with quality The methods for the study were determined as follows.

$$\begin{aligned} \text{สูตร } n &= P(1-P)(Z^2)/(e^2) \\ \text{แทนค่า } n &= (.50)(1-.50)(1.962)^2/(.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

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

### Study Results

Study of Factors affecting the decision to choose a shared car service provider for transporting containers with tractor-trailers of entrepreneurs in the Laem Chabang Industrial Estate. Chonburi Province The population studied is those with decision-making authority in establishments in Laem Chabang Industrial Estate. Chonburi Province By using a questionnaire A total of 400 sets were used as data collection tools and 400 sets were returned, representing 100 percent of the questionnaire. The results of the study were divided into 6 parts as follows.

#### Service quality factors that affects decision making In choosing to use the service Shared car service provider with entrepreneurs in the Laem Industrial Estate, Chonburi Province

decision Choose to use a car sharing service provider.	B	Std. Error	Beta	t	Sig	Test
(Constant)	1.083	0.184		5.882	0.000**	
(Tangible)	-0.047	0.052	-0.052	-0.896	0.371	no
(Reliability)	0.330	0.060	0.325	5.537	0.000**	yes
(Responsiveness)	0.304	0.064	0.348	4.783	0.000**	yes
(Assurance)	-0.103	0.054	0.110	-1.902	0.058	no
(Empathy)	0.221	0.041	0.275	5.352	0.000**	yes

\*\*Statistically significant at the 0.01 level (2-tailed)

Service quality factors that affects decision making In choosing to use the service Shared car service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province found that factors in quality, service, and reliability In terms of responding to needs and understanding recognize needs It affects the decision to choose the service. Shared car service provider with entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Statistically significant at the 0.05 level.

## 4. Summary of Results

Study of Factors that affect the decision to choose a shared car service provider for container transport. Tractor trucks for entrepreneurs in Laem Chabang Industrial Estate Chonburi Province have a purpose to study factors Service quality In providing the services of a car service provider together with entrepreneurs in the Laem Chabang Industrial Estate Chonburi Province Study the decision to choose the service of a car

service provider together with entrepreneurs in the Laem Chabang Industrial Estate. Chonburi Province Compare the decision to choose a car service provider with operators in Laem Chabang Industrial Estate. Chonburi Province Classified according to personal information and study quality factors Providing services that affect the decision to choose a car service provider with entrepreneurs in the Laem Chabang Industrial Estate, Chonburi Province. Using 400 sets of questionnaires as a tool for collecting data and statistics. Used in data analysis are percentage (Percentage), mean (Mean), statistics used to test hypotheses. is t-test, ANOVA analysis using F-test, (One-way ANOVA) and Multiple Regression Analysis. From the results of data analysis, the following conclusions can be drawn. From the study, it was found that the majority of respondents were male, aged between 31 - 40. Year graduated with a bachelor's degree Manager position

### **Discussion of Results and Recommendations received from the Study.**

1. In terms of concreteness, it was found that the average was included in the highest level of importance. Therefore, operators should arrange for drivers with valid driver's licenses (T.3 or higher) and train service providers to be enthusiastic about their work. Be punctual Able to solve immediate problems very well 2. Reliability aspect: It was found that reliability aspect affects the decision to choose a car sharing service provider for transporting containers with tractor-trailers. of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Therefore, operators should provide services that match the promises made to service recipients. with consistency In order to maintain reputation, image, and reliability that meets standards like this. and create eternal loyalty to customers 3. In terms of responding to needs, it was found that in responding to needs Affects the decision to choose a car sharing service provider for transporting containers with tractor trucks. of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Therefore, operators should be ready and willing to provide services to service recipients. By being able to respond to the needs of service recipients promptly and quickly 4. Understanding Recognizing needs, it was found that understanding recognize needs Affects the decision to choose a car sharing service provider for transporting containers with tractor trucks. of entrepreneurs in Laem Chabang Industrial Estate Chonburi Province Therefore, operators should pay attention to service recipients according to the different needs of each customer. 5. In the aspect of providing confidence, it was found that the aspect of providing confidence had the highest average value included in the level of importance. Therefore, operators should select drivers with good personalities. Supervise the provision of services on time. Provide service with politeness, good manners, smiles and friendliness.

### **Suggestions for next study**

1. In the next research, additional variables that may affect decision making should be studied. Choose to use a car sharing service provider. In order to use the information obtained to study the factors affecting the decision to use a car service provider together with entrepreneurs in the Laem Chabang Industrial Estate. Chonburi Province next 2. Other factors should be studied. That is expected to affect the decision to choose a car service provider with entrepreneurs in the Laem Chabang Industrial Estate. Chonburi Province

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