

Decision Making Service Provider in Transportation Logistics of Entrepreneurs Automotive Industry

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Abstract: *Research on the decision to choose a service provider for logistics transportation of automotive industry operators. The objective is to study 1) Marketing mix factors in selecting service providers for logistics transportation of automotive industry operators. 2) To study the decision to choose a service provider for logistics transportation of automotive industry operators. 3) To study the marketing mix factors that affect the decision to choose a service provider for logistics transportation of automotive industry operators. By using a number questionnaire 400 sets are tools for collecting data. And use statistics to analyze the data, namely percentages, averages, hypothesis testing, One-Way ANOVA, and Multiple Regression Analysis. Influences the decision to choose a service provider for logistics transportation of automotive industry operators. Statistically significant at the .05 level. Suggestions from the study Logistics transportation service provider The service should be of the correct quality as specified in the work order. and punctuality in providing services Set service rates to be appropriate for the service provided. Specify the clear service price. Increase communication channels with customers To facilitate and respond to customers in a timely and rapid manner. There is advertising and public relations through various communications. Develop and reduce service procedures to respond quickly to customers. There is a complete service. There are standard equipment and tools. There is a modern technology system. Prepare sufficient staff to provide services. Create an image for the organization Have a good image in terms of service*

Keywords: *Marketing Mix Factors, Logistics, Service Use Decision*

1. Introduction

Automotive industry is a primary industry that is important to the country's development in terms of economy and employment. Creating added value Automotive technology development Thailand has a policy to continuously develop this industry starting in 1961. By importing Complete Knock Down automotive parts from Europe and Japan. It was assembled into cars in the year 1971. The government has a policy to promote the production and use of domestically produced parts in order to replace imports. The Thai automotive industry is therefore continuously growing. Until the economic crisis in 1997 making the automotive industry It is affected like other industries. That is, the number of workers must be reduced. reduce production capacity and closed down some businesses But the automotive industry can adapt quickly. Focusing more on production for export. When the economy recovers and investors have confidence This causes the automotive industry to expand and become more competitive. Until a major flood occurred in 2011. This has an impact on the automotive industry, especially the production of automobiles and parts. (Nieuwenhuis, & Wells, 2015)

Automobile manufacturing industry in Thailand It has developed continuously for over 50 years and has the highest production capability in ASEAN. (Wad, 2009) Especially after the government announced the policy to liberalize automobiles in 1991. (Fujita,1998) Domestic automotive sales and automobile assembly continue to expand. in terms of production, marketing, employment, technology development and connections to other downstream industries. including investment in the country And Thailand is considered a production base for automotive manufacturers around the world. and was the world's top production base for pickup trucks and motorcycles in 2015. The eastern region is a region which has the most automobile industry and Rayong Province is an industrial city with the highest production of automobile parts in Thailand (Hassler, 2009)

At present, the world economic competition is continuously expanding. Throughout Europe, America and Asia, especially competition in various industries, Thailand has prepared in 2015 to enter the ASEAN Economics Community (AEC). and the ASEAN Free Trade Area (ASEAN Free Trade Area), also known as "AFTA," which is a free trade agreement of Thailand It came into effect in B.E. 1992 onwards, the Free Trade Agreement means reducing tariff and non-tariff trade barriers between member countries in the ASEAN group. (Chia, 2014)

This causes competition in importing raw materials at low-cost prices. Expanding the market as well as transferring technology received from foreign investment. Strengthening ASEAN's export competition in the international trade arena to create greater international economic growth The automotive and automotive parts industry is a relatively prominent industry. And it is one of the trade and service agreements in the ASEAN community as well. In 2013, it was found that the group of 10 member countries (Wilson, & Mei,1999)

There are 5 countries in the ASEAN Free Trade Area, also known as ASEAN 5, namely Thailand, Indonesia, Malaysia, the Philippines and Vietnam. They are a group of countries that have the ability and have production bases in their own countries. It has a role and ability to be an important production base for automobiles and automotive parts in the ASEAN countries. which had the production volume of automobiles during the year 1996 to 2012 It was found that the conditions of the Thai automotive and automotive parts industry have grown and progressed greatly. Until becoming a country with an important production base for automobiles and automotive parts within the ASEAN countries. and the ASEAN Free Trade Area (AFTA) (Techakanont,2011)

As Thailand is an important production base for the automotive and automotive parts industries. This causes Thailand to increase its ability to compete with countries within the ASEAN free trade group. with a large production base To make Thailand To continue to maintain economic leadership in the automotive and automotive parts industries of the ASEAN countries

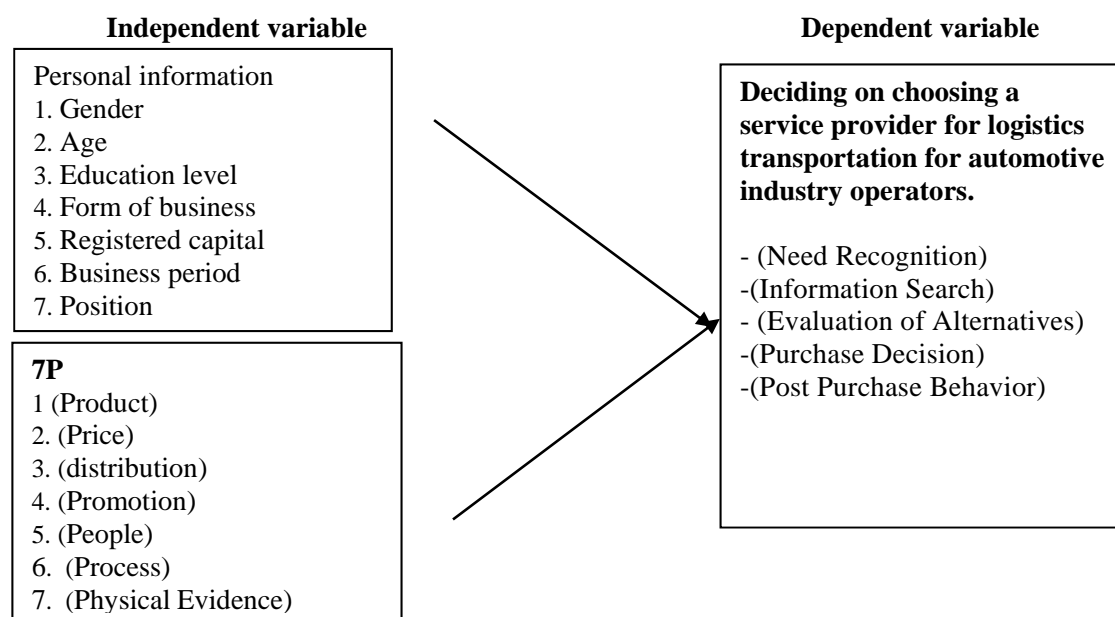
From the above information, the researcher is interested in studying the factors that affect the decision to choose a service provider for logistics transportation of automotive industry operators. To use the results of the study as guidelines for planning. Providing services in line with the needs of service users in order to increase the number of users of logistics transportation services. of automotive industry operators Objectives of the study To study the marketing mix factors in choosing a service provider for logistics transportation of automotive industry operators. To study the decision to choose a service provider for logistics transportation of automotive industry operators. motor

2. Literature Review

Many scholars have given the meaning of the word “Marketing mix” for service businesses is as follows: gave the meaning of marketing mix as meaning: A well-matched combination of pricing. Promotion Products offered for sale and distribution system which has been designed for use in reaching the desired consumer group. Kotler (1997) said that the marketing mix Refers to variables or marketing tools that can be controlled. Companies often use them together to meet the preferences and needs of their arget customers. Originally, the marketing mix had only 4 variables (4Ps): Product, Price, Place or Product Distribution Channel (Place), Marketing Promotion (Promotion). Later, additional variables were thought of. Three more variables were added: people, physical characteristics (Physical Evidence) and processes (process) to be consistent with important modern marketing concepts. Especially with service businesses. Therefore, it can be collectively called the 7Ps marketing mix (Kotler, & Gertner, 2007)

Conceptual Framework of the Study

From the above research The researcher relies on the theory of marketing mix factors and decision making to use services, summarizing and integrating them into a conceptual framework for studying the marketing mix factors that affect the decision to use logistics transportation services as follows.



Conceptual Framework

The study of the decision to choose a service provider for logistics transportation of automotive industry operators aims to study marketing mix factors. Deciding on choosing a service provider for logistics transportation for automotive industry operators. Compare the decision to choose a service provider for logistics transportation among automotive industry operators classified by personal data. Marketing mix factors that affect the decision to choose a transportation service provider. Logistics of automotive industry operators The methods for the study were determined as follows.

$$n = (.50)(1-.50)(1.962)/(.052)$$

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

$$n = .9604/.0025$$

$$n = 384.16$$

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.

3. Study Results

A study on the decision to choose a service provider for logistics transportation in the automotive industry. The sample studied is automotive industry operators that use logistics transportation services. Using 400 sets of questionnaires as a data collection tool, 400 sets were returned, accounting for 100 percent. The results of the study are divided into 4 parts as follows: Results of analysis of marketing mix factors that influence the decision to select a buyer. Providing services in logistics transportation for automotive industry operators.

Marketing mix factors	B	Std. Error	Beta	t	Sig	test
(Constant)	2.044	.271		7.531	.000	yes
Product	-.031	.067	-.027	-.458	.647	no
Price	.286	.047	.290	6.044	.000	yes
Distribution	.144	.061	.146	2.344	.020	yes
Promotion	.082	.045	.113	1.831	.068	no
Personal	.015	.066	.016	.233	.816	no
Process	.163	.063	.170	2.591	.010	yes
Physical	.275	.048	.324	5.689	.000	yes

* Statistically significant at the .05 level.

Results of analysis of marketing mix factors that influence selection decisions. Providers of logistics transportation services for automotive industry operators found that Price side, distribution channel side Process side and physical characteristics Influences the decision to choose a service provider for logistics transportation. Automotive industry operators Statistically significant at the .05 level.

4. Summary of Results, Discussion of Results, and Recommendations

The study of the decision to choose a service provider for logistics transportation of automotive industry operators aims to study the marketing mix factors in selecting a service provider for transportation. Logistics of automotive industry operators to study judgment Choose a service provider for logistics transportation for automotive industry operators. To study the marketing mix factors that affect the decision to choose a service provider for logistics transportation. Automotive industry entrepreneurs By using 400 sets of questionnaires as a data collection tool. And statistics were used to analyze the data, namely percentages, averages, hypothesis testing using One-Way ANOVA and Multiple Regression Analysis. The results of data analysis were summarized as follows.

Discussion of Results and Recommendations obtained from the study

From the study of the decision to choose a service provider for logistics transportation of automotive industry operators. The researcher has the following issues to discuss: The researcher has suggestions obtained from the study as follows:

- Product side Logistics transportation service provider Should provide quality service that meets standards Complete product delivery Service providers have knowledge and expertise in performing their jobs. Keep products safe The correct service is provided as specified in the work order. and punctuality in providing services
- In terms of price, logistics transportation service providers should set service rates that are appropriate for the service they provide. and the level is similar to other service providers Specify the clear service price. There is advance notice when changing service rates.
- In terms of distribution channels, logistics transportation service providers Emphasis should be placed on increasing communication channels with customers. To facilitate and respond to customers in a timely and rapid manner. Develop communication channels that are easy to use. There are agents providing services covering areas in many provinces. To increase the number of customers spread across provinces
- Marketing promotion Logistics transportation service provider There should be advertising and public relations through various communications such as website media. Salespeople of the logistics business must be able to publicize promotions in providing services related to the logistics business to customers well.
- Process side Logistics transportation service provider Goods should be delivered at the specified time and place. Develop and reduce service procedures to respond quickly to customers. There is a complete service. There are standard equipment and tools. There is a modern technology system.
- In terms of personnel, logistics transportation service providers should prepare enough employees to provide services. Train and develop employees to have the ability to provide services that create satisfaction for service recipients. Dress neatly, cleanly, and at the right time. Solve any problems. that happened systematically Enthusiastic in providing service
- Physical characteristics Logistics transportation service provider Should create an image for the organization. Have a good image in terms of service Prepare complete service equipment.

Suggestions from the Researcher

From collecting data from automotive industry operators, it was found that customer service Quick response, price, and organization affect the decision to choose a service provider. Therefore, logistics transport operators should develop their organizations to be able to respond to the needs of service users. By applying Information Technology to manage logistics for transportation and organizations. To be able to control the receipt of products Product payment Including real time reporting so that the logistics system can support the movement, storage, and distribution of goods to meet customer needs and meet conditions. It also helps reduce costs and results in quick operations as well as helping people in the organization work easily and quickly, affecting work efficiency as well. By using the electronic management system in the business as follows:

1. e-Marketing is an electronic system that uses information to connect marketing departments. and customer service This will be a system that connects in 3 ways: suppliers, warehouses and customers, and the marketing department. It can also be used to link customer delivery information in each time period or season, including the format, size, and quantity of each shipment. and can be used to forecast the volume of operations

2. e-Transport System is the use of electronic systems to link with cargo transportation activities to deliver goods in Just in Time, that is, delivered exactly at the place, on time and as agreed with the customer. The management system Having good abilities helps the organization to manage well, helps in servicing people, managing time, and helps reduce costs by using information systems that help in developing transportation potential. is a service that is on time Products are delivered Just in Time, which is by using the GPS system. Truck Tracking & Fleet Management System is a system for tracking and managing freight vehicles via satellite. Assist in controlling the company's transportation vehicles. to run in the path and according to the specified schedule Help control the company's transportation costs. And the response to customers is fast. On time and according to Customer quality

Suggestions for Next Research

In the next study Those interested should study other areas. Service quality factors reliability or the behavior of choosing to use the service again Because nowadays businesses related to logistics transportation It is extremely important to business operations. which has a lot of competition By studying such issues Will gain a better understanding of the perceptions and needs of service customers.

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