

Service Quality that Affects Satisfaction of Cabrik Company Customers (Thailand) Co., Ltd.

Wanlapa Panket¹ and Tosaporn Mahamud²

^{1,2}Graduate School of Business Administration, Kasembundit University, Bangkok, Thailand

Abstract: *Research on service quality that affects customer satisfaction of Cabric (Thailand) Co., Ltd. has the objective. 1)To study the quality of customer service of Cabric (Thailand) Company Limited. 2)To study customer satisfaction levels In providing services of Cabric (Thailand) Company Limited. 3) To compare customer satisfaction in receiving services from Cabric (Thailand) Company Limited, classified according to personal information. 4) Suggestions from the study results Service providers should focus on developing quality products that are trusted by customers. The number of employees providing services is adequate and provides friendly service. Open various communication channels with the company to facilitate service users. Service providers should provide services with accuracy and speed. Give importance to meeting with customers to ask about their needs and what they want help with and answer customer questions in a timely manner to build trust with customers. Service providers should serve customers with good manners. Willingly, there are many channels for customers to contact in order to facilitate timely assistance when customers encounter problem Service providers should provide professional customer service to build customer confidence. Answer customer questions clearly The service provider should recommend each product. suitable for customers and pay attention to providing polite service Communicate easily for customers to understand Regularly inform customers of useful information.*

Keywords: *Service Quality, Satisfaction, Customers Cabric (Thailand) Co., Ltd.*

1. Introduction

Cabric (Thailand) Company Limited was established in 1998, initially operating as a Trading Company and from continuous growth and development. Currently operating as a manufacturer, importer, and distributor of Nu Vo adhesive tape, a variety of adhesive tape products, such as box-sealing tape, thin double-sided tape. Crepened masking tape, foam tape, masking tape, stationery stickers learning media Facial tissues and many other products under the brand (Nuvo) NUVO. We are extremely committed. in developing good quality products accepted and believe in quality and providing after-sales service There is consistency in quality. and emphasize excellent service to become a leader in the production, import and distribution of adhesive tape products at the forefront of Thailand by selecting and importing adhesive tape products from abroad. that is a leading producer of raw materials and of high quality. In order to produce that type of adhesive tape, it goes through a production process using modern machinery. Produce good quality tapes quickly and with high production capacity. To support the needs of customers in using all forms of adhesive tapes of customers who are well-known in the top market of adhesive tapes in Thailand. The adhesive tape market is highly competitive as well. Whether it's about quality, price, organizing various promotions. Providing after-sales service, the company has a policy to expand the market and develop in

every aspect to create satisfaction. of the customer, whether it is the product and providing good services in various areas (www.dataforthai.com)

The adhesive tape business today is very different from the past. Everything is highly competitive in terms of products and Customer service is of the utmost satisfaction. In doing this research (Hill, 2022) The adhesive tape market has grown and is more competitive than in the past. Adhesive tape business in Thailand There are a few companies. that brings raw materials to produce itself without importing the finished roll One of which is the company. Cabric (Thailand) Co., Ltd. In which the company You have to order raw materials from abroad to produce yourself in order to meet the needs of customers. The company's quality policy is "confident quality Delivered on time Satisfied customers Continuously develop" and the company must deliver products to customers on time. There is customer service. (McGlynn, et al 2003) To receive the adhesive tape product as scheduled. And there are various services from the company so that customers receive excellent service. The services in the past and today have changed a lot. The adhesive tape market is still not as widespread and has competitors as it is in this era. Competition in the adhesive tape market has increased. Services and customer orders have changed. (Clarke, et al 2007)

From before having to meet customers to pick up orders. Recording orders in paper books and sending faxes to order, but in this era, orders and customer service can be provided online via E-mail, ordering products through the Line system Reporting various problems through various channels conveniently more quickly In the past, there was no variety of products and services. Most of them are products that are necessary for living. The fourth factor is obtaining those products and services. It is necessary to exchange things in various ways. But when the society has progressed and the population has increased. As a result, it results in demand for various types of products and services. increasing as well Combined with advances in technology and communication systems, trading No need to exchange products to create hassle anymore. Because they can buy and sell by negotiating or using communication systems through electronic commerce such as Facebook, Line, home pages, etc. The importance of services From changes and developments in technology Makes the business more competitive. Services therefore play a huge role in business operations. With the aim of creating a competitive advantage in services

From the information mentioned above, the researcher is interested in studying. Service quality that affects customer satisfaction To use the results of the study as guidelines for planning. Develop service quality to increase customer satisfaction and increase customer retention of Cabric (Thailand) Company Limited.

2. Objectives of the Study

To study the quality of customer service, Cabric (Thailand) Company Limited.

To study the level of customer satisfaction. In providing services of Cabric (Thailand) Company Limited.

Literature Review

Study of Service quality that affects customer satisfaction of Cabric (Thailand) Company Limited. The researcher has studied related documents, concepts, theories, and research. To be used to set the conceptual framework and guidelines for the study as followsSERVQUAL can also be applied for understanding personnel perceptions of service quality. The main goal is to make service development successful.

The service quality of Parasuraman (Parasuraman et al, 2018)

1. Tangibles of the service (Tangibles) The service provided to the service recipient must show that the service recipient The quality of service can be clearly predicted, for example, the location where the service

is provided is convenient and comfortable, and the tools and equipment used to provide the service are beautiful and modern, etc.

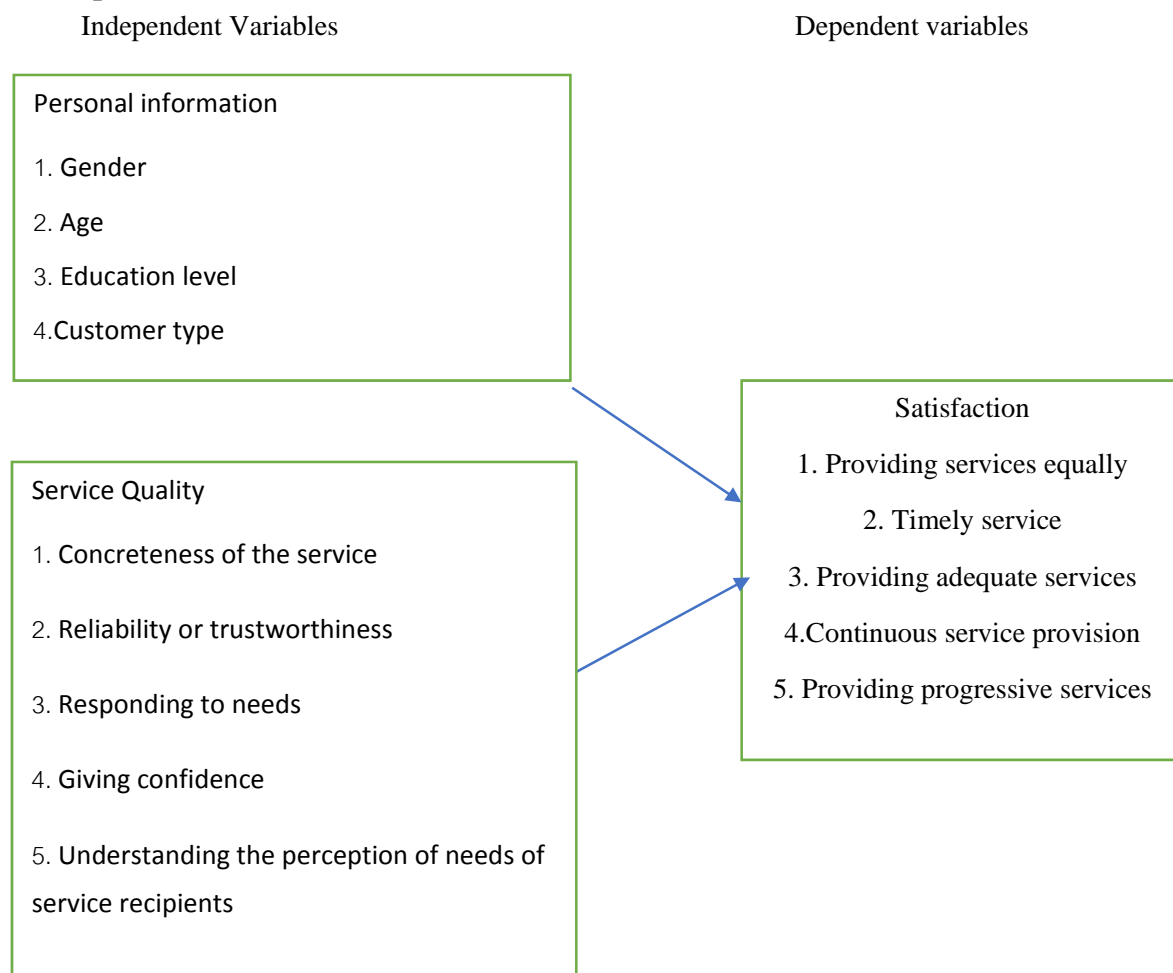
2. Reliability or trustworthiness (Reliability) The service provider has the ability to perform the job. Makes service recipients feel confident that The service is accurate and accurate.

3. Responding to needs (Responsiveness) Service providers are ready and willing to provide services. Able to respond to the needs of service recipients as desired.

4. Assurance: The service provider has knowledge and ability. Good manners in providing service and the ability of the service provider results in confidence in service recipients in using the service

5. Understanding the perception of the needs of service recipients (Empathy) Service providers provide services by taking into account the mind. and differences among service recipients according to individual characteristics are important

Conceptual framework



How the study was conducted?

A study of service quality that affects customer satisfaction of Cabric (Thailand) Co., Ltd. has the objective of studying Quality of customer service of Cabric (Thailand) Co., Ltd. Customer satisfaction level In providing services of Cabric (Thailand) Co., Ltd., comparing customer satisfaction in receiving services from Cabric (Thailand) Co., Ltd. and service quality that affects satisfaction in Providing services to

customers of Cabric (Thailand) Co., Ltd. in order to use the results of the study as guidelines for planning. Develop service quality To retain old customers and add new customers In line with customer needs The methods for the study have been determined.

Population and sample used in the study

The population used in the study is 400 customers of Cabric (Thailand) Company Limited (information as of...month...2023). This study Use Taro Yamane's calculation of sample size using a known exact population at a confidence level of 95% as follows.

Formula $n = N / (1 + N(e)^2)$

n = sample size

N = number of population used in the study

e = acceptable error (here set equal to 0.05)

Substitute the value $400 / (1 + (400 \times 0.05 \times 0.05)) = 200$

In the calculation, a sample size of 200 people will be obtained.

Statistics used to Analyze Data

Descriptive Statistics The statistics used are percentage (Percentage) and mean (Mean) to describe the demographic information of the respondents and various variables.

Inferential Statistics (Inferential Statistics) is used for testing hypotheses. The statistics used are t-test ANOVA analysis using F-test (One-way ANOVA) and Multiple Regression Analysis.

3. Study Results

Study of Service quality that affects customer satisfaction of Cabric (Thailand) Company Limited. The sample group studied is the population of people who use the service. Using 200 sets of questionnaires as a data collection tool, 200 sets were returned, accounting for 100 percent. The results of the study were divided into 5 parts as follows. Results of data analysis using statistics comparing service quality Influence on customer satisfaction of Cabric (Thailand) Company Limited. The results of the comparative data analysis are summarized as shown in

Results of analysis of service quality factors that influence customer satisfaction, Cabric (Thailand) Company Limited.

| Service quality | B | Std. Error | Beta | t | Sig. | test |
|---------------------------------------|-------|------------|-------|-------|--------------------|------|
| (Constant) | 1.030 | .270 | | 3.821 | 0.000 | |
| Concreteness of the service | -.001 | .063 | -.001 | -.023 | .982 | no |
| Reliability or trustworthiness | .082 | .043 | .099 | 1.882 | .061 | no |
| meeting needs | .112 | .052 | .123 | 2.137 | .034* | yes |
| reassurance | .141 | .054 | .151 | 2.624 | .009* | yes |
| Understanding the perception of needs | .328 | .036 | .552 | 9.223 | .000* [¶] | |

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

Compare service quality. that influences customer satisfaction. Cabric (Thailand) Company Limited found that service quality In terms of responding to needs Providing confidence and understanding the needs of service recipients Influences customer satisfaction of Cabric (Thailand) Company Limited with statistical significance at the .05 level.

Summary of Results

Study of Service quality that affects customer satisfaction of Cabric (Thailand) Co., Ltd. The purpose of the study is to study the quality of customer service of Cabric (Thailand) Co., Ltd. to compare the level of customer satisfaction. In providing services of Cabric (Thailand) Co., Ltd., comparing customer satisfaction in receiving services from Cabric (Thailand) Co., Ltd., classified according to personal information. Using 200 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using t-tests, F-tests (One-Way ANOVA) and Multiple Regression Analysis from the analysis results. The information can be summarized as follows.

Suggestions from the study

From the study of service quality that affects customer satisfaction of Cabric (Thailand) Company Limited.

1. Concrete aspect of the service Service providers should focus on developing quality products that are trusted by customers. The number of employees providing services is adequate and provides friendly service. Open various communication channels with the company to facilitate service users.

2. Reliability and trustworthiness Service providers should provide services with accuracy and speed, giving importance to meeting with customers to inquire about their needs and wants, and answering customer questions in a timely manner to build trust with customers. 3. Response to customers Service providers should serve customers with good manners. Willingly, there are many channels for customers to contact in order to facilitate timely assistance when customers encounter problems. 4. Giving confidence to customers Service providers should provide professional customer service to build customer confidence. Answer customer questions clearly 5. Knowing and understanding customers The service provider should recommend each product. suitable for customers and Pay attention to providing polite service. Communicate easily for customers to understand Regularly inform customers of useful information.

Suggestions for next study

In the next study, more efficient service provision should be studied in order to use it as a guideline for developing service to customers to be fast, accurate, and accurate. Recommend products to suit customers. customer response and problem solving Let customers have the highest level of satisfaction. Leads to generating more sales. and sustainable in the future

4. References

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