

# Service Quality Logistics that Affects Customer Satisfaction V. Cargo Company Limited

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**Abstract:** A study on the quality of logistics services that affects customer satisfaction of V. Cargo Company Limited. The objectives are to study 1) to study the quality of logistics services of V. Cargo Company Limited 2) to study the level of satisfaction in logistics services of V. Cargo Company Limited 3) to compare satisfaction with logistics services of V. Cargo Company Limited 4) To study service quality that affects satisfaction with logistics services of V. Cargo Company Limited, classified according to establishment information. By using 20 sets of questionnaires. It is a tool for collecting data. And use statistics to analyze the data, namely percentages, averages, hypothesis testing, One-Way ANOVA, and Multiple Regression Analysis. Suggestions from the study Logistics transportation service provider Vehicles should be inspected to ensure they are ready, up-to-date, and safe during work. Calculate the appropriate cost of each type of transportation per trip. Train employees to work according to company regulations. Ready to serve Able to solve problems for customers quickly Developing the company's systems and websites for customers to easily access and use.

**Keywords:** Service Quality, Logistics, Satisfaction

## 1. Introduction

Transportation can be considered a type of service industry that is extremely important to people's daily lives. person or is necessary for performing various missions because it has been involved in transportation since ancient times Whether it is traveling or moving goods from place to place. somewhere, which may be the movement of people, animals, or various objects which will require transportation to All moving Transportation will be involved in Other logistics activities in the industry For example, consumer products will have shipping costs included in the price. Products and services throughout the distribution channel or throughout the supply chain ( Neff, Et al 2008)

The importance of economic activities can be seen that Imports are considered one of the factors that are important to the economic expansion of each country at present. The direction of importing goods is expanding further. as well as the direction of economic growth of each country. which can be said that Imports are important things that directly help determine the economic growth of each country. This is because the economic growth of a country depends on the trade balance, where the trade balance comes from comparing differences in value. Product imports and the value of the country's product exports If imports exceed exports, it means there is a trade deficit. But if exports are more than imports, it means that trade surplus And if exports and imports are equal, it is called trade balance and from economic reasons it is believed that. ( Maclean, 2013) Continuing a trade deficit or trade surplus for a long period of time will

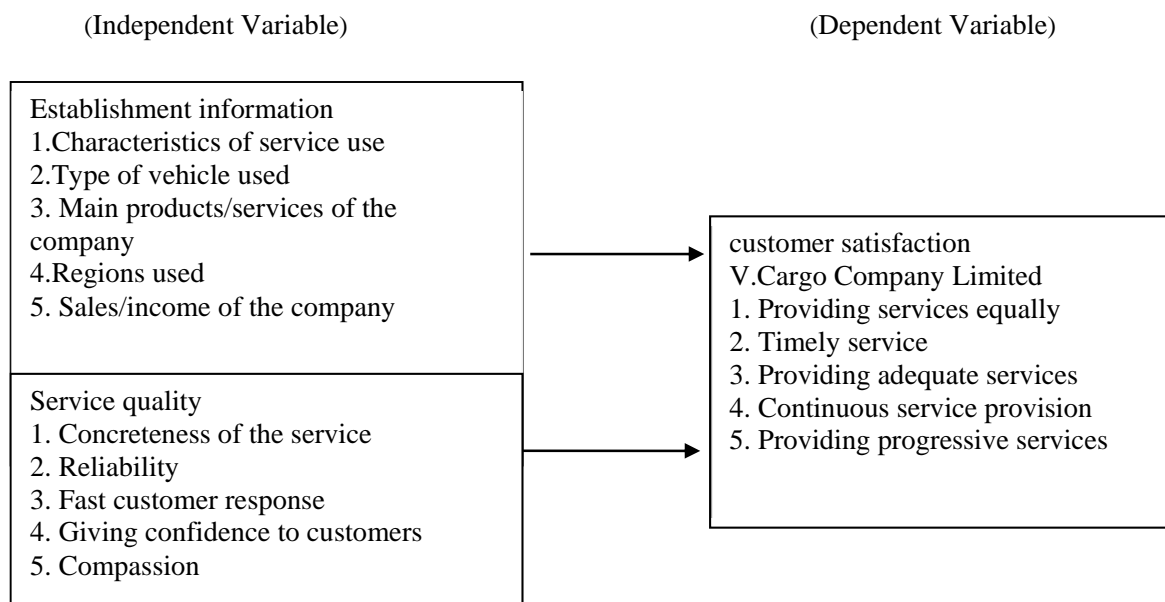
cause negative effects on the country's economy, ( Van ,2010) that is, if the country experiences. The surplus problem will Causing the inflow of foreign currency resulting in an increase in the country's money supply. This will be one of the causes of the inflation problem. Affecting the economic stability ( Burns, 1969) the country as a whole From the above information, the researcher is interested in studying about Quality of service in importing goods that affects customer satisfaction of V. Cargo Company Limited. To be a guideline for development and improvement Providing better services for importing the company's products Create maximum satisfaction for the target customer group and repeat services can increase the company's income The objective of the study is to study the quality of logistics services. To study the level of satisfaction in logistics services of V. Cargo Company Limited.

## 2. Scope of Study

Content: Study of service quality in logistics that affects customer satisfaction of V. Cargo Co., Ltd., based on the theory of satisfaction in service quality, consisting of Concreteness of the service (Tangibility) reliability (Reliability) Quick response to customers. (Responsiveness), giving confidence to customers (Assurance) and sympathy (Empathy) and Millet's theory of satisfaction, consisting of equitable service (Equitable Service) and timely service (Timely Service). Providing adequate service (Ample Service), continuous service (Continuous Service), and progressive service (Progressive Service).

## 3. Conceptual Framework

Study of Service quality in logistics that affects customer satisfaction. V. Cargo Company Limited has the following conceptual framework.



## Research Mythology

Study of Quality of logistics services that affect customer satisfaction V.Cargo Company Limited aims to study the quality of logistics services of V. Cargo Co., Ltd. Satisfaction level in logistics services of V. Cargo Co., Ltd. Compare satisfaction with logistics services of V. Cargo Co., Ltd. classified by establishment information. action Relationship between service quality and satisfaction with logistics

services of V.Cargo Company Limited. Service quality that influences satisfaction with logistics services of the company. V. Cargo Co., Ltd. Information from the study can be used as a guideline for improving the quality of logistics services for customers. V. Cargo Co., Ltd. has determined the methods for the study as follows.

### Population and sample used in the study

The population used in the study are users of logistics services with V. Cargo Company Limited. A total sample of 20 people was selected (information as of May 8, 2023). This study Use Taro Yamane's calculation of sample size using a known exact population at a confidence level of 95% as follows.

$$n = 20 / (1 + 20(0.05 \times 0.05))$$

Quality of service	B	Std. Error	Beta	t	Sig.	Test
(Constant)	5	2.077		3.308	0.005	
Concreteness of the service	0.218	0.201	0.308	1.086	0.296	no
reliability	0.134	0.334	0.159	0.402	0.694	no
Fast customer response	0.065	0.32	0.084	0.204	0.842	no
Giving confidence to customers	0.82	0.32	1.04	2.58	0.022	Yes
sympathy	0.03	0.27	0.04	0.12	0.906	no

$$n = 20 / (1 + 20)(0.0025)$$

$$n = 20 / 1.05$$

$$n = 19.05$$

## 4. Research Results

### Study of Quality of service in logistics that affects customer satisfaction

The sample group studied is the population of people using the service. Using 20 sets of questionnaires as a tool for collecting data, 20 sets were returned, accounting for 100 percent. The results of the study were divided into 5 parts as follows: factors of service quality in logistics that have an effect to customer satisfaction

V Cargo Company Limited

\*\*Statistically significant at the 0.05 level.

Service quality factors that influence customer satisfaction V. Cargo Company Limited found that in providing confidence to customers influences service satisfaction Logistics aspect of V. Cargo Company Limited has statistical significance at the 0.05 level.

Quality of service	B	Std. Error	Beta	t	Sig	Test
(Constant)	2.075	0.627		3.308	0.005	
Concreteness of the service	-0.218	0.201	-0.308	-1.086	0.296	no
reliability	-0.134	0.334	-0.159	-0.402	0.694	no
Fast customer response	-0.065	0.322	-0.084	-0.204	0.842	no
Giving confidence to customers	0.828	0.320	1.041	2.584	0.022**	Yes
sympathy	0.033	0.278	0.044	0.120	0.906	no

## 5. Summary of Results

A study of service quality in logistics that affects customer satisfaction. V.Cargo Company Limited aims to study the quality of logistics services of V. Cargo Co., Ltd. studies the level of satisfaction in logistics services of V. Cargo Co., Ltd., compares satisfaction with logistics services of V. Cargo Co., Ltd., classified by location information. To study the relationship between service quality and satisfaction with logistics services of V. Cargo Company Limited and study service quality that influences satisfaction with logistics services.

Logistics of V. Cargo Co., Ltd. using 20 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely percentages, averages, hypothesis testing using One-Way ANOVA and Multiple Regression Analysis from the results. Data analysis can be summarized as follows.

Information on customer satisfaction of V.Cargo Company Limited From the study, it was found that overall customer satisfaction with logistics services V. Cargo Co., Ltd. has an overall average in the level of high satisfaction. And when considering the level Satisfaction was at a very satisfied level with 5 items consisting of continuous service provision. Providing advanced services Providing services regularly Providing adequate service and timely service, respectively

Providing services regularly The average value is included in the level of high satisfaction. And when considering the level of satisfaction Five items were at a very satisfied level, consisting of: Service employees are ready to listen to customer complaints. and corrected in a timely manner Service staff Pay equal attention to serving customers do not discriminate Service staff Service with willingness and good hospitality. and has a service mind There are facilities for company employees. and there is a sequence of services using a queue system accordingly

Providing services in a timely manner The average value is included in the level of high satisfaction. And when considering the level of satisfaction 4 items were at a very satisfied level, consisting of steps in using transportation services. It is appropriate. The duration of the logistics service of the products is appropriate.

There is first aid. and timely in case of emergency patients Had an accident, etc. Travel time It is fast. On time and 1 item with a medium level of satisfaction, consisting of service providers who resolved problems in a timely manner, respectively. Adequate service provision The average value is included in the level of high satisfaction. And when considering the level of satisfaction The 5 items were at a very satisfied

level, consisting of adequate, clear publicizing of various information, adequate facilities such as bathrooms, guest lounges, etc., adequate arrangement of vehicles to provide logistics services. There are clear enough signs at various service points. And there is adequate parking service, respectively.

Continuous service provision The average value is included in the level of high satisfaction. And when considering the level of satisfaction At the very satisfaction level, 5 items include:

There is preparation for emergency situations at all times. Facilities are available throughout the opening period, such as bathrooms, living rooms, etc. Various service points are ready to provide service at all times, such as information, etc. There are service staff. Always giving advice and consulting, and opening/closing services on time accordingly.

Providing advanced services The average value is included in the level of high satisfaction. And when considering the level of satisfaction 5 items are at a very satisfied level. Modern technology and equipment are used in providing services. There are modern and fast services, such as using the TMS system to help in the work of the company. There is a service that is convenient and fast. There is feedback on the service, such as a feedback box, questionnaires, etc., and service staff. Listen to customers' problems or inquiries fully in order.

### **Suggestions received from the Study**

Study of Quality of service in logistics that affects customer satisfaction V. Cargo Co., Ltd. The study has suggestions obtained from the study.

1. Concrete aspect of the service It was found that the average value was included at a very important level. V.Cargo Company Limited should provide training to employees to be ready to provide service at all times. Including inspecting vehicles to ensure they are ready, modern, and safe throughout work.

2. Reliability It was found that the average value was included at a very important level. V. Cargo Company Limited should prepare its employees to quickly solve logistics problems for customers and be able to give advice and answer questions for customers very well.

3. Response to customers It was found that the average value was included at a very important level.

V. Cargo Co., Ltd. should have channels to provide services, recommend or solve problems for customers in order to respond to customer needs in a timely manner and provide service with willingness.

4. Giving confidence to customers It was found that the average value was included at a very important level.

V. Cargo Co., Ltd. should develop and train employees to work according to the company's regulations in order to increase trust with customers and develop the company's systems and website so that customers can access and use the website easily and without interruption.

5. Understanding and knowing customers It was found that the average value was included at a very important level.

V. Cargo Co., Ltd. should have training for employees to have good personalities. Be humble Pay attention to customers and the company still charges appropriate transportation costs for each type of transport per trip.

### **Suggestions for Next Study**

In the next study, it should be done by using interviews to gain in-depth information.

Bringing in the business of transporting goods both domestically and internationally, warehouses should increase the number of sample groups to cover areas both in Bangkok and other provinces.

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