

# Factors Affecting the Decision to Choose the Shuttle Service of Metta Tour Co., Ltd. during the Outbreak of the Coronavirus Disease 2019 (COVID-19)

Madarin Suttipan, Watchara Yeesuntes and Tosaporn Mahamud

**Abstract**—This research aims to 1) To study the marketing mix factors in choosing the shuttle service of Metta Tour Co., Ltd. during the Coronavirus Disease 2019 (COVID-19) outbreak 2) To study the decision to choose the Company's shuttle service Metta Tour Co., Ltd. during the Coronavirus Disease 2019 (COVID-19) outbreak The sample group was 50 people who use the shuttle service of Metta Tour Company Limited. The data were collected by using a questionnaire. Data were analyzed using descriptive statistics. The statistics used were percentage and mean to describe the demographic data of the respondents and variables, and inferential statistics were used for hypothesis test The statistics used were t-test, ANOVA analysis, F-test, (One-way ANOVA)

the marketing mix factors affecting the decision mostly consisted of products. process and physical characteristics and presentation Influence on the decision to use the transportation service of Mercy Tour. at least statistically significant at the 0.05 level. Product shuttle bus operator Attention should be given to the provision of equipment and tools. Modern technology, standardized, selected quality products that have passed the Department of Land Transport's inspection. to serve ready to build reputation and credibility of the business in terms of price, shuttle bus operators Should focus on setting to build trust and confidence with customer's service process shuttle bus operator Should pay attention to the organization of the service system that is fast Accurate and safe in terms of physical appearance shuttle bus operator should focus on organizing The atmosphere and environment of the place that provides services is clean. orderly and beautiful.

**Keywords**— Factors affecting, shuttle service, (COVID-19).

## I. INTRODUCTION

The 2019 novel coronavirus disease can be transmitted from person to person through droplets. with coronavirus from

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coughing or sneezing and then breathe the infection into the lungs, including touching the secretions of infected people where the hands come into contact with snot, saliva, or touch things contaminated with the 2019 coronavirus ( Uansri, et.al 2021)

This companies with many employees There is a need to use the bus Van for picking up and delivering employees To reduce the problem of late arrivals due to traffic jams, Metta Tour Company Limited has emphasized on implementing measures to monitor, prevent and reduce the spread of such pathogens as follows: Provide screening and temperature measurement for all drivers before and after the service. To isolate the sick person to the designated location. Understand how drivers take care of themselves at home and at work. Wear a cloth mask or a hygienic mask at all times.

Provide a distance between people. and do not organize activities that involve common contact to reduce congestion Provide adequate hand washing points with soap or alcohol gel, e.g. inside the room, in the car, in the bathroom, etc. Clean frequently used touch surfaces such as doorknobs, armrests, curtains, car handrails. walk, seat, etc., with a disinfectant solution or wipe with at least 70% alcohol. Prepare an infirmary for separating drivers with respiratory symptoms from employees with other symptoms from the aforementioned. causing the students to realize the necessity of business development to create safety and the impression of those who use the shuttle service of Mercy Tour as well as being able to accommodate both Thai and foreign tourists In addition, competitors have developed businesses to attract customers. giving customers more choices than ever Therefore, the researcher is interested in studying the satisfaction of service users of buses and vans of Metta Tour Co., Ltd. in order to use the information obtained to develop and improve the service to be more efficient and satisfying. and can decide to choose another service.

### A. Objective

To study the marketing mix factors in choosing the shuttle service of Metta Tour Co., Ltd. during the Coronavirus Disease 2019 (COVID-19) outbreak.

### *B. Hypothesis*

Different personal data has different effects on the decision to choose Mercy Tour transportation during the coronavirus disease 2019 (COVID-19) outbreak.

### *C. Literature review*

The study of marketing mix factors affecting the decision to choose the shuttle service of Metta Tour Co., Ltd. during the coronavirus disease 2019 (COVID-19) outbreak. (Mungomklang, et al 2021) The researcher studied documents, concepts, theories and research. related to be used to define the conceptual framework and guidelines for the study In addition, Phillip Kotler (Philip Kotler, 2000) the world's leading marketing specialist. The Service Marketing Mix concept was also given as a concept related to service business, which is different from consumer goods and services. It is necessary to use 7 marketing mixes or 7P's to formulate a marketing strategy, which consists of

1. The product (Product) is something that meets the needs and needs of human beings. What the seller has to offer to the customer and the customer will receive the benefits and value of that product. in general There are two types of products which are Tangible Products and Intangible Products. ( Rafiq, & Ahmed, 1995)

2. Price (Price) refers to the value of the product in money form. The customer compares the value (Value) of the service and the price (Price) of that service. If the value is higher than the price, the customer will decide to buy. Therefore, the service pricing should be clearly appropriate for the level of service. And it is easy to classify different service levels. Kotler, et al .2000)

3. The distribution of channel (Place) is an activity related to the environment in the presentation of services to customers. This affects the customer's perception of the value and benefits of the services offered. which must be considered in terms of location (Location) and channels in offering services (Channels) ( Kale, & McIntyre, 1991)

4. Promotion of marketing (Promotion) is one of the tools that are important in communicating with service users. with the objective of informing or influencing attitudes and

behaviors The use of services and is the key of relationship marketing. ( Steinman, Bero, Chren, & Landefeld, 2006)

5. Personnel (People) or employees (Employee), which requires selection, training, and motivation in order to create satisfaction for customers that are different than competitors. The relationship between service personnel and service users of the organization. have an attitude that can respond to service users initiative have the ability to solve problems can create values for the organization. ( Agarwal, 1996)

6. Process (Process) is an activity related to methods and practices in service or plans presented to users in order to provide services accurately and quickly. and make the service user impressed ( Kotler, et al 2000)

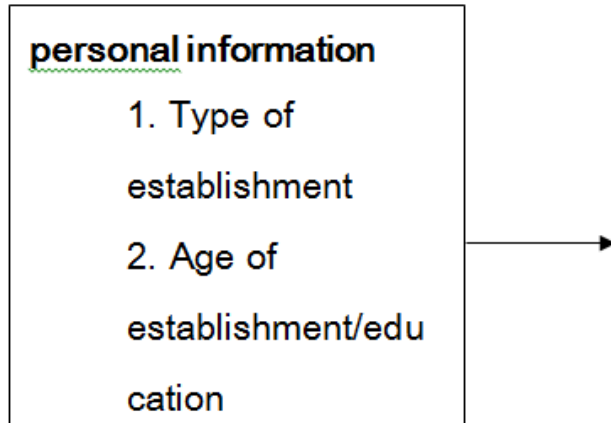
7. Physical characteristics (Physical Evidence / Environment) Demonstrate physical characteristics to customers in a concrete way. by trying to build overall quality both in terms of physical characteristics and service styles to create value for customers whether it's in terms of dressing clean and neat Negotiations must be gentle. and fast service or other benefits that customers should receive ( Pouyat, et al 2010)

The above 7 marketing mixes are essential to formulating any business marketing strategy. There is no fixed formula for each mix to be appropriate for different business and industrial environments. Summary Marketing mix refers to concepts related to service businesses. It is necessary to use 7 marketing mixes or 7P's in formulating marketing strategies. In this research, it refers to marketing incentives provided by operators to influence the decision-making process of using Metta Tour transportation services. which consists of 7P's, namely product, price, distribution channel marketing promotion, personnel, process and physical characteristics (Jain, 2013)

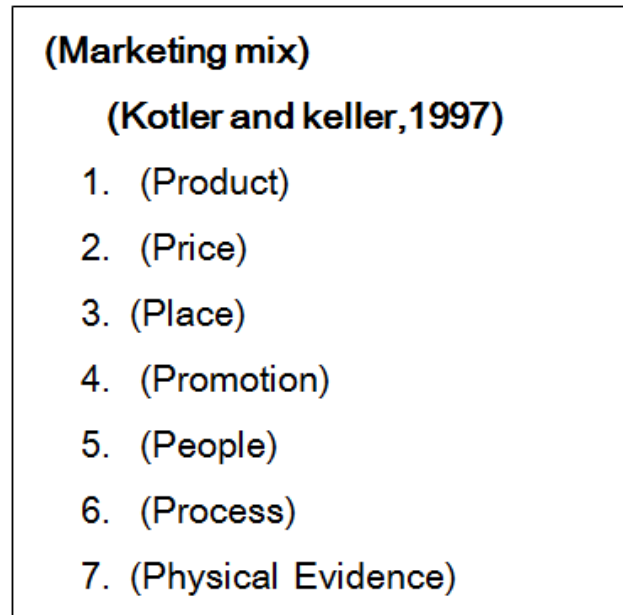
## II. CONCEPTUAL FRAMEWORK IN EDUCATION

From the above study The study was based on 7P's Marketing Mix Factor ( Akroush, 2011). Theory and the decision to use the service in summary and coordinated as a conceptual framework to study the marketing mix factors affecting the decision to use the Metta Tour transportation service as follows:

variable



**Dependent Variable**



III. RESEARCH METHODOLOGY

The study on factors affecting the decision to choose a shuttle service from Metta Tour Company Limited during the outbreak of the Coronavirus Disease 2019 (COVID-19) (Dhama, et al 2020) aims to study the marketing mix factors and decision-making of Metta Tour bus users during the Coronavirus Disease 2019 (COVID-19) outbreak. Infected with coronavirus 2019 (COVID-19) classified by personal information To explore the relationship between marketing mix factors and decision to use Metta Tour bus service during the coronavirus disease 2019 (COVID-19) outbreak to study the marketing mix that influences decision to choose transportation service. Metta Tour during the Coronavirus Disease 2019 (COVID-19) outbreak in order to use the study results as a guideline to improve the service to meet the needs of users. The methodology for the study was established as follows:

*A. Population and sample used in the study*

Population used in the study is the one who decides to use the transportation service for Metta Tour A total of 50 samples were selected. The present study used a simple population-based computational model using Taro Yamane's formula (Ymane, Taro, 1967: 56) at a confidence level of 95. % as follows

$$n = (50)/(1+50(0.052))$$

$$n = (50)/(1+0.125)$$

$$n = 50/1.125$$

$$n = 44$$

In the calculations, 44 samples were obtained.

*B. Methods for collecting data*

In order to complete the study, there are methods for collecting data as follows: Information collected from Research studies from various sources, including textbooks, documents, and other relevant research studies. Information obtained from responding to the questionnaire of the target audience and self-acceptance Conduct a complete check to ensure that the questionnaire is complete and can be used to analyze the data further.

IV. RESULTS OF RESEARCH

Assumptions that marketing mix factors influence the decision to use Metta Tour transportation service During the coronavirus disease 2019 (COVID-19) outbreak

H0: Marketing mix does not influence the decision to use the Metta Tour bus service.

H1: Marketing mix factors influence the decision to use the Metta Tour bus service.

for the statistics used in the analysis A stepwise multiple regression analysis will be used by considering the tolerance of at least 10 values for the expansion of variance factor (VIF). values less than 10

The results of the data analysis using statistical comparison of marketing mix factors influencing the decision to use the Metta Tour transportation service. The results of the comparative data analysis were summarized as follows.

An analysis of the marketing mix factors influencing the decision to use the Metta Tour transportation service was presented.

factor marketing mix	B	Std. Error	Beta	t	Sig.	ผลการทดสอบ
(Constant)	1.134	.401		2.825	.007	
<b>Marketing Mix</b>						
Production	.320	.125	.335	2.551	.014*	yes
Price	.133	.152	.149	.877	.385	no
Chanel of distribution	.318	.168	.403	1.900	.064	no
Promotion	.064	.153	.089	.420	.677	no
Personal	-.072	.137	-.084	-.523	.604	no
Process	-.499	.223	-.532	-2.238	.031*	yes
Physic	.502	.198	.574	2.534	.015*	yes

It was statistically significant at the 0.05 (2-tailed) level.

R = .839 R Square = .704 Adjusted R Square = .654

The analysis of marketing mix factors influencing the decision to use Metta Tour transport service revealed that the marketing mix factors Product process and physical characteristics and presentation Influence on the decision to use the transportation service of Mercy Tour. at least statistically significant at the 0.05 level

**Conclusion**

This study on marketing mix factors for choosing the shuttle service of Metta Tour Co., Ltd. during the outbreak of the Coronavirus Disease 2019 (COVID-19) aimed to study the decision to choose the shuttle service of Metta Tour Company Limited. Tour Co., Ltd. during the Coronavirus Disease 2019 (COVID-19) outbreak to compare the decision to choose the transfer service of Metta Tour Co., Ltd. during the Coronavirus Disease 2019 (COVID-19) outbreak to study. The relationship of marketing mix to decision to use Metta Tour Company Limited shuttle service during the coronavirus disease 2019 (COVID-19) outbreak and to study the marketing mix influencing decision making. used shuttle service from Metta Tour Co., Ltd. during the outbreak of the Coronavirus Disease 2019 (COVID-19) by using 50 sets of questionnaires as a tool to collect data and use statistics to analyze the data, i.e. percentage mean. One-Way ANOVA Hypothesis Testing, Correlation and Multiple Regression Analysis from the data analysis results can be summarized as follows:

*A. Recommendations received from the study*

The study authors have the following suggestions to be useful:

A study of marketing mix factors affecting the decision to choose a shuttle service from Metta Tour Co., Ltd. during the coronavirus disease 2019 (COVID-19) outbreak. For the shuttle bus operators to improve and develop services in accordance with the needs of service users as follows:

1. Product side shuttle bus operator Attention should be given to the provision of equipment and tools. Modern technology, standardized, selected quality products that have passed the Department of Land Transport's inspection. to serve ready to build reputation and credibility of the business
2. In terms of price, shuttle bus operators Should focus on setting the price to suit the quality of service. with clearly stated price at a rate that is not different from other operators including providing a variety of payment channels, including cash and credit cards to facilitate and motivate them to choose the service
3. Distribution channels shuttle bus operator Should pay attention to choosing the location of the company that is convenient to travel in the community. There is enough parking. and there are many branches to choose from
4. Marketing promotion shuttle bus operator which consists of Promotion, discount, exchange, giveaway, free during the festival, ready to advertise through various media such as the Internet, online media, etc. There are staff to recommend service reviews. and send E-mail to customers to follow up and notify the news regularly to incentivize consumers' purchasing decisions
5. Personnel shuttle bus operator Employees are knowledgeable and skillful in their work. The number of service personnel is sufficient to provide services as well.

Service providers must be trained or transferred from specialized agencies. And the service provider has working experience and passed the knowledge test by the committee. to build trust and confidence with customers

6. Service process shuttle bus operator Should pay attention to the organization of the service system that is fast Accurate and safe

7. Physical appearance shuttle bus operator should focus on organizing The atmosphere and environment of the place that provides services is clean. orderly and beautiful.

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