

The Quality of the Service of Importing Goods from XYZ Company

Puridech Suwan and Sutham Pongsamran

Abstract---Study of Quality of Imported Freight Forwarding Service of XYZ Company The objectives are 1) to study the quality of importing freight forwarding services of XYZ Company 2) To study customer satisfaction towards XYZ Company's import freight forwarding services 3) To compare customer satisfaction with XYZ Company Import Freight Services classified by Personal Information 4) To study the relationship between XYZ Company's import freight service quality and customer satisfaction. 5)

To study the quality of service that influences customer satisfaction toward XYZ Company's import freight forwarding service.

The results of the study revealed that most of the respondents were female, aged 21-30 years old, self-employed/company employees. Bachelor's degree Average monthly income between 20,001 - 30,000 baht Company XYZ's service quality is of high importance, with the average being included in the very important level. Satisfaction with XYZ's import freight services was at a level of satisfaction with a high average level. Personal data in terms of sex, age, level of education average monthly income The difference affects the satisfaction of importing freight forwarding services for different XYZ companies. and professional personal information are different There was no difference in the satisfaction of the service of importing goods from XYZ Company. service quality Knowing and understanding customers On giving confidence to customers Reliability And the overall service's concreteness had a statistically significant influence on the satisfaction of XYZ import freight forwarding service at the .05 level.

The recommendation from the study should be to increase the number of employees of the freight forwarding company to have enough staff to provide services. Organize training to increase knowledge and understanding for service providers. So that employees can process information without making mistakes. Develop services to be faster. There are employees who provide service for users to contact the transportation company 24 hours a day and are always ready to serve. Take care of service users so that employees have understanding. in the specific needs of service users accurately and clearly And the freight company employees are notified of news or suggest new services. to users on a regular basis

Keywords— service quality, satisfaction.

I. INTRODUCTION

Business Basic Information XYZ Co., Ltd. is an international air freight company. electronic trade and business services to customers, including businesses around the world, pioneering industry standards. With timely delivery and various technologies that enhance the capabilities of

customers. Whether it is the ability to track the status of the product. Along with reliable service, it can satisfy customers in terms of receiving, delivering, sorting and customer service. It is an important part in differentiating the international air freight business. (Brentani, 1991) products and services model of the company It is a service from the hand of the sender through international air freight. Proceed through destination customs clearance and delivered to the hand of the recipient at the destination The company provides fast and reliable parcel delivery services to all destinations. With speed and punctuality, along with a guarantee on delivery time (Cook, & Polgar, 2014)

Problems with the organization and the importance of the problem. In the international air freight business, the most important aspect of service is that cargo and parcels do not arrive at the intended recipients on time. Therefore, in order to deliver the customer's needs on time. The delivery of goods should have a good working system and work within the organization that is related. including working with external organizations to make customers satisfied in using the service Making customers satisfied in using the service make customers come to use the service on a regular basis To maintain customer satisfaction and maintain the company's sales of the customer group. Including increasing the ability to expand the customer base, which is a group of medical products, hospitals, medical devices, medicines, and various sanitary equipment that are currently growing rapidly. There is a demand for timely and profitable logistics as much as the industry in general.

From the above information The researcher is therefore interested in studying customer satisfaction towards XYZ Company's import freight forwarding service, which is very important and necessary. To provide the service of importing goods to XYZ Company to support the service users and to be a guideline for development. Improve the quality of the XYZ Company's import freight service to continue to satisfy the service users. (Sales, 2016)

II. OBJECTIVE

To study the quality of XYZ Company's import freight service.

To study customer satisfaction towards XYZ Company's import freight forwarding services.

Study Hypothesis

Different personal data affect customer satisfaction with different Company XYZ import freight services. Service quality correlated with customer satisfaction toward XYZ Company's import freight forwarding service.

Scope of study

Content A study of customer satisfaction towards XYZ import freight forwarding services by using the theory about service quality of Parasuraman, Sathelm and Barry consisting of 1. Concreteness. of service (tangibility) 2. Reliability (reliability) 3. Responding to customers (responsiveness) 4. assurance to customers (assurance) 5. knowing and understanding customers (empathy) and Millet's satisfaction theory consists of 1. Equitable Service 2. Timely Service 3. Ample Service 4. Continuous Service 5. Progressive Service Population The population and the sample used in the study were 400 customers who used the import freight service of Company XYZ. (Parasuraman, & Grewal, 2000)

Concepts, Theories and Related Research

Study of Service Quality of Imported Freight for XYZ Company The study authors have studied documents, concepts, theories and relevant research. To be used to define the conceptual framework and guidelines for the study as follows: (Schneider, & White, 2004)

Service Quality Theory Meaning of Service

Service means any action or action to meet the needs of a person or organization to obtain satisfaction as intended by that person or organization. Because the success of the service depends on satisfaction. which is a matter of feeling no unit of measure The definition of the word service therefore depends on trying to explain to understand each other. Service can happen in every society. From family, friends or in the wider society. All of them are done in order to make other people get happiness that comes from satisfaction. Therefore, services may be divided into 2 types: 1) services that do not expect business returns. The heart is the action. They were born out of care. Desire to be a person who gives happiness to others With a feeling of generosity, kindness, wanting to help others achieve what they want without expecting anything in return except the joy of seeing our loved ones happy. This type of service is abstract. Intangible, but of course, even though it's not a business, there are investments, effort, and sometimes even assets that are aimed purely for others. 2) Services that expect business returns or called service business. There is no physical product or tangible product. but relying on human nature to want to be taken care of by others To cause happiness, whether in terms of fun, entertainment, beauty, good health The service business therefore thinks of expanding from human needs to become a business of tourism, medical treatment, transportation, communication, health, beauty, education, entertainment, etc.

Kotler (2010) defined service as any action in which a group of people can presented to another group of people which is intangible does not affect the ownership of anything

with the goal and intention of delivering that service Such actions may or may not be included. with tangible products

Service (Service) means the provision of assistance or operation for the benefit, happiness, happiness, comfort to the service recipients. It is something that cannot be touched, but it creates satisfaction, impression, and warmth to the service recipients. (Mott & Mott, 1999).

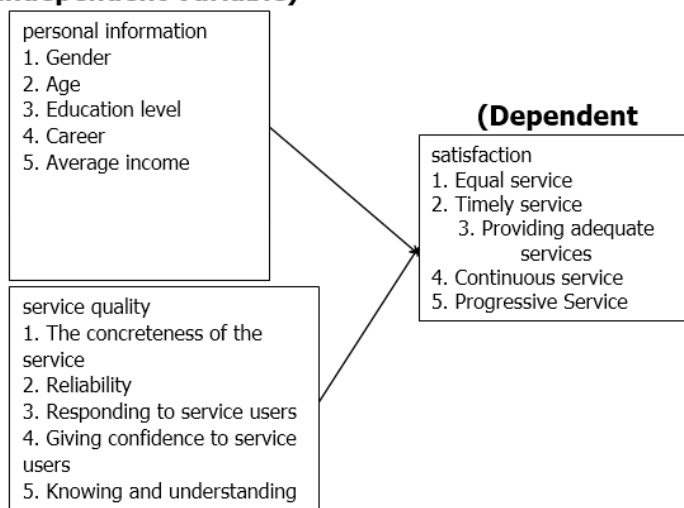
Conceptual Framework in Education

Other independent variables that affect the decision to purchase soft drinks should be studied.

Consumers' preferences in taste and packaging should be studied for continuous product development.

Should study the form of promotional activities that build consumer loyalty to the product.

(Independent Variable)



Research Methodology

The study on the service quality of XYZ Import Freight Forwarding aims to study the quality of service of XYZ Import Freight Forwarding, the level of satisfaction with the service of XYZ Import Freight, to compare the satisfaction. individual satisfaction are different To study the relationship between quality of service and the effect on the satisfaction of XYZ import cargo. To study the effect of service quality on the satisfaction of XYZ import cargo. To be used as a guideline to improve the quality of import freight services, XYZ Company has set the study method as follows

Population and Sample Used in The Study

The population used in the study was XYZ import freight forwarders. A total of 400 samples were selected for this study. Using the calculation of a sample size (Sample size) without an exact population of W.G.Cochran at a confidence level of 95% as follows:

$$\begin{aligned} \text{Substitute for } n &= (.50)(1-.50)(1.962)/(.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

In the calculation, there will be a sample of 385 people, but

in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 cases.

using the freight forwarding service for company XYZ using 400 sets of questionnaires as a data collection tool and received 400 sets of returns, representing a percentage. 100 study results are divided into 6 parts as follows:

Results of Research

Study of The quality of freight forwarding service for import company XYZ The sample of the study was population

Comparison of service quality influencing satisfaction on transport services Import Company XYZ

Quality of service	B	Std. Error	Beta	t	Sig.	ผลการทดสอบ
(Constant)	.087	.048		1.818	.070	no
The concrete aspect of the service	.129	.040	.127	3.257	.001*	yes
Reliability	.226	.038	.221	5.879	.000*	yes
customer response aspect	.094	.049	.097	1.913	.056	no
On giving confidence to customers	.256	.060	.271	4.270	.000*	yes
Knowing and understanding customers	.267	.051	.280	5.273	.000*	yes

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

Comparing the quality of service has an influence on the satisfaction of XYZ import freight service. It was found that in terms of knowing and understanding customers On giving confidence to customers Reliability and the concreteness of the service Influencing the satisfaction of XYZ Company's import freight services.

Statistically significant at the .05 level.

III. SUMMARY, DISCUSSION, AND RECOMMENDATIONS

The study on the service quality of XYZ Import Freight Forwarding aims to study the service quality of XYZ Import Freight Forwarding service in order to study customer satisfaction towards XYZ Company Import Freight Forwarding services. Comparison of Customer Satisfaction towards Company XYZ Import Freight Services Classified by Personal Information To study the relationship between service quality of XYZ Import Freight Forwarding and customer satisfaction and to study service quality. The influence of customers' satisfaction towards the service of import freight company XYZ by using a questionnaire of 400 sets as a tool to collect data and use statistics to analyze the data, namely, percentage, mean, hypothesis test. t-test, (One-Way ANOVA), Correlation and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

Personal Information

A study on customer satisfaction towards the import freight forwarding services of XYZ Company found that most of the respondents were female, aged 21-30 years old, working as contractors/company employees. Bachelor's degree and average monthly income between 20,001 - 30,000 baht

From the study of information about the importance of service quality, it was found that the concreteness of the service Reliability customer response aspect On giving

confidence to customers The aspect of knowing and understanding customers as a whole in terms of service quality is at a very important level. The details are as follows.

The concrete aspect of the service The results of the study were found to be at a very significant level. There are 5 important details at a very important level, consisting of employees of a freight forwarding company. There is a modest dress. The service center of the freight forwarder looks clean and tidy. modern Freight forwarding companies use modern equipment to serve their employees. Have knowledge about the work that services the freight forwarding company There are enough employees to provide services.

Reliability The results of the study were found to be at a very significant level. with important details There are 5 items at a very important level, consisting of personal information will be secured by providing employees with accurate information that meets their needs. Employees can solve problems correctly according to who want the product to be delivered on time every time Employees process information without error.

Customer response aspect The results of the study were found to be at a very significant level. There are 5 important details at a very important level, consisting of service personnel who provide service with gentleness. and friendly freight company employees Fast service Freight forwarding companies have channels to receive convenient and fast services. freight company employee able to solve problems quickly You can contact the transportation company 24 hours a day.

On giving confidence to customers The results of the study found that is at a very important level There are 5 important details at a very important level, consisting of speed of transportation according to standards. The transportation company has a service system that meets the standards, is correct, and reliable. freight company employee able to solve problems very well freight company employee knowledgeable

about the service Able to provide accurate and clear information freight forwarding company There is a correct service charge system.

Knowing and understanding customers The results of the study found that is at a very important level There are 5 important details at a very important level, consisting of employees being able to communicate with users in an easy way. Employees are equal in serving each customer equally. Freight Forwarding employees pay attention to solving problems for users. Employees have a clear understanding of the specific needs of service users. Freight Forwarding Companies There is news information or new service introduction from time to time.

IV. DISCUSSION

According to the study of the development of the quality of import transportation services by XYZ Company, the researcher has the following issues to be discussed.

Recommendations received from the study

The researcher has suggestions for the benefit as follows.

In this study, the service quality and customer satisfaction towards XYZ Company's import freight are known. The agency can be used as a guideline for improving the quality of import freight service. Company XYZ as follows:

1. The concreteness of the service There should be an increase in the number of employees of the freight forwarding company to have enough employees to provide services.
2. Reliability Training should be provided to enhance the knowledge and understanding of service providers. So that employees can process information without making mistakes.
3. Responding to customers should develop the service to be more rapid There are employees who provide service for users to contact the transportation company 24 hours a day and are always ready to serve.
4. Giving confidence to customers Should develop the employees of the transport company. knowledgeable about the service Able to provide accurate and clear information And the freight forwarding company has a clear and accurate system of charging fees.
5. Knowing and understanding customers Should take care of service users so that employees have understanding. in the specific needs of service users accurately and clearly And the freight company employees are notified of news or suggest new services. to users on a regular basis.

Suggestions for further studies

Should study the factors that affect the use of the service again. To be a guideline for the development of XYZ Company's import freight service quality.

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