

# The Quality of Service Was Affecting the Loyalty of Customers in Using Siam Nistrans's Air Freight Services

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**Abstract:** A research study on the quality of service that affects the loyalty of customers in using the air freight service of Siam Nistrans Company is intended to study 1) Service quality 2) Customer loyalty level 3) Compare customer loyalty. 4) Service quality that affects customer loyalty, using questionnaires of samples total 122 sets for this case study and bring the information obtained were processed using percentage and mean statistics and t-test averages. ANOVA analysis uses F-test, (One-way ANOVA) and Multiple Regression Analysis. Case study found that most of the public limited companies aged over 10 years a registered capital more than 20 million baht is a production line business and using services that the overall quality of service and customer loyalty are very important level. Type of establishment, the age of the establishment, registered capital and period of time for use the service causing customer loyalty to use different services in the concrete of the service and building confidence for users, which influences the loyalty of customers in using the company's air freight service of Siam Nistrans. It is statistical at 0.05.

**Keywords—** Quality of service, Customer Loyalty, Siam Nistrans Company.

## I. INTRODUCTION

In the competitive situation of logistics management business and supply chain management (Logistics Management & Supply Chain Management). And in terms of service, the more and more entrepreneurs need to take into account the price adjustments. and quality that customers will receive Adjustment of various strategies to ensure service quality to create customer satisfaction. Service quality is Key to business differentiation to win the hearts of customers or service recipients Thus improving the quality of service. Therefore, it is an important part that will allow the service to create an advantage over business competitors. Loyalty in using the product or using the service of the customer is therefore an important goal for business operations. The more products or services an organization can meet the needs of its customers. That inevitably builds customer loyalty to the organization. Loyalty building in today's market where customers or users have more diverse needs. The importance of loyalty to users of products or services Therefore, it is an important factor that helps create a sustainable competitive advantage. (Buurman, 2002)

Service quality is the outcome between the customer's perception and expectation, because the service is intangible, making it more difficult to assess service quality than product quality. Service delivery and service outcomes in which the perceived service quality of the customer comes from the customer evaluation process by comparing the perceived service delivery and customer expectations. (Zeithaml, Parasuraman, & Berry, 1985)

Service quality is important for every business. Because it is one of the tools to create differentiation and competitiveness. Service quality can keep customers in the long run. for the quality of the service Is to manage the service to be in line with the needs of customers. service quality It meets the expectations or needs of users towards the service. Service quality is directly related to business success. Its role in creating a good image in terms of service quality gives customers confidence in the business operations of the organization. under the fierce competition of each business Improving the quality of service is therefore an important strategy used in the business to improve the quality of service. To impress customers with the standard of good service. which the current perspective is different Today, quality judgments have been shifted to the accuracy that the client determines and desires. The quality will only occur when customers experience and use that product or service. If the customer perceives that what is received is equal to or higher than what the customer expects Customers will want to use the product. and services of that organization And on the contrary,( Singh, 2012) if the customer receives the product or services that are lower than expectations, customers will refuse to use the products and services From the changing perspective of the definition of the word "Quality of service" makes customers the center of business. Therefore, organizations must adjust their corporate strategies in accordance with the needs of each customer. for the opportunity to run a sustainable business For excellent service that makes the organization different and stand out from many competitors The quality of service is therefore regarded as a competitive ability that can create customer loyalty, create a desire to use the service and cause repeat purchases or use of the service. It is considered good for the economic status of the organization in terms of academics. Service can be measured as a quality service using the customer's expectations of the organization. Compare with the feeling after experiencing the actual service. Therefore, service quality is a management tool that organizations and businesses

are now very aware of and attach great importance (McCormack, & Johnson, 2001)

Meeting the needs of hospitality businesses Quality of service is the most important thing to differentiate a business over the competition. Providing service quality that meets the expectations of service recipients is something that must be prioritized. Service quality must be efficient and developed in line with customer needs. If the service actually received by the customer is lower than the service expected by the customer, the quality of the service is poor. As a result, customers are not impressed. but on the contrary If the actual service received is equal to or higher than the service expected by the customer Shows that the quality of service is at a good level, making the customer impressed, resulting in confidence in the service. and make customers come back to use the service again and again and make it possible to maintain the existing customer base until word of mouth Which is a factor that customers use as a criterion for deciding to use the service and most importantly can cause customers to be loyal to the organization's services, ( Barry, 2003) maintaining a level of service quality that is superior to competitors by offering service quality as customers expect. For customers to expect about the quality of service. Based on past experiences from word of mouth and from advertising of service businesses, after using the service, the customer will compare the service expected with the service actually received. If the service received directly, the customer will return to use the service of that organization Siam Nistrans has a determination to strive for excellence in providing international standard services. And in the current situation, trade business operators. And various services try to reach customer groups to compete for competitive advantages. create attractiveness for customers Create a distinctive point for the organization It is important that businesses have a long-term competitive advantage. It is the quality of service that affects customer loyalty both in terms of customer behavior and attitude. It is to maintain the existing customer base. And promote the business to be successful in the long term. Based on the above information, the researcher is interested in studying the quality of service that affects customer loyalty in using the air freight (Cargo) service of Siam Nistrans Company as a guideline for applying the results to improve service quality. To build customer loyalty in using Siam Nistrans's air cargo services continuously..

## II. OBJECTIVES OF THE STUDY

To study the quality of air cargo services of Siam Nistrans Company.

To study the level of customer loyalty in using iam Nistrans's air cargo services.

### **Hypothesis**

Different establishments have different customer loyalty in Siam Nistrans Air Cargo.

Transport service quality influences customer loyalty in using Siam Nistrans air cargo services.

### **Scope of study**

The scope of the study on service quality affecting customer loyalty in the use of air freight (Cargo) services of Siam Nistrans is based on Parasuraman's service quality theory. concrete (Tangible), reliable and trustworthy Reliability, Responsiveness, Assurance, Empathy, and Customer Loyalty in using Siam Nistrans's cargo services based on the concept of Oliver's theory consists of Consumer Behavior and Consumer Attitudes. Study from air freight users (Cargo) of Siam Nistrans, selecting a sample of 122 companies

### **Concepts, Theories and Related Research**

Service quality means providing services that are responsive. Expectations and needs of service recipients, both quality production process The delivery process, as well as the care after that service has been provided, which causes satisfaction to the service recipient, explaining that service quality means standardized service that can meet the needs of customers, satisfying the service. of the bank The satisfaction resulting from quality service consists of 5 aspects: physical appearance Credibility, trust, responsiveness, assurance. And compassion defines service quality as the ability to meet the expectations of users well. by considering the reliability, convenience, speed including value both in terms of price, quality and quantity of goods and services Quality service is achieved when users compare actual perceptions with expectations.

(Parasuraman et al, 1988) stated that the definition of service quality is an indication of differences in the provision of services that meet or match the expectations of service users and perceptions of service. TRUE It is also a matter of evaluating or commenting on the excellence of the service in a general way. in the dimension of perception The results of academic studies have helped to demonstrate that the perception of service quality by consumers is in the form of comparing attitudes towards service expected and service perceived as available. Consistency

Use the service according to the appropriate standards and quality. by evaluating or expressing opinions about the excellence of the service in an overall manner including error-free features resulting in good results in the midst of business competition to make customers feel impressed ( Dubé, & Renaghan, 1999).

**The nature of the service has mentioned the criteria for considering the quality of the service in accordance with the policy that the management has set for the quality of the line as follows:**

1. Access to customers (Access) is the service provider can serve customers quickly. Customers can easily access that service. Taking into account the convenience of customers, such as location, location, contact service process In order not to allow customers to use the service to wait for a long time until they feel bored and switch to other services

2. Customer Satisfaction (Satisfaction) is the most important goal of the service, the more able to meet the needs of customers will be able to make customers more satisfied.

3. Customer expectations (Expectation) is caused by differences in the characteristics of each customer. which customers may have different expectations

4. Communication (Communication) is to tell customers about details and services. of products using language that is easy to understand for customers to understand as much as possible

5. Readiness for service (Readiness) is the availability of services that results in satisfaction of that service.

6. Knowledge of service providers (Knowledge and competence) is a link between knowledge and competence. including expertise in providing services Until able to build confidence for those who come to use the service

7. The value of the service (Value) is the value of the service depending on what the customer receives from using the service. which is an impressive feeling Or do not regret about the service fee because the service has been received as expected

8. Politeness (Courtesy) shows the kindness of employees. sincerity and a sense of willingness to welcome customers so that customers are satisfied with the services received

9. Interest in customers (Interest) shows interest and attention to that customer. which is the most important thing in service no matter who the customer is must have care Try not to make customers feel left out without being taken care of by the staff.

10. Credibility (Credibility) is to build credibility from consistent standards. Until making customers trust and confident in the service which may be an award received or word of mouth from customers who have used the service

11. Trust (Reliability) is the fact that customers receive services correctly. Consistently equal to other customers, causing customers to trust until they come back to use the service again.

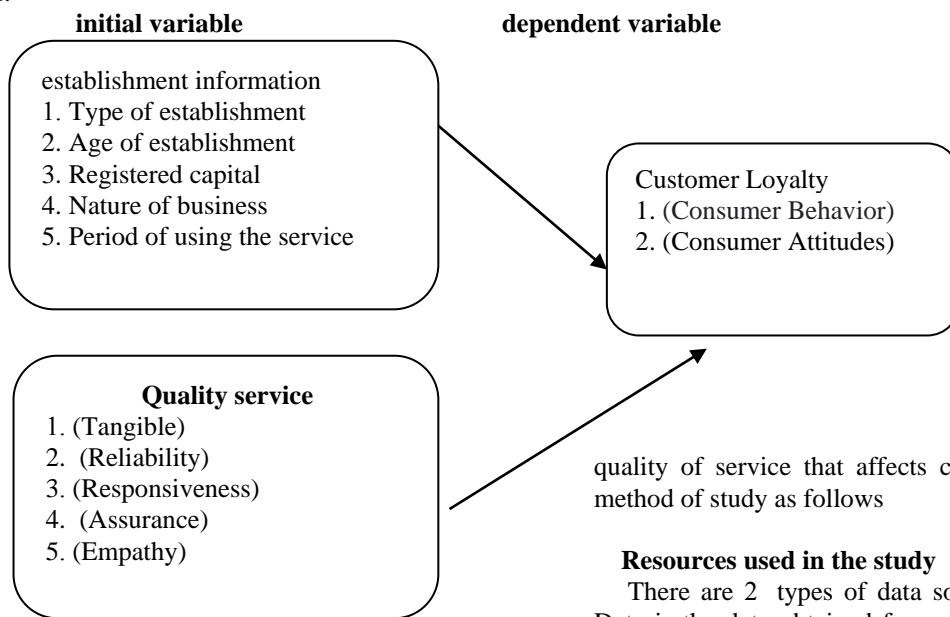
12. Customer response (Response) is a service that responds immediately. When customers want to use the service or when there is a problem, they can answer questions quickly. until the problem is resolved

13. Security (Security) Customers who come to use the service will be safe in using the service. No risks or other problems, including errors from the work of service providers that follow later

14. Knowing and understanding customers (Understanding the Customer) is a way for service providers to know what customers want. Then the service provider must seek those things to serve to meet the needs of customers. The more service providers are able to approach and respond to their customers' needs, the more efficient they are as well.

**Educational conceptual framework**

From the above studies The study was based on service quality theory. and customer loyalty in a nutshell And combine it as a conceptual framework to study service quality that affects customer loyalty in using Siam Nistrans's air cargo services as follows:



quality of service that affects customer loyalty. has set the method of study as follows

**Resources used in the study**

There are 2 types of data sources in this study. Primary Data is the data obtained from questionnaires to collect data from members of Siam Nistrans Company. Secondary Data is information obtained from textbooks. Study reports, related documents and internet

**Population and sample**

Study population There were 122 air freight users of Siam Nistrans during March-October 2022. The formula for

freight services. Siam Nistrans's air cargo services, comparison of customer loyalty in using Siam Nistrans's air cargo services classified by establishment information, service quality that affects customer loyalty in using Air freight services of Siam Nistrans Company, data from the study can be used to improve the research results. And improve the quality of service to be better, the data from the study on the

calculating the sample size that is commonly used when the exact population is known is the formula of (Yamae (1973).

where n = sample size

N = population

e = Deviation (usually 0.05)

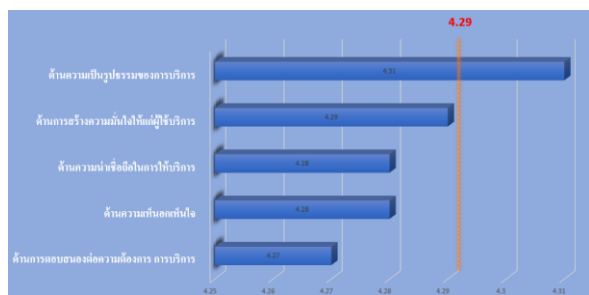
$$n = \frac{122}{1+(122)*(0.05)^2} = 93$$

In the calculation, there will be a sample of 93 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. Therefore, a sample of 122 people was used.

### III. RESULTS

A study of service quality that affects customer loyalty in using air freight services (Cargo) of Siam Nistrans from the sample group studied. They were air transport users of Siam Nistrans Co., Ltd. using 122 questionnaires as a data collection tool. And 122 sets were returned, representing 100% of the questionnaire. The study results were divided into 3 parts as follows:

#### Overview of the quality of air cargo services of Siam Nistrans



Shows an overview of the overall quality of air cargo services of Siam Nistrans. From the study, it was found that The overall level of the overall quality of air cargo services of Siam Nistrans Company with the average included in the importance level ( = 4 . 2 9 ) and when considering the importance level, the items consisted of the service's concreteness ( = 4.31 ) building confidence for service users ( = 4.29), service credibility ( = 4.28), empathy ( = 4.28) and responding to service needs ( = 4.27) according to number

### IV. SUMMARY, DISCUSSION, AND RECOMMENDATIONS

The study on service quality affecting customer loyalty in using Siam Nistrans's air freight services aimed to study the quality of air freight services of Siam Nistrans and customer loyalty in using The air cargo service of Siam Nistrans was a quantitative study. (Quantitative Research) used questionnaires of 122 sets as a tool for data collection and statistical analysis for data analysis, namely One-way

ANOVA F-Test and Multiple Regression Analysis. The results of data analysis can be summarized as follows: who use the service of Siam Nistrans

From the study, it was found that the respondents had a total of 122 enterprises. Most of them are public limited companies. The age is between 10 years and has a registered capital of more than 20 million baht. It is a production line business. and service period of 5-10 years

#### Service Quality of Siam Nistrans Company

The study found that the overall quality of air freight services of Siam Nistrans Co., Ltd. was at a high level, consisting of tangible and intangible aspects. Reliability and trustworthiness response aspect of confidence building and attention to customers Details are as follows:

**Tangible and intangible aspects** The mean is included at a very significant level. and considering the level of importance At a very important level, 5 items consist of a database system. and the company's document system have a standard to respond to the service provided to you Employees who provide advice And answer questions about the service that meets your needs. The company has a name tag. or the symbol of the company clearly demonstrated in providing services to you The company has equipment State-of-the-art technology, safety and proper service. and support services And the company has a location that is conducive to supporting your services, respectively.

**Reliability and trustworthiness** The mean is included at a very significant level. and considering the level of importance At a very important level, 5 items are: Employees are honest in providing services with responsibility. Employees are ready to serve. Punctual appointment Employees have skills, knowledge, and ability to provide service and provide accurate and clear service advice. Employees have a service mind (Service Mind) with determination, dedication, and employees can provide services that meet your needs, respectively. response The mean is included at a very significant level. and considering the level of importance There are 5 items at a very important level, consisting of employees having systems and operating procedures that make the service convenient and fast. Employees provide timely service to all types of customer needs. Staff are helpful in answering questions. or giving advice to you at all times Employees are attentive to problems. and solve problems for you quickly and employees are attentive to problems and solve problems for you quickly, respectively

**Aspect of confidence building** The mean is included at a very significant level. and considering the level of importance At a very important level, 5 items consist of having trust in the service of the company's employees. Employees have good personality. suitable for service provision, the company has channels for hearing opinions and complaints of service users. The company has management according to the ISO 9001 quality system and the company listens to problems. and suggestions and are ready to improve according to the needs of service recipients

**Customer attention aspect** The mean is included at a very important level. and considering the level of importance There are 5 items at a very important level, consisting of: The

company pays attention to each customer equally. The company remembers you and other information and does not disclose information to other people. The company is exploring the changing needs of customers. from time to time In order to develop products to better meet the needs of customers, the company provides advice on service details that meet your needs and the company has a system for after-sales service from supervision. customers closely, respectively.

### Customer Loyalty in Air Freight Services

The study found that customer loyalty in the use of air freight services of Siam Nistrans Company was generally at a high level, consisting of customer behavior. and customer attitude Details are as follows:customer behavior The mean is included at a very significant level. and considering the level of importance At a very important level, 5 items consist of when you have the opportunity to introduce other people. or related departments to use the services of the company You report complaints immediately if problems are found. or malfunction after using the service You intend to return to use the service with the company. continually You will share your experiences / impressions of using the company's air cargo services. with other people and you use the service of the company regularly in order

customer attitude The mean is included at a very significant level. and considering the level of importance At a very important level, 5 items are as follows: When you want to use air freight services (Cargo), you will think of the company. first You do not hesitate to use the service with the company. even though the company Others offer interesting offers. You have confidence in the service quality of the company. You are willing to continue to use the service with the company and you tend to use the service with the company more, respectively.

### Discussion of recommendations from the study.

From a study on service quality that affects customer loyalty in using air cargo services of Siam Nistrans, the researcher has the following recommendations from this study:

1. The concreteness of the service Service of air freight business must be able to check the status of the goods at all times bring more technology to use Personnel should dress neatly. have a good personality have order There is a sign indicating for quick convenience.

2. Reliability in service, receiving and delivering the company's products should be signed as proof of submission product or request The ability to take care of special goods such as dangerous goods There should be a storage place. or a safe For storing high value products the product must go to destination on time, receiving and delivering goods between service providers, there is always checking the goods to meet the documents, allowing users to use the service and the establishment of confidence in work

3. Responding to service needs, operators should provide 2 4 -hour service, issuing product receipt documents. and delivery of goods is fast Both management and operations to

build trust. and trust from users who use the service cause more satisfaction

4 Building confidence for service users Entrepreneurs must have a systematic storage of products. Build trust with those who come to use the service. Stored goods In the warehouse, there must be no damage, delivery of goods according to the contract as agreed every time.

5. Compassion Entrepreneurs should pay attention with the staff working place The operators must pay attention to the details of the work process and are committed to completing the work on time. Honest and trustworthy to service users

### Recommendations for further studies

Marketing mix factors affecting the decision to use air freight services of Siam Nistrans Company.

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