

# Factors Affecting the Decision to Use the Transportation Service of Thailand Post Company Limited, In Pathum Thani Province

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**Abstract:-** The objectives of this research article are to study 1) demographic factors affecting the decision to use transportation services of Thailand Post Company Limited in Pathum Thani Province. 2) Factors in service quality that affect the decision to choose the shipping service of Thailand Post Company Limited. In Pathum Thani Province. The sample group used in the study was 400 customers who came to use the shipping services of Thailand Post Company Limited in Pathum Thani Province. A questionnaire was used to collect data. Statistics used in data analysis include frequency, percentage, mean, and standard deviation. T-test Analysis of variance and regression analysis at a confidence level of 95 percent.

## ➤ Major Findings

- Gender demographic factors Frequency of choosing service time Date of choosing service and expenses for using the service Affects customers' decision to choose transportation services.
- The service quality factors that have the most influence on the decision to choose transportation services are reliability ( $\beta=0.332$ ) and knowing and understanding customers ( $\beta=0.253$ ) significantly. Statistically significant at the 0.05 level.

**Keywords:-** Service Quality, Decision to Use, Product Transportation

## I. INTRODUCTION

Thailand Post Company has changed its status to a state enterprise in its name. Communications Authority of Thailand (CAT) in order to make operations more flexible and efficient. To increase the potential Carry out business operations and have the potential to compete so that you can earn an income to support yourself. After conversion It's Thailand Post. Management and operations have been changed to be more business oriented. Thailand Post Company, Annual Report, (2019)

Nowadays, social media has played a huge role in people's daily lives. The Electronic Transactions Development Agency (ETDA) reveals the results of a survey of Thai people's internet usage behavior in 2018. It was found that the use of social media accounts for up to 1 in 3 of the number of hours spent on the internet per day.

The number 1 activity used via the internet is social media such as Facebook, Instagram and Twitter, etc., with an average usage time of 3 hours/day. Number 2 is chat through the Line application, Facebook and WhatsApp, etc. Buying products and services through online channels is very popular nowadays. The Electronic Transactions Development Agency revealed the results of a survey of the top 5 activities with the highest internet users in 2017, with number 1 being reading books online (48.27 percent), number 2 being selling products and Services (13.7 percent) Third place is hotel reservations (20.65 percent), fourth place is taxi calling services (11.0 percent), and last is Booking/buying movie/show tickets (21.67 percent). In 2018, number 1 was reading books online (30.80 percent). Number 2 was selling products and services (24.48 percent). Number 3 is taxi calling service (24.47 percent), number 4 is booking/purchasing movie/show tickets (14.60 percent), and last is hotel reservations (11.00 percent) (Electronic Transactions Development Agency, 2018)

From the growth of E-Commerce business, the logistics business in the form of postal and product delivery business has grown in response to the main needs of online product customers who want speed, accuracy, and trackability of delivery. Fast delivery is therefore an important success factor that supports each other, according to Manhattan research. Associates with Logical (2017) It was found that 55 percent of the sample of online customers in Thailand were most disappointed when they did not receive the product they expected, and 48 percent were disappointed with the delayed delivery of the product. while 45 percent Frustrated by the hassle of requesting a refund or exchange for a product. In addition, 1 in 3 online consumers in Thailand are likely not to buy online from the same store again if delivery is delayed, and 88 percent A sample of online consumers in Thailand wants to receive products within the same day of ordering them (Preeyanuch Siripaibunsap, 2017). The Kasikorn Research Center reported that the value of the transportation business in 2018 had a total market value of 31,300 million baht, expanding 11.3 percent from 2017. The company holding the number one market share was Thailand Post, with revenue of 27,870. million baht. In second place is Kerry Express with income of 6,673 million baht.

Therefore, the researcher is interested in conducting a study. Personal characteristics factors including quality factors Providing services that affect the decision to use the Thai Post service in Pathum Thani Province. to bring the results from the study came an analysis of approaches to solving problems. Including further development of service quality.

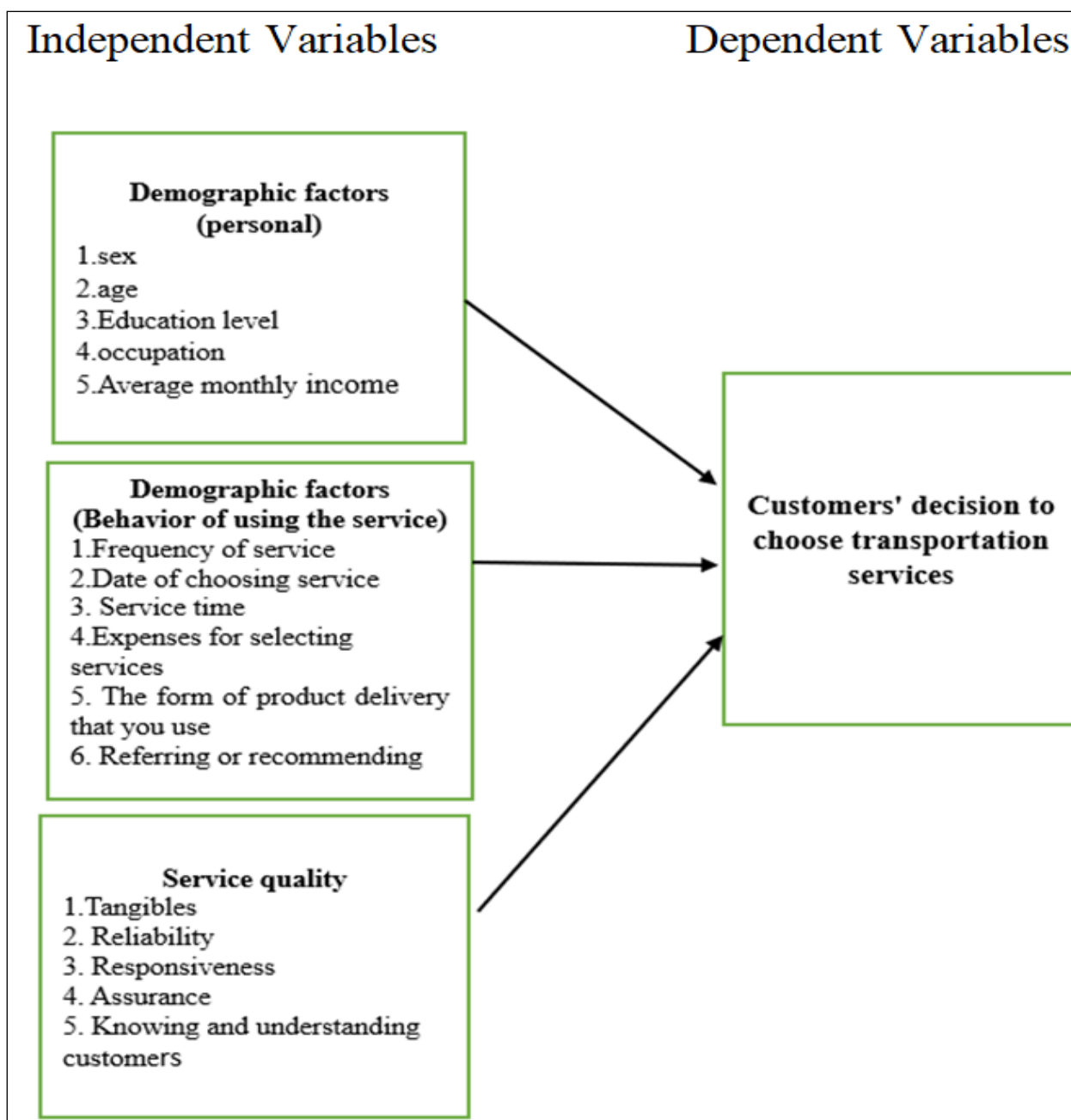
➤ *Research Objectives*

- To study demographic factors including gender, age, education level, occupation, average monthly income. Frequency of service use Service time Date of choosing

service Format of product delivery that you have used and word of mouth or recommendations that affect the customer's decision to use shipping services. Thailand Post Company Limited in Pathum Thani Province

- To study the service quality factors, including the concreteness of the service. trustworthiness Response to customers Giving confidence to customers and knowing and understanding customers that influence the customer's decision to choose shipping services. Thailand Post Company Limited in Pathum Thani Province.

➤ *Research Framework*



**Fig 1:** Research Concept Framework

## II. LITERATURE REVIEW

➤ *Concepts and theories about Application of management accounting*

➤ *Concepts and theories about the success of beauty clinics*

Beauty clinic business It is a business that grew from the needs of the new generation who want to have Appearance.

### A. Theoretical Concepts Regarding Demographic Characteristics

Santad Semsri, (1998) Demography means understanding human beings in relation to Social, cultural, economic and other factors. Demographic characteristics include gender, race, religion, hometown, language, educational level, marital status, number of children, working status, occupation, and income

Pornphin Prakasantisuk, (2007) Demography means the analysis of the population in the size of the structure, distribution and change Changing the population in the future Relationship with other economic, social, and cultural factors. Demographic factors can be both causes and consequences of economic, social, and cultural phenomena.

Chalongsorn Pimonsompong, (2005) discussed the meaning of demographic factors, referring to characteristics of the population such as size of family composition, gender, age, education, experience, income level, occupation. Race, Nationality

Hanna and Wozniak (2001); Schiffman and Kanuk (2003) also defined the meaning of Demographic characteristics are consistent with each other, saying that demographic characteristics mean Information about individuals such as age, gender, education, occupation, income, religion, and race which influences consumer behavior.

- Details are as follows:
- Gender factor gender differences This causes people to have different communication behaviors, namely females tend to have a greater desire to send and receive news than males. while male There is not only a desire to send and receive news, but there is also a desire to create. Good relationships arise from receiving and sending that news as well. In addition, females and males have They differed greatly in their ideas, values, and attitudes.
- Age factor Age is one of the important factors affecting human communication behavior. Because age determines or is an indication of a person's experience in various matters. As the saying goes, adults have taken a hot bath before or called someone with experience. These are all things. It is an indicator or expression of a person's thoughts, beliefs, and reactions to various events that occur.
- Educational factors Education or knowledge is another characteristic that one has. Influence on the receiver the fact that people received different educations in different

eras in different educational systems Therefore, there will be different feelings, thoughts, ideologies and needs. Educational background or field of study studied because educational institutions are institutions that provide training and socialization. People move their personalities in different directions.

- Career factors an individual's career will lead to necessities and need different products and services, for example, farmers or farmers will buy products that are necessary for living. and products that are Factors of production are the majority, while employees working in various companies mostly purchase products. To enhance personality Civil servants will buy products that are necessary for the business and will buy products to create an image for themselves.
- Income factor or economic status. A person's economic status affects the brand of goods and services that are decided. These statuses include income, savings, purchasing power, and attitudes about paying. Marketers must pay attention to trends. personal income Because income affects people's purchasing power.

### B. Concepts and Theories Regarding Customer Service Quality

Parasuraman et al. (1985) also pointed out that Service quality is service delivery. that is greater than or in line with the expectations of service recipients which is a matter of evaluation or performance Comments on overall service excellence.

Service Quality refers to the level of quality that a service provider can provide to customers or service recipients. This is considered an important factor in determining the success of any business or organization. Whether it's a big or small business Organizations formally monitor and develop service quality to meet customer needs, so they often have structures or processes in place to provide the highest quality service to customers at all times.

Service quality can consist of several elements, including:

- Reliable service is service that customers can trust and be satisfied with. This is due to good experience and compliance with every order and customer need. Steps of service.
- Appropriate service means responding appropriately to customer needs and expectations. Organizations should study and understand market needs in order to customize and develop services to suit each customer.
- Quality service must be able to solve customers' problems or concerns effectively. Resolving problems quickly and according to customer needs will increase customer satisfaction and satisfaction with service.
- Quality service provides a good customer experience. This includes a friendly welcome. Providing appropriate advice and taking good care of customers throughout the service.
- Providing quality service means responding quickly to customer needs and suggestions. Providing accurate and

timely responses to questions and responses will increase customer satisfaction and satisfaction with service.

In conclusion, it can be concluded that service quality it means providing high quality service and being able to appropriately respond to customer needs and expectations. Good service quality can help build customer satisfaction and confidence. And it is an important factor in creating success in any business or organization.

### *C. Theoretical Concepts Related to Satisfaction with Service Quality*

Meaning of satisfaction with service quality Parasuraman, et al., (1988) gave the meaning of Satisfaction with service quality refers to the quality of service that has developed from care and attention. trust and responding to the needs of tourists That can affect the process of returning to use the service again. The components of service quality can be divided into 5 dimensions as follows: 1) Concreteness of the service. 2) Reliability 3) Quick response to customers. 4) Quality assurance or giving confidence to customers and 5) Taking care of customers individually.

Oliver, (1997) gave the meaning of Satisfaction with service quality means providing good service quality to tourists that affects the credibility of agencies providing services in tourism products and services. If the service is of good quality and can make tourists satisfied beyond their expectations, it will help to spread the word or come back to use the service again.

Su, Swanson & Chen, (2016) gave the meaning of Satisfaction with service quality refers to tourists' perceptions related to the provision of tourism products and services. Tourist business organizations or industries related to tourism whether products and services are effective or quality or not. The provision of that service will involve comparison and overall evaluation of the quality of the service.

Hamari, Hanner & Koivisto, (2017) gave the meaning of Satisfaction with service quality means service quality is the needs and expectations of tourists or travelers, customers or consumers received after using the service.

Nuri Wulandari and Andi Novianti Maharani, (2018). Give the meaning of Satisfaction with service quality (Service Quality Satisfaction) means knowledge and understanding about the quality of service that can be seen or tangible from two perspectives, from operational quality and tourists' perception of quality when using. Products and services the tourism authority will make you aware of the quality of services and operations.

### *D. Theoretical Concepts Regarding Purchasing Decisions*

The meaning of the decision Chattayaporn Samerjai, (2007) Decision making refers to the process of choosing to do something from available alternatives. In which consumers always have to decide on various choices of products and services. He will choose products or services

based on the information and limitations of the situation. Decision making is therefore an important process and resides within the minds of consumers.

Purchasing decision process consumer decision process Even though consumers are different Their needs are different, but consumers will have similar purchasing decision patterns. The purchasing decision process is divided into 5 steps as follows:

- Awareness of a problem or need the problem arises when a person feels a discrepancy between his ideal state, that is, the state he feels is good for him. and it is the desired state and the actual state of things that happen to oneself. Therefore, it creates the need to fill the difference between the ideal state and the reality. Each person's problem has different causes.
- Searching for information when a problem occurs consumers must find solutions. By seeking additional information to help make decisions. from the source
- Evaluation of alternatives when the consumer after receiving information from step 2, they will evaluate the options and decide on the best path. Methods that consumers use to evaluate alternatives may be evaluated. By comparing information about the properties of each product and selecting in order to decide on purchasing from various brands to only one brand.
- Purchase decision, Normally, each consumer will need different information and time to make a decision for each product. Some products require a lot of information. It takes a long time to compare. But for some products, consumers do not need a long decision-making period.
- Post-purchase behavior, after the purchase has been made Consumers will receive a consumption experience. which may be satisfied or dissatisfied If satisfied, consumers are informed of the various advantages of the product, which can lead to repeat purchases or may be recommended to create new customers. But if you're not satisfied Consumers may stop buying that product next time and this may have negative effects due to word of mouth. Causing customers to purchase fewer products as well.

### *E. Concepts and Theories about Transportation*

Meaning of transportation, The general meaning of transportation means moving people, living things, or things from one place to another using transportation equipment.

The meaning of transportation according to the Land Transport Act B.E. 2522 refers to the transportation of people, animals, or things by land by vehicle.

The economic meaning of transportation refers to the movement of people. Living things or things move from one place to another. By relying on transportation equipment According to needs and utility.

### *➤ The Role of Transportation*

Transportation causes Utilities regarding location and time Transportation is the movement of people. living things or things moving from one place to another which moves things or goods from one place The number of products exceeds consumer demand It will cause the price of the



product to increase and transportation to be efficient. Resulting in saving time in transportation. and travel Transportation is the link between production and consumption. Transportation is the movement of raw materials from various sources.

#### ➤ *The Importance of Transportation*

- Transportation helps expand the market. When a business can produce products, transportation will serve to distribute products to consumers both inside and outside the country, causing the product market to expand wider. As income from product sales increases, so will the business. large business.
- Transportation reduces production costs. In producing a business, it is necessary to move. Raw materials from the raw material source to the production site Efficient transportation can transport a large number of raw materials at a time. This helps save costs in producing products and the business can expand the market by selling products both internally and externally.
- Transportation helps create employment. Transportation creates large-scale production. This causes businesses to have more labor demand. and bringing in labor from one place where there are labor Many people go to another place where there is a demand for labor.
- Transportation helps to balance the price level of goods. When businesses produce goods, transportation takes the product from the producer to the consumer.
- Transportation helps products reach consumers efficiently. Fast transportation and effective at present Make products reach consumers efficiently. Transportation is fast and efficient nowadays. This allows products to be transferred from producers to consumers smoothly effective.

### III. RESEARCH METHODOLOGY

#### *Population Used in the Study;*

##### *A. The Population*

The population used in this study includes people living in Pathum Thani Province who use the Thailand Post transportation service. By being a person who comes to use the service themselves the exact population is unknown. The researcher therefore determined the sample size from Cochran's formula (Cochran, 1977, cited in Teerawut Ekakul, 2010), resulting in an appropriate sample size of 384 people.

##### *B. Tools used in education.*

In this study It is an open-ended questionnaire set. And closed-ended questionnaires in order to cover the subject that needs to be studied, it can be divided into 3 parts as follows.

#### ➤ *Part 1: Part 1 Demographic Factors*

- Questions regarding personal factors are multiple choice. The questions were open-ended and consisted of 5 questions: Item 1: Gender, 2 answer options: Use a nominal data measurement scale. Question 2: Age: There are multiple answers. Use an ordinal data measurement scale. Item 3: Educational level, there are many answers,

use the ordinal level of measurement. Item 4: Income level, there are many answers, use the ordinal level of measurement. Item 5: Occupation, there are many answers, use the ordinal level. Sorted data.

- Questions about behavioral factors in service use There are 6 multiple choice questions, open-ended questions, including: Item 1: Frequency of choosing to use the service. There were many answers. Use an ordinal data measurement level. Item 2: Period of service use. There were many answers. Use an ordinal data measurement level. Item 3: The date of choosing to use the service has many answers. Use a nominal data measurement level. Item 4: Expenses for selecting services. Multiple answers. Use sequential data measurement levels. Item 5: Parcel delivery format that you have used the service. Answer: 2 options. Use the data measurement level.
- Canonical noun Item 6: Telling people or making recommendations. Answer: 3 options. Use the data measurement level noun.
- Part 2: Questions about the questionnaire on factors related to customer service quality, including the concreteness of the service. trustworthiness Response to customers Giving confidence to customers Knowing and understanding customers.
- Part 3: Questionnaire on customers' decision to use shipping services, including when you decide Choose to use the company's shipping service this time. You will come back to use the service again next time. You tend to. Respondents expressed their opinions and recommendations for using the service. From the calculation, the sample used in the research was 385 people, approximately 400 people, using the Likert Rating Scale to provide answers at 5 levels:
  - Score level: 5 points means most agree.
  - Score level: 4 points means very much agree.
  - Score level: 3 points means moderately agree.
  - Score level: 2 points means slightly agree.
  - Score level: 1 point means least agreement.

The researcher has determined the class rate. For each factor studied in this section, the program will be used. ready-made computer for the evaluation of the data by calculating the class rate value by calculating from the formula to explain the class rate a Part 4 is an open-ended question. There are 1 additional comment or suggestion from the questionnaire respondent.

##### *C. Research Collects Data*

This research collects data in the Express Mail and shipping business only. The researcher collected data by selecting a specific sample group, namely 400 people using the Thai Post service in Pathum Thani Province. By being a person who comes to use the service themselves Not a contractor or shipping agent company by the multi-step sampling method as follows.

*D. Inferential Statistics*

Multiple Regression Analysis was used to explain the results of the analysis of the influence of variables of

management accounting strategies that affect the success of beauty clinics in Bangkok.

#### IV. RESULTS

Research results according to objective 1 found that;

Table 1 Shows the Frequency and Percentage of Respondents' Personal Information (Gender)

Variable	Amount	Percent
Gender		
man	134	33.5
female	266	66.5
<b>Together</b>	<b>400</b>	<b>100.00</b>

From Table 1 it is found that 1. Gender: Number 1, female, 266 people, accounting for 66.5 percent, and next. There were 134 males, accounting for 33.5 percent.

Table 2. Age

Variable	Amount	Percent
Under 18 years	18	4.5
18 - 20 years	95	23.8
21 - 30 years	230	57.5
31 - 40 years	54	13.5
More than 41 years	3	0.3
<b>Together</b>	<b>400</b>	<b>100.00</b>

From Table 2 it is found that in terms of age, 2. In terms of age, number 1 was 21 - 30 years old, 230 people, accounting for 57.5 percent, followed by That is, ages 18 - 20 years, 95 people, accounting for 23.8 percent, ages 31 - 40 years, 54 people, accounting for percent. 13.5 Under 18 years of age, 18 people, accounting for 4.5 percent, and over 41 years of age, 3 people, accounting for 0.3 percent.

Table 3. Educational level

Variable	Amount	Percent
High School/Vocational Certificate	80	20
Vocational Certificate/Associate Degree	90	22.5
Bachelor's degree	223	55.8
Master's degree	5	1.3
Doctoral degree	2	0.5
<b>Together</b>	<b>400</b>	<b>100.00</b>

From Table 3 it is found that In terms of education level, number 1 was Bachelor's degree, 223 people, accounting for 55.8 percent, followed by Vocational Certificate/Associate Degree, 90 people, accounting for 22.5 percent, High School/Vocational Certificate. 80 people, accounting for 20 percent, 5 people with master's degrees, accounting for 1.3 percent, and 2 people with doctorate degrees.

Table 4. Occupation

Variable	Amount	Percent
student	115	28.8
State enterprise employees	35	8.8
government officer	27	6.8
Private company employees	40	10
personal business	180	45
other	3	0.8
<b>Together</b>	<b>400</b>	<b>100.00</b>

From Table 4 it is found that 1. Occupation, number 1, private businesses, 180 people, accounting for 45 percent, followed by students, 115 people, accounting for 28.8 percent, private company employees, 40 people, accounting for 10 percent, state enterprise employees, number 1 35 people, accounting for 8.8 percent, 27 government officials, accounting for is 6.8 percent and 3 others account for 0.8 percent.

Table 5 Monthly Income

Variable	Amount	Percent
Not more than 10,000 baht	49	12.3
10,001 - 20,000	85	21.3
20,001 - 30,000	130	32.5
30,001 - 40,000	57	14.3
40,001 - 50,000	53	13.3
More than 50,001 baht	26	6.5
<b>Together</b>	<b>400</b>	<b>100.00</b>

From Table 5 it is found that in terms of monthly income level, 1st place, monthly income level 20,001 - 30,000 baht.

Number of 130 people, accounting for 32.5 percent, followed by monthly income of 10,001 - 20,000-baht, number 85 people, accounting for 21.3 percent, monthly income 30,001 - 40,000 baht, 57 people, accounting for 14.3 percent Monthly income 40,001 - 50,000 baht, 53 people, accounting for 13.3 percent, monthly income not more than 10,000 baht, 49 people, accounting for 12.3 percent, and monthly income of more than 50,001 baht, 26 People accounted for 6.5 percent.

#### *Research results according to objective 2 found that*

Service quality factors That affect the customer's decision to choose the shipping service of Thailand Post Company Limited in Pathum Thani Province

- Quality in providing confidence to customers It was found that the quality of providing confidence to customers, the results of independent variable testing had a P-Value of 0.000 with a multiple correlation coefficient (R2) equal to 0.091 and an adjusted multiple correlation coefficient. (Adjusted R Square) is equal to 0.089, indicating that the primary variable Able to explain 8.9% of the dependent variable.
- Quality in knowing and understanding customers It was found that the quality of knowing and understanding customers, test results, independent variables had a P-Value of 0.000 with a multiple correlation coefficient (R2) equal to 0.151 and an adjusted multiple correlation coefficient (Adjusted R Square) equal to 0.146 shown. that the first variable Can explain 14.6 percent of the dependent variable.

Service quality that affects customers' decision to use parcel delivery services is reliability. Trustworthiness is the factor that has the greatest effect on customers' decision to use parcel delivery services ( $\beta=0.332$ ) and knowing and understanding customers. It is the second most important factor affecting customers' decision to use parcel delivery services ( $\beta=0.253$ ) at the 0.05 level, with a multiple correlation coefficient (R2) equal to 0.245, showing that the primary variables can explain the variables. followed by 24.5 percent.

## V. DISCUSSION

From the study results, it was found that demographic characteristics Most respondents were female, 33.5 percent, aged 21 - 30 years, 57.5 percent, had a bachelor's degree, 55.8 percent. 45.0 percent are self-employed. Monthly income level is 20,001 - 30,000 baht. 32.5 percent have Frequency of choosing to use the service: 1-2 times per month, 42.0 percent. Time of choosing to use the service: 5:01 p.m. - 8:00 p.m. percentage 46.0 The day you choose to use the service is Sunday. 22.0% have expenses in choosing to use the parcel delivery service, priced at 101 -200 baht, 41.8%, mostly sending parcels to other provinces, 50.5% and word of mouth or recommendations. The majority of people choosing to use the service were friends, 44.8 percent, which is consistent with the research of Kiattikhun Jirakalwasan., (2012)

As for the quality of service that affects customers' decision to choose to use the parcel transportation service, it was found that the reliability factor is the factor that has the greatest effect on customers' decision to choose to use the parcel transportation service ( $\beta=0.332$ ) and next is Knowing and understanding customers is a factor that influences the decision to use. Customer parcel delivery service ( $\beta=0.253$ ) This is consistent with the research of Rattana Puttaraksa and Peerapaw Thaweesuk, (2017), who found that the quality of delivery services affects customer satisfaction of Thailand Post Company Limited in terms of reliability ( $\beta=0.183$ ) and secondarily, customer care ( $\beta=0.200$ ) influences satisfaction. and the research of Nichapat Buakaew and Kritsada Chianwattanasuk, (2019) who found that the quality received in Reliability ( $\beta=0.409$ ) affects the decision to use the repeat service of Kerry Express Transport Company Limited and the quality received in terms of reliability and trustworthiness ( $\beta=0.255$ ).

#### ➤ *Suggestions for development*

- Concrete aspect of the service There should be adjustments to the equipment and facilities for those using the service. Signs or posters should be prepared to clearly explain the details of shipping rates, as well as instructing or training employees. To have the same service standards at every branch, resulting in more concrete results of the service.

- Response to customers should have Developing a communication system for service users to contact More and more inquiries can be made. Makes it possible to respond quickly to customers.
- Knowing and understanding customers Employees should give equal attention to each customer, provide help and advice, and when problems arise, employees can check the parcels that users have sent to them. quickly reach their destination, which makes service users satisfied.

➤ *Suggestions for Next Research*

- The scope should be expanded. By extending the time for data collection to expand the database of Population of the sample used in the research study in order to cover more.
- The questionnaire should be collected online. In order to expand communication channels for service users to have Increased comfort.
- There should be a qualitative research study. Interview form with people who use the transportation service.

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