

Satisfaction with the Quality of Parcel Delivery Service of Thailand Post Towards Online Shopping

Supaporn Prajongjai, Mananya Meenakorn

*Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand,
E-Mail: Supaporn.pr@ssru.ac.th, Mananya.me@ssru.ac.th*

ABSTRACT

Abstract—The purpose of this study was to study service quality that affect the satisfaction in parcel delivery service of Thailand Post towards online shopping. The sample group of 385 residents used in the study came from people who used parcel delivery service of Thailand Post towards online shopping with using a multi-stage randomized sampling method. The instrument used in this study was a questionnaire. The statistics used in the data analysis were percentage, mean, standard deviation, and multiple regression analysis. The results of the study revealed that service quality in the aspect of responsiveness, reliability and assurance positively influenced customer satisfaction in parcel delivery service with statistical significance at $F=43.89$. All variables can explain the variability of customer satisfaction in parcel delivery service (R^2) accounted for 52.56 percent. While service quality in the aspect of empathy and tangibles did not influenced customer satisfaction in parcel delivery service. When considering multiple regression coefficients in the form of a standard score, the aspect of responsiveness had the highest multiple regression coefficients, followed by reliability and assurance, respectively.

Keywords—Customer satisfaction, Parcel delivery service, Service quality, Thailand Post

INTRODUCTION

Thailand Post Co., Ltd. is a state enterprise under the Ministry of Information and Communication Technology that has developed prosperity in various fields respectively. From the initial stage, it was the development of infrastructure to strengthen and support the expansion. Subsequently, it was developed to enhance the efficiency of operations by using modern machines and equipment for sorting and forwarding items by mail and implementing an automatic postal counter system for depositing at post offices across the country. Including opening up more business-oriented services (Thai Post Co., Ltd., 2020) has changed the management and operations by making a systematic business plan. The service divides the service market into 5 groups, namely transport and logistics services group, postal service group, international service group, retail business group, and financial business group. The service efficiency is enhanced by implementing a self-tracking and monitoring system for postal items called the TND (Transfer and delivery) system to respond to the needs of service users in. At the same time, social services are not neglected by maintaining a network of post offices and service points that currently number more than 5,000 spread across the country, providing a complete range of basic services for communications, shipping and finance. With service rates at affordable prices, worthwhile for people in all sectors, and benefit from a comprehensive postal service, therefore, it has been accepted by both domestic and international service users.

Nowadays, parcel delivery service is a very competitive service due to the behavior of today's consumers who prefer to shop through online platforms. As a result, the overall parcel delivery volume is likely to increase. Shipping is a service business that plays an important role in distributing products to both domestic and international markets. In 2020, the value of the parcel transportation market in Thailand tend to grow continuously. From the expansion of the e-commerce market, according to the behavior of consumers who turn to buy products via online platforms more. As a result, the overall parcel shipments tend to be significantly higher. In addition, the impact of the Covid-19 epidemic situation in Thailand that affects the behavior of consumers has changed. It is more popular to buy products through online platforms. As a result, the number of online purchases has increased, resulting in an increase in the number of parcels in the system by Thai postal companies from the normal job by up to 60 percent per day (SCB Economic Intelligence Center, 2020).

The parcel transportation business tends to have more intense price competition. In 2020, the parcel transportation market in Thailand. It consists of 3 major players with a combined market share of over 80 percent,

namely Thailand Post Co., Ltd., Kerry Express, Lazada Express, and other middle players such as SCG Express, DHL E-commerce, Nim Express, and Ninja van (Kasikorn Research Center, 2021). However, the intense competition in the parcel delivery business will benefit parcel couriers as they benefit from lower shipping rates, safer and faster delivery service and there are many entrepreneurs to choose.

In terms of service quality, it was found that the factors affecting the satisfaction to choose a service user are the quality of the product and the quality of the service that comes with the product. Inappropriate delivery service, the product may not satisfy the customer. For this reason, service quality plays an important role as a service that comes with the product. If such service performs well, they will help to raise the level of satisfaction in product consumption and lead to decision making in choosing the service (Parasuraman et al., 1990). Good delivery management should consider the needs of all parties involved and the quality of service that the recipient is satisfied with in delivering the goods (Pipatchokchaiyo & Meenakorn, 2022).

Therefore, the researcher is interested in studying the customer satisfaction of using the service of the private parcel delivery business in Bangkok which the purpose of this study was to study service quality that affect the satisfaction of choosing a private parcel delivery business. The results of this study are for the private parcel delivery business and other related agencies apply them in terms of service quality and brand image that will lead to the satisfaction of customers who use the service.

LITERATURE REVIEWS

Service quality

Parasuraman et al. (1990) stated that the quality of service is the ability to respond to demands in the service business. Quality is the key to creating a differentiation in the business to stay above the competition. Quality of service offering that meets the expectation of the service recipient is something that must be done. The service quality consists of 5 aspects: 1) Tangibility of the service is the environment and tools such as modern equipment, the environment, the dress of the staff, and documents disseminating information about services, etc. 2) Reliability is the ability to provide the required level of service at the correct level. Trust is the ability of employees to provide services according to contracts, customer retention and sufficient number of employees. 3) Responsiveness is the willingness to serve immediately and provide assistant as well as willing to serve service readiness planning for operations. 4) Assurance is customer confidence is that service providers must have the skills of working, necessary for the service be honest with consumers, polite and friendly to customers such as employees can provide information service news building trust and safety. 5) Empathy is knowing and understanding customers is easy access to communication and understand customers, such as the attention of service personnel, service time is convenient for customers, opportunity to receive information to service recipients, attention to customers, and clearly understand the specific needs of customers etc. The service business must try to set the quality of service to meet the expectations of the service recipient in order to influence the best attitude for the implementation which was found that the perception of good service quality resulted in a positive attitude towards the use of services (Chen et al., 2018).

Customer Satisfaction

Service satisfaction is the feeling of satisfaction or disappointment in service users which is caused by the user experience. It is the result of comparing what you expect with the experience you get from using the service. Therefore, services that generate high satisfaction have a lower risk of users turning to other services (Kotler & Armstrong, 2016). It is an attitude that arises after using the service in which service providers must provide services that create positive feelings for users, leading to brand engagement and user loyalty. Customer satisfaction is an important factor for service business and will be an advantage in business competition, especially in highly competitive markets. The result of customer satisfaction consists of customer complaints and customer loyalty. Customer Complaints are complaints sent to manufacturers or service providers that this group of customers still have the opportunity to become customers again if the products and services are improved. Customer loyalty is the creation of loyalty in products and services if customers are satisfied with products and services. But on the other hand, if the customer is dissatisfied with the product or service, it will have the opposite effect, which is to switch to the product and service of competitors which represents the profit of the company itself. In collecting customer complaints, both formal and informal forms of complaints are counted as for collecting data on loyalty, there are two issues which are repurchase likelihood and price tolerance.

METHODS

The target population used in this research was consumers who have used parcel delivery service of Thailand Post towards online shopping. The sample of 385 was conducted to collect data by using cluster sampling method from groups of social media users such as Facebook, Line, etc. An invitation to fill up the questionnaire was sent to members of the group who have used parcel delivery service business by using convenience sampling methods until the required number of samples is reached.

Tools used in this research is a questionnaire created by the researcher and in accordance with the definition of operations according to the characteristics to be measured, divided into 3 parts, consisting of demographic data, service quality opinions, and satisfaction parcel delivery service of Thailand Post towards online shopping. The generated questionnaires were used to test the validity and reliability of the questionnaires before collecting data in order to obtain accurate research results and achieve the stated objectives. In this regard, the researcher will arrange for a pre-test with preliminary questionnaire of 40 sets. The results of the confidence check were the confidence values of each question were between 0.802-0.913 and got the total confidence of 0.865, which passed the reliability criteria (Hair et al., 2010).

Statistics used in data analysis, the researcher used descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

RESULTS

The demographic information of the samples were consumers who had used Thai community products among the 385 samples. Most of responders accounted were female, age between 31 and 40 years, had marital status, and had the highest level of education at the bachelor's degree, were private enterprise employees, and average monthly income between 15,001-30,000 baht.

The descriptive data on the service quality of parcel delivery service of Thailand Post towards online shopping, the overall aspects was at a high level. If considering each aspect, the aspect of responsiveness was at the highest level. followed by reliability, assurance, empathy and tangible, respectively, all aspects were at a high level.

The hypothesis testing results of the influence of service quality affecting customer satisfaction in parcel delivery service of Thailand Post towards online shopping by used Multiple Regression Analysis. The results revealed that responsiveness, reliability, assurance, empathy and tangibles can together predict customer satisfaction in parcel delivery service with statistical significance at $F=43.89$. All variables can explain the variability of customer satisfaction in parcel delivery service (R^2) accounted for 52.56 percent. The test results accept all hypothesis that service quality in the aspect of responsiveness, reliability and assurance are positively influenced customer satisfaction in parcel delivery service. When considering multiple regression coefficients in the form of a standard score, the aspect of responsiveness had the highest multiple regression coefficients ($\beta = .289$), followed by reliability ($\beta = .252$) and assurance ($\beta = .138$), respectively. The results of the hypothesis testing were summarized by considering the standard regression coefficient of the variable and the t value. It was found that responsiveness, reliability and assurance affected the customer satisfaction in parcel delivery service which is consistent with the research hypothesis at a statistically significant level of 0.05.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

The researcher results were brought important issues to discuss the research results as follows.

1. Service quality in term of Reliability, the result revealed that the service quality of reliability had a significant effect on the satisfaction in parcel delivery service of Thailand Post towards online shopping at the statistical significance of .05, is consistent with the assumptions. This is because the service personnel parcel transport can solve the problem exactly as desired, able to provide accurate information that meets the needs of the operation without errors. Including consumers can trust that personal data will be secured from service and

parcels will arrive at their destination exactly as stated in the contract. As well as reliable, including having to maintain equipment and tools to be available at all times and having sufficient number of employees to provide services. This is consistent with the research of Poodanklang and Visitnitikija (2021) about service quality that affect user satisfaction of Flash Express was found that service quality had a statistically significant influence on the transportation service of Flash Express Company Limited. This may be due to the concreteness of the service, credibility, customer response, trust, and understanding and knowing customers will lead to satisfaction and confidence in the service.

2. Service quality in term of Responsiveness, the result revealed that the quality of service in response to demand significantly affects the satisfaction in parcel delivery service of Thailand Post towards online shopping which is consistent with the hypothesis and consistent with the research of Jantaraprawat & Napompech (2019). Due to consumers can easily contact the parcel delivery company, employee can provide service with speed or can fix the problem quickly. Including the fact that the parcel delivery company has a convenient and fast service channel. This is consistent with the SERVQUAL, the concept of Parasuraman et al. (1990) stated that responsiveness to demand is the feeling that a customer feels fulfilled in that the company never rejects the customer before attempting to meet the demand. as well as responding to customers as soon as they request them.

3. Service quality in term of Assurance, the result revealed that the quality of assurance services affects the satisfaction in parcel delivery service of Thailand Post towards online shopping with a statistical significance of .05, which is consistent with the hypothesis. This is because the parcel delivery company employees are knowledgeable about the service, able to provide accurate and clear information. Including the fact that the parcel delivery company has a service system that meets standards, accurate, reliable and fast in transportation that meets the standards, including there is a correct service charge system. This is consistent with the concept of Tengwongwattana (2016) indicated that the service quality in terms of reliability, responsiveness, and assurance affected the satisfaction in parcel delivery service of Thailand Post towards online shopping of customers in Bangkok and stated that confidence comes from the fact that service providers have the necessary knowledge and skills. The service necessary to be courteous and friendly to customers is honest and can build confidence for customers.

4. Service quality in term of Empathy, the result revealed that the quality of empathy services does not affect the satisfaction in parcel delivery service of Thailand Post towards online shopping, which is inconsistent with the hypothesis. This is because consumers may pay attention to more important to other factors which corresponds to the concept of Parasuraman et al. (1990) stated that the customer feels that the service provider takes good care of each individual customer and takes care of the specific needs of each individual customer. This is consistent with Namahoot and Inkaew (2021) reveal that service quality has the most direct influence on the attitude to use parcel delivery service.

5. Service quality in term of Tangibles, the results revealed that the service quality in the aspect of tangibles does not affect the satisfaction in parcel delivery service of Thailand Post towards online shopping of the consumers in Bangkok which is inconsistent with the assumptions set because consumers pay attention to prioritizes other factors rather than tangibles. This study is in part consistent with the study of Laungsabtaevee (2019) studied about quality of service and brand image affecting service decision was found that service quality in terms of tangible and brand image in terms of value attribute and user image affected the decision to use the private transport service of Kerry Express.

Recommendations and future work

Business operators involved in the delivery of private parcel delivery services in Thailand or various agencies related can be used the results of the study as follows:

1. Thailand Post should be a clear policy on the performance of the service to process the personal information of consumers who use the service to give consumers a sense of security in using the service. Including there should be a standardized service, delivered on time, without causing any mistakes in order to create trust among consumers in using the service.

2. Thailand Post should be established to create communication channels that allow consumers to contact the parcel delivery company conveniently, creating a channel to receive services that are convenient and fast to make the service convenient and fast including in case of problems can be solved quickly.

3. Thailand Post should be trained to have knowledge of the service, able to provide accurate and clear information to consumers who receive services, have a service system that meets standards, accurate, reliable, as well as has a correct service charge system.

For further research, those interested should learn more about other areas, such as consumer loyalty, responsibility to consumers, etc., Due to today's logistics is great importance to business operations which are highly competitive. The study of such issues will gain a better understanding of the perceptions and needs of consumers who receive services, including applying the results to a study that is different from the to be presented in this research or not to compare with this research whether there is a conformance or how they are different until they can be used in practice.

REFERENCES

- Boisvert, J., & Ashill, N. J. (2011). How Brand Innovativeness and Quality Impact Attitude Toward New Service Line Extensions: The Moderating Role of Consumer Involvement. *Journal of Services Marketing*, 25(7), 517-527.
- Chen, Y., Yu, J., Yang, S., & Wei, J. (2018). Consumer's Intention to Use Self-Service Parcel Delivery Service in Online Retailing. *Internet Res*, 28(2), 500–519.
- Hair, J. F., Black, W. C., Babin, B. J. (2010). *Multivariate Data Analysis: A Global Perspective*. Pearson Education.
- Jantaraprawat, S., & Napompech, K. (2019). Service Quality Sastisfaction in Parcel Transportation Service of Thailand Post Affecting on Royalty Behavior of Online Selling Business in Central Regio. *Journal of Administration and Management*, 9(1), 59-79.
- Kotler, P. & Armstrong, G. (2017). *Principle of Marketing* (17th ed.). New Jersey: Prentice–Hall.
- Namahoot & Inkaew. (2021). Innovative Parcel Delivery Service in Thailand during COVID-19 Pandemic Using Structural Equation Modelling. *Chulalongkorn Business Review*. Volume 43(4) Issue 170 (October-December 2021) pp.76-94 77.
- Parasuraman, A., Berry, L. L. & Zeithaml, V. A. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: The free press.
- Pipatchokchaiyo, S., & Meenakorn, M. (2022). Service Quality Affecting Customer Satisfaction in Parcel Delivery Service. *ICBTS 2022 International Academic Multidisciplines Research Conference in Europe, Proceeding Lucern2022*, 144-149.
- Poodanklang, T., & Visititikija, C. (2021). Service Quality Affecting Users Satisfaction of Flash Express Transportation Services Co., Ltd. *Journal of Arts Management*, 5(1), 17-29. Retrieved from <https://so02.tci-thaijo.org/index.php/jam/article/view/245453>.
- Tengwongwattana, W. (2016). *Service Quality, Price Consciousness, Brand Image, and Word of Mouth Affecting the Decision to Use Private Companies' Domestic Parcel Shipping Service of Customers in Bangkok*. Master of Business Administration. Bangkok University.