

# Factors Influencing Decision Making in Transportation System of ABC Parcel Carriers Company in Chonburi Province

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## Abstract

This study aims to investigate the factors influencing the decision to use the parcel delivery services of ABC parcel Carriers Company in Chonburi province. The research focuses on service quality, the parcel transportation system, decision-making, service selection, and customer trust, which are key components affecting consumer choices. The sample consists of 400 ABC parcel Carriers Company's users in Chonburi, selected using purposive sampling due to the unknown total population. Data collection was conducted through an online questionnaire, and the obtained data were analyzed statistically to assess the relationships between the studied factors. The findings indicate that key factors influencing service selection include ease of use, delivery speed, pricing and value, company reliability, and tracking technology. High-quality customer service and prompt responsiveness to customer needs significantly impact satisfaction and brand loyalty. Furthermore, enhancing the parcel transportation system and improving service quality can strengthen the company's competitive advantage and foster long-term customer confidence. in the long term.

**Keywords:** Freight Transportation System, Decision making, Service selection.

## 1. Introduction

E-commerce businesses have been growing rapidly, leading to a parallel expansion in the parcel delivery industry. ABC Company is one of the key parcel delivery service providers in Thailand (Jurburg et al., 2023). This study focuses on analyzing the factors influencing the choice of service from a company in Chonburi province, considering important factors such as service quality, transportation system, brand image, and customer trust.

The growth of the parcel delivery business in Thailand aligns with the increasing trend of online shopping, especially after the COVID-19 pandemic, which significantly boosted parcel delivery growth (Sirichai Yotsawangjai & Khwanni Thi Kammuang, 2016). Key factors that have allowed ABC Parcel Carriers Company to remain competitive in the market include fast service, an efficient parcel tracking system, and access to services through online platforms (Phatthar Tree-Ratananan, 2023).

The study aims to focus on the parcel delivery service of ABC Parcel Carriers Company, specifically exploring key factors such as the transportation system, service quality, pricing, trust, and service selection. These factors significantly impact customers' choice of service in Chonburi province. The customer opinion survey in Chonburi can lead to insights into the selection of parcel delivery services from private companies and can be used to develop strategies to improve services that meet the needs of customers in the region. This could include developing the transportation system, enhancing service quality, and strengthening trust in the brand, which will help increase customer satisfaction and loyalty in the long term.

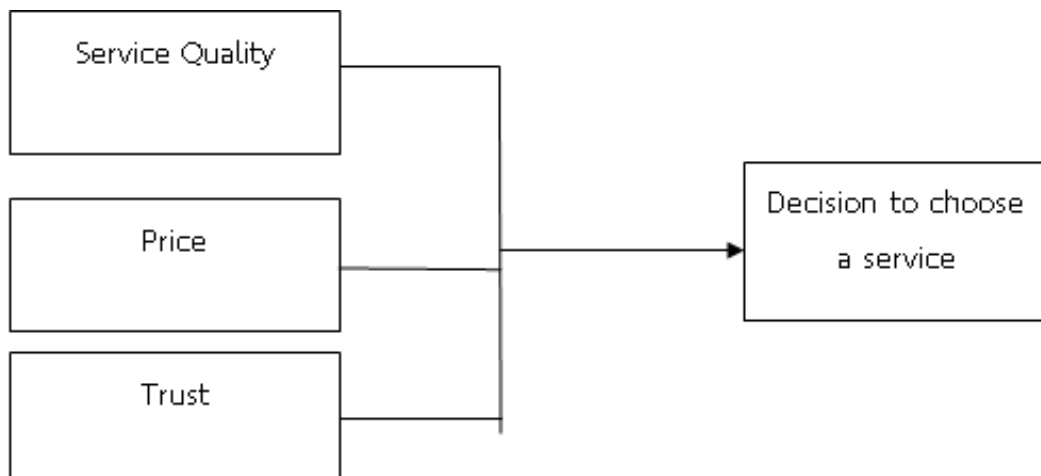
## 2. Objective

1. To study the factors influencing the decision to use the parcel delivery service of ABC Parcel Carriers Company in Chonburi Province.
2. To analyze the impact of service quality, transportation system, and company reliability on the decision to choose the service.
3. To survey customer satisfaction and opinions regarding Company services in various aspects, such as the company's transportation system, service quality, brand image, trustworthiness, and service selection.

## 3. Conceptual framework

**Independent variable**

**Dependent variable**



## 4. Related Research

Teerapon Kuntawi (2023) conducted a study on the analysis of technology use in the parcel delivery system of Kerry. The study focused on exploring and analyzing the application of technology in the development of Kerry's parcel delivery system to meet customer demands in the digital age. The findings revealed that the use of technologies such as online parcel tracking systems, software for managing delivery routes, and customer communication applications significantly enhanced the efficiency of the delivery process. Real-time parcel tracking allowed

customers to easily monitor deliveries, ensuring transparency and building trust in the service. Additionally, the AI-powered route management system helped employees deliver parcels faster and reduced unnecessary travel costs. The study also concluded that the use of technology in service delivery not only enhanced customer satisfaction but also improved the company's competitiveness in the parcel delivery market effectively.

Robert Mayer (2023). *Trust and Reliability in Service Industries: Building Consumer Confidence in the Post-Pandemic Era*. This study analyzes the creation of trust and reliability in service industries after the COVID-19 pandemic, focusing on the factors that affect consumer confidence in various services. The study found that building trust in services is crucial for consumption recovery after a crisis, especially in industries where consumers rely on high-risk services, such as healthcare or tourism. The findings indicate that clear safety measures, transparent communication, and prompt responses to customer concerns can enhance trust. Additionally, brand credibility plays a vital role in attracting new customers and retaining existing ones in the post-pandemic era. The researcher emphasizes that developing strategies focused on providing high-quality, verifiable services will help establish strong, long-term relationships between service providers and consumers.

Ying Cheng (2021). *The Impact of Price Perception on Consumer Decision Making in Online Services*. This study focuses on analyzing the impact of price perception on consumer decision-making in online services. The findings indicate that price perception plays a crucial role in the decision-making process when purchasing online services, especially in terms of comparing prices among available services in the market. Perceptions of excessively high or low prices can affect consumer confidence and purchasing decisions. When consumers feel that the price offered is reasonable or appropriate for the service's quality, they are more likely to choose that service. The study shows that price perception is not only influenced by the numerical value of the price but also by the comparison of value and expected experience from the service. Overpricing may lead consumers to feel that the service is not worth the investment, while underpricing might raise doubts about the service's quality. Therefore, online service providers should prioritize clear and appropriate pricing communication to encourage consumer decision-making.

Suradet Srichai (2022) conducted a study on the factors influencing consumer decisions in selecting logistics services. The study found that several factors directly affect the decision to choose logistics services. Key factors include delivery speed, company reliability, good customer service, and real-time tracking of delivery status. Consumers often prioritize fast and timely deliveries, which help build satisfaction and trust in the service. Companies with a strong reputation and recognition enhance customer confidence. Good customer service in resolving issues or providing advice also plays a crucial role in future service decisions. Real-time tracking reduces anxiety and fosters transparency for customers. In addition, price competitiveness and product safety are influential factors, as customers tend to choose services with reasonable prices and confidence in the safety of the goods being delivered. Logistics companies that offer fast, reliable, and transparent services can build long-term relationships with customers, encouraging them to continue using the service.

Nanthawan Vijarnsiri. (2021). *A survey of key factors influencing consumer decisions in choosing logistics services*. The study found that the important factors in e-commerce businesses include delivery speed, company reliability, pricing and value for money, customer service, and service flexibility, all of which influence consumer decision-making.

Verhoef, Professor Peter. Verhoef (2022) conducted a study on *Digital Transformation in Services: How Technology Impacts Consumer Behavior*. The study focuses on analyzing the impact of technology in the digital transformation process within the service industry, particularly in relation to consumer behavior. The use of new technologies has changed how consumers access and use various services, such as online services, mobile applications, or digital platforms. Consumers have started to prioritize convenience, speed, and the ability to easily and quickly select services that meet their needs. Digital transformation has led to an increase in the use of technology-based services, such as online shopping, digital banking, and booking services through convenient apps. Additionally, the study found that technology has changed the way consumers communicate with service providers, leading to adjustments in service management to better meet consumer needs. The study reveals that technology and digital transformation not only alter service processes but also deeply change consumer attitudes and behavior.

Lin & Wang (2024). *The Importance of Certification and Service Quality in Building Consumer Trust*. This study focuses on analyzing the role of certification and service quality in building consumer trust. The findings indicate that quality certification and maintaining service standards are key factors in enhancing consumer trust. Having certifications or endorsements from reputable organizations increases confidence in the service quality and reduces any uncertainties that consumers may have. Furthermore, providing high-quality and consistent service makes consumers feel that they are receiving value from the service. The study highlights that trust is a crucial foundation in creating long-term relationships between service providers and consumers. By maintaining good service quality and offering reliable certifications, service providers can build strong and lasting relationships. The study also shows that in an era where consumers have easy access to information, certification and service quality have become important tools in attracting and retaining customers, encouraging them to return for future services.

## 5. Research Methodology

This study employed a quantitative research approach, collecting data from suppliers through a questionnaire divided into five sections:

1. Personal information
2. Service quality information
3. Price
4. Trust
5. Suggestions

A 5-point Likert scale was used for measurement. The data collection involved both primary data from questionnaires distributed to a sample of 400 respondents and secondary data from reliable sources such as academic documents, books, and textbooks. Data analysis was performed using statistical software, with a thorough check for data completeness before being analyzed using descriptive statistics and regression analysis to test the research hypotheses. The analysis aimed to explain the relationship between variables and present results in a systematic manner.

## 6. Results

The study found that a total of 400 respondents participated in the survey. Most respondents were male, aged between 41 and 50 years, had a bachelor's degree, and worked in companies as employees of private businesses.

The study of factors influencing the decision to choose the parcel delivery service of Kerry Express (Thailand) Ltd. in Chonburi Province in terms of service quality, price, trust, and the decision-making process overall showed that service quality was the most influential factor, followed by price and trust.

Regarding service quality, the overall level was rated highly. When examined by individual items, respondents most strongly agreed that they received service promptly, and the least emphasized factor was equitable service.

In terms of price, the overall rating was high. Upon closer inspection, respondents considered product pricing to be appropriate, though the availability of multiple price options depending on the type of service was rated the least.

Concerning trust, the overall opinion was also highly rated. Specifically, respondents most strongly agreed that the company exhibited honesty, followed by careful decision-making processes, with the least important factor being the willingness to work.

The study also examined the relationships between service quality, price, and trust factors. It was found that these factors had a positive correlation with the decision to choose Kerry Express's services, indicating that higher service quality, better pricing, and greater trust influence consumers' decisions positively.

## 7. Discussion of Results

The findings of the study, which revealed that service quality, price, and trust are rated highly, reflect the increasing importance that business organizations place on service quality. Service quality is a critical factor in the decision-making process when selecting services. Price also plays a significant role in this decision. However, trust was rated lower than service quality and price.

Therefore, to improve the quality of parcel delivery services, businesses should prioritize service quality and pricing from the perspective of industry stakeholders, as these elements are considered crucial. This aligns with the results of previous research, which emphasizes the importance of these factors in consumer decision-making. (Setthachotsombut & Aunyawong, 2020)

## 8. Suggestions

### 8.1 Recommendations for applying research results

1. Transportation companies should prioritize the development of service quality, particularly in terms of speed and punctuality, which are key factors customers consider when choosing a service. If the company can guarantee that products will be delivered on time as scheduled and maintain a standard of transportation that reduces the risk of loss or damage to parcels, it will help build customer confidence and create a competitive advantage. The use of modern

technologies in transportation management systems, such as AI and Big Data, can assist in analyzing and optimizing transportation routes for maximum efficiency. Additionally, using a real-time parcel tracking system with high accuracy, which can continuously notify customers about the status of their parcels, will increase customer satisfaction and reduce complaints related to delivery uncertainties.

2. The results of this research should be applied in decision-making processes to choose transportation services that ensure efficiency, high service quality, and the ability to meet customer needs effectively.

## 8.2 Suggestions for future research

1. Other related factors that may influence the decision to choose an efficient transportation service should be studied, such as information technology, personnel, and logistics management. The study should focus on understanding customer needs and strive to involve customers or service users more in the research process.

2. Further qualitative research should be conducted, as the study related to customer satisfaction may involve certain aspects that cannot be measured using quantitative research methods. Customer opinions can change over time, depending on business environment, market trends, competition, and many other related factors.

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