

The Customer Satisfaction of Parcel Express Company Rayong Province, Thailand

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Abstract

This research on customer satisfaction with Flash Express delivery services in Mueang Rayong District, Rayong Province, has the following objectives: (1) To examine customer satisfaction with Flash Express delivery services in Mueang Rayong District, Rayong Province; (2) To analyze the impact of service marketing mix factors (7P's) – product, price, place, promotion, people, process, and physical evidence – on customer satisfaction; and (3) To study service quality factors affecting customer satisfaction, including reliability, assurance, tangibility, empathy, and responsiveness. The study results indicate that (1) variations in service marketing mix factors (7P's) may influence customer satisfaction with Flash Express delivery services in Mueang Rayong District, Rayong Province; and (2) differences in service quality factors may also impact customer satisfaction with Flash Express delivery services in Mueang Rayong District, Rayong Province.

Keywords: Service user satisfaction; Service quality; Service marketing mix (7P's)

1. Introduction

The current situation in Mueang Rayong District, Rayong Province, highlights its role as a major industrial hub in Thailand and a popular tourist destination, attracting a significant number of both Thai and international travelers. In addition to tourism, many individuals relocate to the area for employment in the Map Ta Phut Industrial Estate. Consequently, online shopping has become the primary choice for consumers, leading to a continuous increase in demand for parcel delivery services provided by Flash Express Co., Ltd. Given this trend, customer satisfaction with Flash Express's parcel delivery services in Mueang Rayong District is of great importance. Understanding the factors influencing customer satisfaction is crucial, as they are directly related to customers' likelihood of reusing the service and recommending it through word-of-mouth. Enhancing customer satisfaction ultimately contributes to improving the efficiency of private parcel delivery services in the district.

The current situation in Mueang Rayong District, Rayong Province, reveals that customers using the parcel delivery services of Flash Express Co., Ltd. often face various issues. These include non-standardized shipping fees, unpredictable delivery times, parcel security concerns, and the service quality of delivery personnel. Such problems lead to customer dissatisfaction, reduced trust in the service, and potential negative impacts on the local economy. These impacts may include increased shipping costs and decreased efficiency in parcel delivery services.

Currently, competition and service standard improvements among private courier companies in Mueang Rayong District, Rayong Province, have driven continuous enhancements in the parcel delivery system of Flash Express Co., Ltd. The company consistently upgrades its service quality to better meet customer needs while also fostering competition and service standardization within the private courier sector. These factors influence customer satisfaction levels and may lead to increased hesitation when choosing a courier service provider. Flash Express Co., Ltd. offers a wide range of services, extending beyond parcel delivery to include logistics solutions such as large-item shipping, warehouse and fulfillment services, parcel drop-off and pick-up points (Home), and financial services (Money). These offerings cater to both online and offline businesses, ensuring comprehensive support for various customer needs. The company's ongoing service improvements aim to enhance its competitiveness within the courier industry while aligning with customer expectations. This approach helps boost customer satisfaction, leading to repeated service usage and positive word-of-mouth recommendations.

2. Research Objectives

1. To study customer satisfaction with private courier services in Mueang Rayong District, Rayong Province.
2. To examine the impact of service marketing mix factors (7P's) on customer satisfaction with the parcel delivery services of Flash Express Co., Ltd. in Mueang Rayong District, Rayong Province.
3. To analyze the impact of service quality factors on customer satisfaction with the parcel delivery services of Flash Express Co., Ltd. in Mueang Rayong District, Rayong Province.

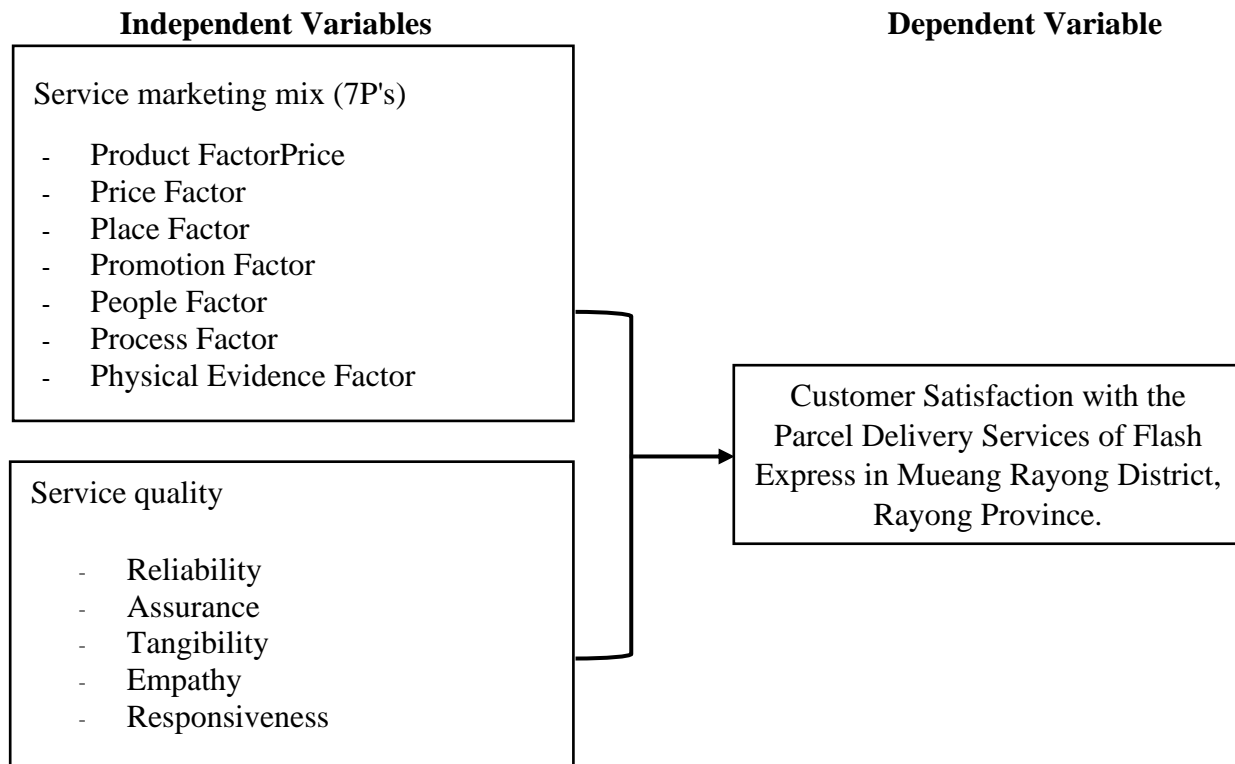
3. Research Hypotheses

Hypothesis 1: Differences in service marketing mix factors (7P's) may impact customer satisfaction with the parcel delivery services of Flash Express Co., Ltd. in Mueang Rayong District, Rayong Province.

Hypothesis 2: Differences in service quality factors may impact customer satisfaction with the parcel delivery services of Flash Express Co., Ltd. in Mueang Rayong District, Rayong Province.

Conceptual Framework of Research

Figure 1: Conceptual Framework of the Research



4. Related Literature

4.1 Concept of Service Marketing Mix (7P's)

The Service Marketing Mix (7P's) consists of the following elements:

1. **Product** – Refers to the goods and services offered by a company to customers. It involves the development of marketing strategies that focus on customer needs, ensuring that businesses can provide products that meet customer demands effectively.

2. **Price** – Represents the cost of goods and services, including payment conditions set by the company. Beyond covering production, service, and administrative costs, companies should also consider reducing customer burdens by managing costs efficiently.

3. **Place** – Involves distribution and logistics support to ensure products and services are readily available for customers. This factor emphasizes convenience in service accessibility, delivery locations, and operational hours, ensuring customers can easily access services.

4. Promotion – Refers to marketing communication strategies that raise awareness of products and services. Effective promotional efforts encourage customer engagement, drive purchasing decisions, and increase sales through advertising, public relations, and sales promotions tailored to the target audience.

5. People – Represents individuals involved in delivering services, including employees and customers. People play a crucial role in shaping service quality, requiring businesses to focus on recruitment, training, and employee motivation to ensure excellent customer service.

6. Process – Encompasses the steps and workflows involved in service delivery, ensuring efficiency, speed, and accuracy. A well-structured process prevents confusion among employees, enabling them to perform their tasks effectively while maintaining service consistency.

7. Physical Evidence – Refers to the tangible aspects of a service environment where customers interact with the business. These elements, such as facilities, location, employee appearance, and branding, influence customer perception and confidence in the company's service quality.

4.2 Concept of Service Quality

According to Kornchitpol Yosapornpaiboon (2018), Service Quality is a critical factor determining the success of any organization or business, regardless of size. Providing high-quality services enhances customer satisfaction, builds trust, and ensures long-term business success. Organizations should consistently improve their service quality to meet customer expectations. Service quality is categorized into five key dimensions:

1. Reliability – The ability of a service provider to deliver goods and services accurately and consistently as promised to customers.

2. Assurance – The capability to instill confidence in customers by demonstrating expertise, courteous service, and professionalism. Employees should possess knowledge and skills relevant to their roles and provide clear, accurate responses to customer inquiries.

3. Tangibility – The physical aspects of a service that customers can see and experience, such as buildings, facilities, equipment, documents, and staff appearance. A well-maintained service environment enhances customer perceptions of service quality.

4. Empathy – The ability to understand and care for customers by providing personalized service and prioritizing their needs. Businesses should anticipate customer expectations and ensure their best interests are always considered.

5. Responsiveness – The willingness and readiness to provide prompt services that meet customer needs. Service providers should ensure accessibility and efficiency, allowing customers to receive services conveniently and without delays.

Related Research

Kamolpat Sirilon (2019) conducted research on Customer Satisfaction in Using the Thai Post Office, Rayong Branch. The study focused on the 7Ps of the service marketing mix and utilized questionnaires to analyze data from 200 respondents. The findings indicated that the highest

satisfaction was in distribution channels, followed by information about services promoted to customers, service procedures that were convenient and efficient, and lastly, the cleanliness and organization of service areas.

Atchawadee Khositanon (2019) conducted research on Customer Satisfaction with Kerry Express Private Transport Services in Bangkok. The study examined the influence of brand image and service quality on customer satisfaction with Kerry Express in Bangkok, using a sample of 400 respondents. The findings showed that service quality significantly influenced customer satisfaction, whereas brand image did not have a statistically significant impact on customer satisfaction with Kerry Express.

Kanyapat Laukamon (2020) conducted research on Factors Affecting Customer Satisfaction with Parcel Delivery Services. The study analyzed service quality and developed a model to assess the factors influencing customer satisfaction with parcel delivery services. A total of 510 respondents from Nakhon Ratchasima were surveyed using an accidental sampling method. The results indicated that customer satisfaction with parcel delivery services could be assessed based on the weight of components in improving service quality.

Jiraporn Chananchana (2021) studied Factors Affecting Customer Satisfaction in Using Delivery-Based Logistics Services. The research applied a customer satisfaction model and surveyed 400 respondents. The findings revealed that perspectives on quality, value, and brand image significantly influenced customer satisfaction with delivery-based logistics services.

Namlin Tiamkaew (2018) conducted a study on Customer Satisfaction with Service Quality at the Academic Resources Center. A random sample of 450 users of the center was surveyed. The findings indicated that location, facilities, and service speed had a statistically significant direct impact on customer satisfaction when choosing the service.

Areeya Permjirapanich (2021) conducted research on Thai Consumers' Satisfaction with Express Parcel Delivery Services. The study surveyed 400 Thai consumers using random sampling to analyze their satisfaction levels. The results showed that product, price, distribution channels, marketing promotions, and personnel had a direct impact on customers' decisions to use express parcel delivery services.

Korawit Chunanurak (2019) conducted research on Factors Affecting Satisfaction in Choosing Logistics Service Providers Among E-Commerce Entrepreneurs. The study examined five factors: price, quality, delivery, financial situation, and production capacity, with a sample of 171 e-commerce entrepreneurs. The results indicated that four factors—quality, delivery, financial situation, and production capacity—had a direct impact on satisfaction in selecting logistics service providers.

Shuya Zhong, Carl Lomas, & Tracey (2021) conducted research on Worth Understanding regarding customers' use of express delivery services for parcel delivery in the United Kingdom. The study focused on express delivery services and identified factors influencing customers' use of express delivery. A total of 3,964 randomly selected respondents participated. The findings

concluded that on-time, accurate, and complete deliveries had a direct impact on the use of express delivery services.

Yunzhou Lai (2024) conducted research on The Relationship Between Express Delivery and Business Revenue in China. This study focused on improving delivery services to meet customer demands by analyzing the continuous growth of the business. The findings concluded that delivery services helped businesses in China expand and thrive by increasing future revenue.

5. Research Methodology

This research employs a quantitative research approach using questionnaires as the primary research instrument. Data collection was conducted through a survey, with a total sample size of 400 respondents, calculated using Yamane's formula. The initial calculation determined a sample size of 385 respondents; however, to account for a 5% margin of error (0.05) and potential data collection inaccuracies, an additional 15 respondents were included. The collected data were analyzed using statistical analysis methods, including mean and standard deviation.

6. Research Findings

The study analyzed customer satisfaction with Flash Express delivery services in Mueang Rayong District, Rayong Province, categorized by gender, age, education level, and average monthly income. Among the 400 respondents, the majority were female, aged 18–35 years, with an education level below a bachelor's degree, and an average monthly income of 15,000–20,000 THB. These personal factors had a relatively minor impact on their satisfaction with Flash Express delivery services.

The study further examined customer satisfaction based on marketing mix factors (7P's), including product, price, place (distribution channels), promotion, personnel, service process, and physical evidence. These factors were found to have a direct impact on customer satisfaction with Flash Express delivery services in Mueang Rayong District.

Additionally, customer satisfaction was analyzed in relation to service quality factors, including reliability, assurance, tangibility, empathy, and responsiveness. The findings indicate that these factors also had a direct impact on customer satisfaction with Flash Express delivery services.

7. Conclusion and Discussion

Hypothesis testing revealed that (1) Differences in personal factors of customers using Flash Express's parcel delivery services, including gender, age, education level, and average monthly income, may affect their satisfaction with private delivery services in Mueang Rayong District, Rayong Province. (2) Variations in the service marketing mix (7P's) may impact customer satisfaction with private delivery services in Mueang Rayong District, Rayong Province. (3) Differences in service quality factors may influence customer satisfaction with Flash Express's delivery services in Mueang Rayong District, Rayong Province.

8. Recommendations

8.1 Recommendations for Applying the Research Findings

1. The company should prioritize employee communication skills by improving multiple communication channels, enhancing coordination methods, and providing printed materials to ensure comprehensive information dissemination to customers. These factors will help enhance customer satisfaction effectively.

2. The company should emphasize timeliness by ensuring that deliveries reach their destinations on schedule. Employees should provide fast and efficient service, effectively communicate with customers regarding shipping services, and ensure proper safety measures to prevent damage to parcels.

8.2 Recommendations for Future Research

1. Future studies should explore other factors that may improve Flash Express's delivery efficiency, such as information technology systems, personnel, and marketing mix elements. The research should focus on gaining a deeper understanding of customer needs to enhance service quality.

2. Further qualitative research is recommended, as customer satisfaction studies may involve certain subjective factors that cannot be fully measured using quantitative research techniques. Additionally, customer satisfaction is dynamic and influenced by time, business environments, market trends, competition, and various other external factors.

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