

APPROACH TO INCREASE SERVICE QUALITY OF IMPORT CONTAINERS SHIPPING BY USING BARGE VESSEL OF SAHATHAI TERMINAL.

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ABSTRACT

This research aims to study operation procedure and approach to increase service quality of import containers shipping by using barge vessel of sahathai terminal. By using a questionnaire with users of the container carrier of 11 sample and interviews with ship operation stevedore department and container yard department of 11 sample. By Item-objective congruence index (IOC) form expert 3 people. Is equal to 0.80. Statistics used to analyze data are frequency, percentage, mean and standard deviation.

The research found that procedures for transporting containers, importing goods using the barge boat. There are a total of 6 steps. as follows 1. The shipping line notifies the schedule of the ship to arrive in 3-4 days in advance. 2. The ship operations department will take the data estimate time arrival (eta) to calculate the water level on the day of the boat entering. 3. The cargo handling department prepares the general stowage plan. 4. Moving containers from the cargo ship. 5. Consignee bring the container truck to the port of the company to pick up containers. 6. The container truck is moved from the port.

Approach to increase service quality of import containers shipping by using barge vessel of sahathai terminal as follows 1. Training staff should be organized in the port to have knowledge and understanding of the duties and responsibilities of the equipment and training in using the equipment in the port 2. There should be a time when each ship will be clearly docked, allowing each ship to be able to plan the navigation by a slight error. 3. Should plan the delivery of containers by preparing a tow truck and the boat is enough to transport 4. The general stowage plan should be prepared in advance in order to speed up the loading of the container quickly. and 5. Should establish a clear traffic route for the port and expand the warehouse to accommodate a large number of products.

Keywords: Service Quality, Transportation, Containers, Sahathai Terminal

INTRODUCTION

The coastal boat is a ship that transports goods between various port cities within Thailand. In 2014, there were a total of 60,822 boats. in and out of Laem Chabang Port the most being 11,979 vessels, followed by Samut Prakan Port and the Map Ta Phut Port, number 6,436, 5,173 vessels respectively.

own barge, but mainly uses charter to provide services. and reinforced by purchasing container shipping space (Slot) with barge vessel sometimes. which without a good boat rental plan will result in not having enough boats to service since often the container freight volume from laem chabang to the sahathai terminal port is greater than the volume of container shipments departing from the sahathai terminal to laem chabang (sahathai terminal, 2019) It was also found that the container did not catch up with the container loading schedule of the mother vessel at laem chabang port. due to the port sahathai terminal loading containers into the barge vessel delayed the cause is that the document on container transportation is incomplete such as Booking Confirmation , Packing List , VGM (Verified Mass Mass) , CY (Container Yard) even insufficient container handling equipment. these things result in lower customer satisfaction because they are unable to meet their needs. (anchalee hiranphaet, 2016)

the researcher saw the said problem and was interested in studying for Approach to Increase Service Quality of Import Containers Shipping by Using Barge Vessel of Sahathai Terminal.

RESEARCH OBJECTIVE

1. to study the operational procedures for the transportation of imported containers using the barge of the sahathai terminal.
2. To find the approach to increase service quality of import containers shipping by using barge vessel of sahathai terminal.

LITERATURE & THEORY

Researcher review relevant theories and literatures to adapt conceptual frameworks and create instrumentation research by classified concepts and theories as below;

| Author | Subject | Tool | variables used in the study |
|---------------------------|---|---|--|
| Sukuma Partep 2014 | The Development Service of the Singtarual Phatthalung Logistic. | study and research from documents, journals, textbooks and related research then collected and improved to be suitable for this research by questionnaire | independent variables 1. freight service dependent variables 1. workplace 2. the front of the work 3. working with colleagues 4. services 5. job satisfaction |
| Sasiwimol Sukabod 1996 | Containerization at Songkhla Port | the tools used in this research were questionnaire and interview forms | independent variables 1. import 2. export procedures dependent variables 1. harbor service 2. type of vessel carrying goods |

| | | | |
|--------------------------------|--|--|--|
| | | | 3. customs clearance 4. product handling equipment |
| Krongkwhan Chinrungrud 2006 | factors affecting the decision to transport containers by container boat | to survey data, use questionnaires closed-ended questions and open-ended questions | independent variables 1. factors affecting the decision to transport containers by container boat dependent variables 1. price 2. quality and process 3. customer relations 4. image of the conveyor port company 5. time |
| Sumalee Sukdanon 2003 | The Study of Dynamic Potential of Thai Ports | primary and secondary data collection data collection of port field in thailand | independent variables 1. transportation process 2. import and export dependent variables 1. expansion of exports 2. exchange rate 3. container volume 4. facilities 5. wharf measures |

RESEARCH METHODOLOGY

Population

are 11 personnel involved in the work of cargo transportation within the sahat Thai terminal and 12 companies using the service of the sahat Thai terminal (sahathai terminal, 2019)

Research Instruments

interview interview for the process of transporting imported containers using barge from sahat Thai terminal which is divided into 2 parts, which are part 1 procedures for the transport of imported containers using barge vessels of sahat Thai terminal and part 2, the quality of container freight services by using barge barge of sahat Thai terminal by interviewing 11 port personnel

and interview forms and questionnaires to improve the quality of container shipping services by importing barges from sahat Thai terminal. by interviewing 11 port personnel and 12 companies using the service

Gathering Information Methodology

This research, researcher gathered information as follow.

Step 1 Requested the letter of cooperation to response the questionnaire to executives of Sahathai Terminal

Step 2 Go to the area to interview the harbor staff and users.

Step 3 Checked the แบบสัมภาษณ์ are completed.

Step 4 Classified of data to analyze in next process.

Analysis Information

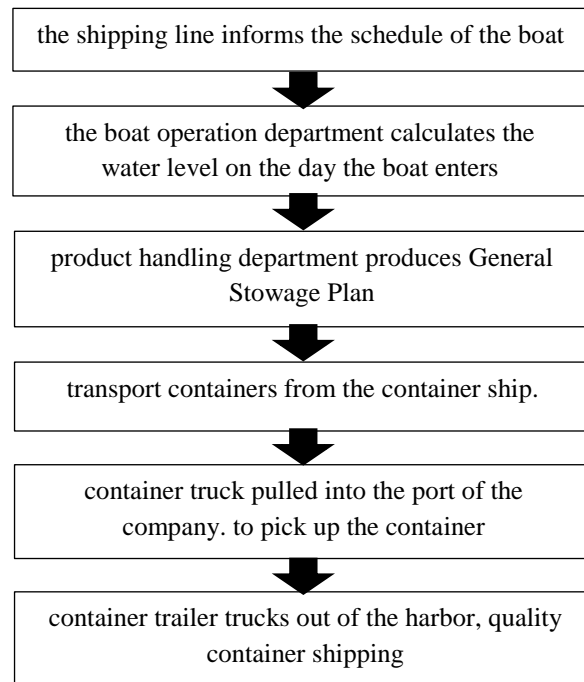
the students used the information from the interview. come to perform an integrity check and perform data analysis

1) An analysis of export procedures for various containers of sahat Thai terminal

2) the analysis of the quality of container freight services by using the barge of the sahat Thai terminal to analyze the data by using the frequency distribution, percentage, mean and standard deviation.

RESEARCH RESULT

1. the results of the study of the procedure for the transportation of imported containers by using barge from saathai terminal found that



the procedures for the transportation of imported containers using the barge of the saathai terminal are as follows: 1. the shipping line announces the arrival and departure dates 3-4 days in advance. 2. the ship operations department will bring the data Estimate Time Arrival : ETA calculate water level on the day the boat entered 3. Product handling department produces General Stowage Plan 4. Transport containers from the container ship. 5. Consignee bring the container truck to the company port. to pick up the container 6. container trailer trucks out of the harbor, quality container shipping

2. the results of the analysis of the quality of container freight services using the barge of the saathai terminal port found that

in terms of personal, the overall satisfaction level was at a low level. with an average score between 2.09 - 2.27, which can be sorted by average from highest to lowest as follows

1 knowledgeable ($\bar{x} = 2.27$, S.D = 0.65)

2 problem analysis and problem resolution ($\bar{x} = 2.18$, S.D = 0.75)

3 aspects of using polite verbs ($\bar{x} = 2.09$, S.D = 1.04)

export there is a low level of overall satisfaction. with an average score between 1.91 - 2.27 which can be sorted by average from highest to lowest as follow

1 transportation process ($\bar{x} = 2.19$)

2 import and export ($\bar{x} = 2.09$)

3 transportation services ($\bar{x} = 1.91$)

in terms of duration, the overall satisfaction level was at a medium level. there is an average score between 3.08 - 3.42 which can be sorted by average from highest to lowest as follows

1 waiting time before receiving service ($\bar{x} = 3.42$)

2 the procedure for providing the service is appropriate ($\bar{x} = 3.25$)

3 service period ($\bar{x} = 3.08$)

security the overall satisfaction level is at a medium level. with an average score between 2.73 - 3.18 which can be sorted by average from highest to lowest as follows

1 transportation safety (\bar{x} =3.18)

2 product safety (\bar{x} =2.73)

in terms of distance, the overall satisfaction level was at a medium level. there is an average score between 3.00 - 3.17 which can be sorted by average from highest to lowest as follows

1 the convenience of transportation routes (\bar{x} =3.17)

2 transport routes (\bar{x} =3.00)

operational the overall level of operational satisfaction was at a medium level. with an average score between 2.91 - 3.64 which can be arranged in 3 order, the average scores from highest to lowest as follows

1 the operation is clear (\bar{x} =3.64)

2 there is cooperation in the performance of duties (\bar{x} =3.36)

3 perform the operations appropriately (\bar{x} =2.91)

DISCUSSION

from this research, it is found that the container transportation process using barge from sahatthai port is a problem in the container transportation process, this may be due to the personnel factors of the port and the container handling equipment. there is not yet a clear system, resulting in work delay for employees. waste of time in looking up various documents. therefore should arrange the work place to be more proportionate and systematic for ease of work and should improve the workplace to be cleaner, more livable. Boonyarat kadtong (2013) said that environmental factors at work there is a relationship with the job performance motivation of the office officials. feb. the work place, both inside and outside, looks clean, beautiful, well ventilated. stimulates the happiness at work. and also dividing the area into proportions enough to store documents and various items, making it convenient to operate

CONCLUSION AND RECOMMENDATIONS

guidelines for increasing the quality of container transportation services by using the barge of the sahatthai terminal, divided into 6 sides

1) in terms of personnel, there are training for staff in the port to have knowledge and understanding in the responsible department and have training to use equipment in the port expertly.

2) export transport process by arranging transportation planning, preparing equipment for container loading and unloading for speed of container transportation.

3) in terms of timing, there is a higher level of readiness in servicing customers, such as follow up on customers who have served impress the customers and the steps should have more systems

4) safety the container that holds the goods is stronger, makes the products safer and the shipping vessels have more safety systems.

5) in terms of distance, use the new gps system to find the route that saves the most time

6) operations employees in each department work together. perform duties according to his / her own lines and become more systematic.

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