

THE COMPARATIVE STUDY OF CUSTOMER EXPECTATION AND PERCEPTION TOWARD SERVICE QUALITY OF NATIONAL SINGLE WINDOW SYSTEM OF LOGISTICS MANAGEMENT IN EXCISE DEPARTMENT.

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ABSTRACT

The objective of this research was to study the expectation and perception of service quality in order to determine the satisfaction of using the service and factors that affect the satisfaction of using the service through the National Single Window system. This research was quantitative. Questionnaires were used as a research tool to collect data. Data was collected from 100 users of the National Single Window system of the Excise Department.

From the research, it revealed that the sample generally had the highest level of expectation of service quality through the National Single Window system of the Excise Department. When considering each factor, it was found that there was the highest expectation in reliability and speed of response. In terms of perception, the sample perceived service quality at the highest level. When considering each factor, it was discovered that the perception of service quality was highest in reliability and speed of response. In terms of satisfaction from using the National Single Window system of the Excise Department measured using the principle of satisfaction; it was found that the sample generally was not satisfied with the service. When considering each factor, it was discovered that the sample had the most dissatisfaction in emotional awareness of service users, followed by reliability. In contrast, the sample had the most satisfaction in trust and speed of response.

Keyword: Service Quality, National Single Window, Expectation, satisfaction

INTRODUCTION

National Single Window (NSW) system is a system for linking government and business information services (G2G, G2B and B2B) to import - export, logistics and supports data linking between ASEAN member countries and countries in other regions. The system provides automatic and semi-automatic parallel with the reform process in which the process of service delivery and simplify paperwork.

The customs department is the main establishment of the National Single Window (NSW) by allowing import-export agencies to cooperate in driving the National Single Window to achieve its goals. The Excise department is one department that deals with import-export which has established a system development project Back-end-integration. In order to be linked to the National Single Windows system of the Customs department. There are many service problems and obstacles, such as the lack of confidence in the issuance of

licenses / certificates in electronic form that have legal effect. In addition, the single form is used between domestic and foreign agencies.

Therefore, the study of service quality through the National Single Window System for the Excise department's logistics management in order to provide expectations and perceptions of service quality through the National Single Window System in the Excise department's logistics management. It also can provide guideline for improving the service quality of the Excise department and related agencies through the National Single Window system to be more efficient, according to the clients' expectations and suitable for clients in each group.

RESEARCH OBJECTIVE

1. To study the expectations and the perception of service quality through the National Single Window System in the Excise Department's Logistics Management.

2. To study the satisfaction of using the National Single Window System in the Excise Department's Logistics Management.

3. To study the factors that affect the satisfaction of using the National Single Window system in the Excise Department's Logistics Management.

Hypothesis

1. The users of the National Single Window System of the Excise Department who have different personal factors, so the satisfaction on the service received through the National Single Window system for the Excise Department's Logistics Management is different.

2. The users of the National Single Window System of the Excise Department who have behavior of using the National Single Window system of the Excise department different, so the satisfaction on the service received through the National Single Window system for the Excise Department's Logistics Management is different.

Expected Benefits

1. The expectations and the perceived service quality through the National Single Window System in the Excise Department's logistics management to provide guideline to the Excise Department for improving service quality through the National Single Window System in the Excise Department's logistics management according with the client's expectations.

2. The service user satisfaction through the National Single Window system in the Excise Department's logistics management to be the guideline for service quality improving of the Excise Department through the National Single Window system to be more efficient and create greater satisfaction for users.

3. The factors that affect the service user satisfaction through the National Single Window System in Excise Department's Logistics Management to provide guideline to service quality improvement of the Excise Department through the National Single Window system to suit each client in each group.

Concepts, theories and literature reviews

The meaning of service quality, Parasuraman, Seth Helm and Barry (Parasuraman, Zeithaml & Berry, 1985, p. 42) said that service quality is customer perception, which customers evaluate service quality by comparing needs, expect and actually service received. By evaluating the service quality of the customer that is more difficult than evaluating the product quality Service quality perception is the result of comparison of customer

expectations with actual service. The quality assessed is not the only evaluation of the service but is an assessment that includes the process of receiving services.

Expectations meaning

Oxford advanced learner's dictionary (2000) defined of expectation into belief that is the thought of the person who foresaw to something that should be or should happen.

Phichayakorn Katsakul (2002) has given meaning that expectations mean needs, feelings or thoughts. That the discretion of the person who anticipates what should be, should be, or should happen in good things that correct, depending on the experience of the individual. It can be concluded that expectation means thoughts, feelings.

Definition of awareness

Antioned & Van Raaij, (1998) explained that perceptions are the beliefs of customers when considering the services they have received and received from past customer experiences. Thus people will have different perceptions, depending on the experience and individual circumstances.

Shifman and Kanuk (1994: 162) said that perception Is a process which individuals choose Organize and interpret stimuli into meaningful images that form a whole, in which two people receive the same stimulus and under the same conditions. It will influence the choice, knowing the interpretation of the individual depending on the needs (Needs) Values and expectation. These variables are related to the cognitive process of a person in which Morison.

RESEARCH MEDTHOD

This research model is survey research. Sample Size. The National Single Window System's user at the Excise Department is samples. In which the sample was calculated by using Taro Yamane method with 90% confidence level (Kalaya Wanichbancha. 2007, page 28). The questionnaire is tool for collecting data, which designed by studying the objectives and conception framework as well as from relevant research papers of others. The questionnaire is divided into 4 parts as follows

Part 1 questions regarding personal factors of respondents, which is a closed-end question.

Part 2 questions about the behavior of service using through the National Single Window System in the Excise Department's logistics management. The questionnaire is a closed ended question by asking on services type made through the National Single Window system.

Part 3 questions about the recipient's expectations for the National Single Window System in the Excise Department's logistics management.

Part 4 questions regarding service quality perception through the National Single Window System in the Excise Department's logistics management.

Statistics used in data analysis by using software packages in data processing. The statistics used in data analysis as follows

1. The confidence value calculated from Cronbach's Coefficient Alpha (Suwari Tri Phokhaphirom, 1997, page 113).

2. Descriptive statistics is research analysis to study the respondent's personal factors, the service using behavior via the National Single Window System in the Excise Department's logistics management and client's expectations and perceptions for the National Single Window System in the Excise department's logistics management. To analysis statistics as percentage, mean and Standard Deviation, inferential statistics, T-test, F-test (One-way Analysis of Variance ANOVA).

RESEARCH RESULTS

This research aims to study the service quality's expectations and perceptions through the National Single Window System at the Excise department's logistics management. In order to know the satisfaction of using the National Single Window system at the Excise department's logistics management as well as to study the factors that affect the satisfaction. This research is a survey research with quantitative research. Questionnaire is used for collecting data and collecting 100 users for the National Single Window System at the Excise department's logistics management, with the results as follows

Results of the respondent's personal factors

The results showed the National Single Window system's users at the Excise department's logistics management that most respondents are female, 69.00% and male 31.00%.

Regarding the age, it is found that most respondents are 31-40 years old, 72.00% then less than 30 years old is 18.00%, and 41-50 years old is 8%, respectively. The least is up to 51 years old, 2.00%.

As for the respondent's status, it is found that most respondents are single about 54.00% then marital status is 44.00% and the least is divorced / separated status with representing 2.00%, respectively.

Education level factor found that most respondents have a bachelor's degree or equivalent, 56.00% then undergraduate and higher education than a bachelor's degree are in equal, which is 22.00%, respectively.

Regarding job positions of respondents, it is found that most respondents are employees / officers, which is 79.00% and 21.00% of respondent are supervisor / department manager.

Regarding the average monthly income of respondents, it is found that most respondents earn an average monthly income about 15,001 - 35,000 baht or 68.00%, less than 15,000 baht and up to 55,001 baht are equal, which is 11.00% and the least is an average monthly income about 35,001 - 55,000 baht or 10.00%, respectively.

Considering on respondent's work experience, it is found that most of the respondents have work experience about 1-5 years, less than 1 year, 6-10 years and the least is more than 11 years, which is represented 52.00%, 25%, 19% and 4.00%, respectively.

Regarding the type of business, it is found that the majority of respondents worked in the liquor importing companies, the import-export type of tobacco and the import-export type of cards, which is about 57.00%, 34.00% and 9.00%, respectively.

The company size category, it is found that most of respondents worked in limited company, the public company, limited partnership/ ordinary juristic person and owner business, which is presented 41%, 30%, 21% and 8%, respectively.

Business size (number of employees / employees) found that most of respondents worked in the company with 201-300 employees, representing 32.00% then 51-100 employees, which is 27%, 101-200 employees is about 23.00%, up to 301 employees, 13.00% and less than 50 employees, which is 5%, respectively.

The results of service usage behavior through the National Single Window system

Regarding the types of services through the National Single Window system, most of the respondents or about 57% use the National Single Window system to request a license to import liquor, importing and exporting tobacco is about 34.00% and the least is used to import, export-export license, 9.00%, respectively.

The frequency of using the service through the National Single Window System of the Excise Department, found that most of the respondents use the National Single Window system for 11-20 times per month, 43.00%, more than 20 times per month or 31.00%, 5-10 times per month, 18.00% and less than 5 times per month, 8.00%, respectively.

Regarding word of mouth communication for the benefits of using the service through the National Single Window System at the Excise Department, it is found that most of the respondents have received word of mouth communication on the advantages of using, which is 77.00% and for benefits of using is 23.00%.

As for the forms of advertising and public relations regarding the service information through the Excise Department's National Single Window system, it is found that the majority of the respondents are aware of the service information through the Excise Department's National Single Window system from websites of other agencies about 35.00% then 28% respondents who perceived from the Excise Department's website, from the Excise Department's officials, which is 25.00% and from other sources, 12.00%, respectively.

The results of the expectations of the NSW service recipients of the Excise Department

The result found that the respondents have expectations of service quality for the National Single Window System of the Excise Department. The overall expectation of service quality is at the highest level of expectation ($\bar{x} = 4.23$, $SD. = 0.55$). When considering in each aspect, it is found that the respondent has the service quality's expectation in term of reliability at the highest level ($\bar{x} = 4.43$, $SD. = 0.56$), quick response ($\bar{x} = 4.31$, $SD. = 0.54$), physical characteristics ($\bar{x} = 4.16$, $SD. = 0.53$), access to the user's minds ($\bar{x} = 4.14$, $SD. = 0.57$) and the confidence ($\bar{x} = 4.09$, $SD. = 0.54$), respectively.

Service quality recognition through the Excise Department of NSW

From this study found that the respondents perceived service quality through the National Single Window system of the Excise Department. In overall, service quality is perceived at a high level ($\bar{x} = 4.17$, $SD. = 0.60$). When considering in each aspect, it is found that the respondents perceived service quality in term of reliability has the highest level ($\bar{x} = 4.35$, $SD. = 0.63$), quick response ($\bar{x} = 4.35$, $SD. = 0.56$) then the respondents have a high level on perceived service quality in term of confidence ($\bar{x} = 4.19$, $SD. = 0.57$), in terms of physical characteristics ($\bar{x} = 4.10$, $SD. = 0.61$) and access to the users' s minds ($\bar{x} = 3.88$, $SD. = 0.63$), respectively.

Using NSW system of the Excise Department's satisfaction

The result showed that the respondents are dissatisfied with the service through the National Single Window system of the Excise Department. When considering each aspect, it is found that the aspect who the most dissatisfaction is the user's minds then reliability and physical characteristics, respectively. However, the respondents are most satisfaction on the trust and the quick response, respectively. Hypothesis test results.

Hypothesis test 1

The users of the National Single Window System of the Excise Department who have different personal factors, so the satisfaction on the service received through the National Single Window system for the Excise Department's Logistics Management is different. Therefore, is a study on the relationship between the user's personal factors and the satisfaction on service received in which the personal factors are classified by gender, age, education level, job position and work experience and satisfaction is classified in term of

physical, reliability, quick response, trust and the user's minds. One-Way anova analysis (F-test) and t-test statistics are used for analyzing hypotheses test.

H₀: The users of the National Single Window System of the Excise Department who have different personal factors, so the satisfaction on the service received through the National Single Window system for the Excise Department's Logistics Management is not different.

H₁: The users of the National Single Window System of the Excise Department who have different personal factors, so the satisfaction on the service received through the National Single Window system for the Excise Department's Logistics Management is different.

The significance level is 95% confidence level or α is 0.05 and compare with the Sig value of each factor. If the value of Sig. is greater than α , it will accept H₀, that users of the National Single Window system of the Excise Department who have different personal factors, so the satisfaction on service provided through the National Single Window System in the Excise Department's logistics management is not different. On the other hand, if the Sig. value is less than α , it will accept H₁, indicating that users of the National Single Window system of the Excise Department who have different personal factors, so the satisfaction on service received the National Single Window system for the logistics management of the Excise Department is different.

Hypothesis test 2

The users of the National Single Window system of the Excise Department who have behavior of using the National Single Window system of the Excise Department, so the satisfaction on service received through the National Single Window system in the Excise Department's logistics management is different. Therefore, this study on the relationship between the user's behavior and service received satisfaction in which user's behavior is classified into services used, frequency of using, word of mouth communication about the benefits of using and the public relations advertisements. One-Way anova analysis (F-test) and t-test are used for analyzing hypotheses test.

H₀: The users of the National Single Window system of the Excise Department who have behavior of using the National Single Window system of the Excise Department, so the satisfaction on service received through the National Single Window system in the Excise Department's logistics management is not different.

H₁: The users of the National Single Window system of the Excise Department who have behavior of using the National Single Window system of the Excise Department, so the satisfaction on service received through the National Single Window system in the Excise Department's logistics management is different.

The significance level is 95% confidence level of 95% or α is 0.05 and compare with the Sig. value of each factor. If the value of Sig. is greater than α , it will accept H₀, indicating that users of the National Single Window system of the Excise Department who has different behavior of using the National Single Window system of the Excise Department, so the service receive satisfaction through the National Single Window System in the Excise Department's logistics management is not different. On the other side, if the Sig. value is less than α , it will accept H₁, indicating that users of the National Single Window system of the Excise Department who has different behavior of using the National Single Window system of the Excise Department, so the service receive satisfaction through the National Single Window system at the Excise Department's logistics management is different.

SUMMARY DISCUSSION

This research aims to study the service quality's expectations and perceptions through the National Single Window System at the Excise Department's logistics management. In order to recognize the user's satisfaction as well as to study the factors that affect the user's satisfaction of the National Single Window System in the Excise Department's logistics management. The results of the study can be summarized as follows.

1. According to studied on personal factors, it found that the users of the National Single Window System at the Excise Department, who are the respondents, are mostly female, 31-40 years, single, have a bachelor's degree and they are employees / officers with average monthly income is 15,001 - 35,000 baht. They have 1-5 years of work experience, work in the import liquor business, which is limited company and has 201 - 300 employees.

2. Considering to the usage behavior for the service through the National Single Window system, it is found that most of the respondents use the National Single Window system to request for a license to import liquor with 11-20 times per month and have been using the National Single Window system for 4 - 7 years. Most of them have been word-of-mouth communication about the advantages of using and the service information mainly from websites of other agencies.

3. Regarding to the expectations, it found that the respondents have highest level on the service quality's expectations to the National Single Window System of the Excise Department. When considered in each aspect, it is found that the most expectations are reliability, quick response. They have high expectations in terms of physical features, the user's minds, and confidence and trust, respectively.

4. For service quality through the National Single Window System of the Excise Department found that the respondents have high perceived service quality. When considered in each aspect, it is found that the service quality is perceived the most in terms of reliability and quick response. There is a high perceived service quality in terms of trust, Physical and the user's minds, respectively.

5. The satisfaction of the National Single Window System at Excise Department by using the principle of satisfaction measurement based on the concept of Parasuraman, Zeithaml & Berry (1989, p. 129) found that in the overall, there is not satisfaction on the service. When considering each aspect, it is found that most satisfied is access to the user's minds, reliability and physical characteristics, respectively. Trust and quick response are most satisfied.

6. According to hypothesis test 1, it can be concluded that the respondent has different in personal factors (sex, age and job position). So, the satisfaction of the service provided through the National Single Window System in the Excise Department's logistic management is different. In terms of physical characteristics and personal factors in education level are different. So, the satisfaction of the service provided is different in overall and the quick response. In terms of trust and the access to the user's minds with statistical significance at 95% confidence.

For the hypothesis test 2, it can be concluded that different in frequency of use through the National Single Window system. The satisfaction of the National Single Window System in the Excise Department's logistics management is different in the quick response. The respondent has different experiences in using the service, the satisfaction on received the National Single Window System for Logistics Management of the Excise Department is different in quick response and confidence and trust. The respondents received word of mouth communication about the advantages of using the service is different, the satisfaction on received the National Single Window System for Logistics Management of the Excise Department is different in quick response. The respondent has different types of public

relations advertisements which provide information regarding the services provided through the National Single Window system, the satisfaction on received service is different in overall in terms of physical characteristics, reliability, quick response and confidence and trust with statistical significance at 95% confidence.

The discussion issue as follows

1. The respondents have highest on service quality's expectations through the National Single Window System of the Excise Department. When considered in each aspect, it is found that the most expectations are reliability, quick response. In term of physical features and access to the user's minds are high expectations for the perceived service quality. In general, service quality is perceived at a high level. When considered in each aspect, it found that the service quality is the highest perceived in terms of reliability quick response. There is a high perceived service quality in terms of trust, physical and the access to the user's minds, respectively. There is consistent with the study of Pavida Damrong Atipa (2006), which found that the expectations and perceptions levels on service user towards the services quality in True stores Counter service, which is high expectation. The study of Narong Thongpho (2009)

2. The results of the satisfaction survey from the Excise Department of the National Single Window System found that in the overall, there is not satisfaction on the service Consistent with the study of Indira Chantararat (2009) showed that the average service quality as perceived by clients is lower than the average service quality as expected. The customer is not satisfied on service quality. When considering each aspect, it found that the respondent is most satisfied in access to the user's minds. The users give their opinion that the service provider is not enough to pay attention to the clients individually. This is consistent with the information from the Excise Department (2016) presented that the service providers are not enough for the number of transactions carried out through the Excise Department's National Single Window system, which has the tendency of increasing transactions through the National Single Window system. According to reliability, found that using the National Single Window service of the Excise Department are still errors during the service in various steps. For physical factors, found that the website's layout is complex and difficult to understand, which is consistent with the information of the Excise Department (2016). Therefore, it is necessary to develop a system to provide full service through the National Single Window.

SUGGESTIONS

1. In the overall, there is higher service quality's expectation than the recognition of service quality's recognition through the National Single Window System in the Excise Department's logistics management. It can explain that the National Single Window System in the Excise Department's logistics management has not created a satisfactory for users as it should be. Therefore, in order to increase the service efficiency through the National Single Window System in the Excise Department's logistics management, the Excise Department should pay attention to service improvements.

Further studies

1. For the next study should expand the area of study to cover more regions in order to get a comprehensive and accurate study result which can be utilized in the Excise Department's National Single Window system development in the whole country.

2. Further studies should be conducted in conjunction with other agencies that have a National Single Window service model to obtain an overall study result that can be utilized to improve the National Single Window service system at the national level.

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