

# DECISION-MAKING BEHAVIOR, BRAND IMAGE, AND QUALITY AFFECTING RECURRING SERVICE OF TRANSPORT COMPANY

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## ABSTRACT

Abstract— The research objectives are (1) to study the personal characteristics of the service users and 2) to study the behavioral factors of using the service received quality and the brand image affecting the repurchase intention on service and comparison ABC Company Limited in Bangkok. The sample group use in the research is 400 users of ABC Company Limited in Bangkok. The research tool is a questionnaire. The statistics use to analyze the data are frequency, percentage, mean, standard deviation and multiple regression analysis tests.

The results show that males are the most samples with the ages between 20-29 years old, mostly about 227 samples are bachelor's degree and an average monthly income is 5001- 10000 baht. The using service frequency is about 1-5 times during 11.31-14.30 with the service cost is 101-500 baht. Factors affect the decision to repurchase intention on service of ABC Company Limited's is brand image, trust (B=0.459), experience (B=0.288) and reliability (B=0.123). Moreover, Quality received in terms of customer response (B=0.334). In terms of providing fast and timely service (B=0.272) and customer confidence (B=0.229).

Keywords— consumer behavior, quality, image, decision, service, repeat use of the service, freight forwarding company, service user, satisfaction

## INTRODUCTION

Logistics business plays an important role in the national economy. Because it is an activity that supports trade and service businesses in all sectors of all industries. From the purchase of raw materials or products to the final production process, to achieve maximum benefits, regardless of quality. Cost and time must be consistent and develop in the same direction.

Land transportation and express business increased significantly (3666 new enterprises, up%) Compared with the previous year, 34.68%). In the sub-business category, more than half (51.2%) are "transportation and handling business". The growth rate was 26.4%, followed by "road transportation business", including package transportation, furniture transportation and dry goods transportation. (13.9%) increased by 25.8% 201.1 It is expected that in the past two years, there will be factors of keeping distance, which will reduce people's movement. And promote the movement of the entire product chain, as can be seen from the increase of land transportation business. Mainly business-to-business (B2B) and postal and parcel delivery. Business-to-customer (B2C) and the last mile Delivery) has significant proportion and growth (Office of Trade Policy and Strategic Planning, 2022)

More and more domestic express companies are competitive in terms of price, speed and service quality. In order to compete for market share, each transportation company will release various forms of strategies as selling points and present them to online merchants. (Kamolmal Chaenglom, 2020)

ABC Co., Ltd. is a express company. Our goal is to provide services to meet the needs of domestic and foreign enterprises and provide effective basic services. Therefore, the communication speed is faster. Therefore, the quality and efficiency obtained when using consumer services In 2021, due to e-commerce business, Thailand's transportation and logistics business will continue to grow and compete. Therefore, people in every region choose to transport goods with various transportation service providers. For ABC Limited, there are a large number of packages and letters. Due to price competition, more than 2.4 billion different types of postcards are still satisfactory. With the increase of the number of service providers, market share and communication have shifted from image evaluation to digital channels. In 2021, a nationwide survey was conducted on samples,

including customers and other transport users who use the service, and it was found that customers and the public trust the company. ABC Co., Ltd. 92.5% (Nichapat Buakaw, 2018)

The purpose of this study is to understand the decision-making behavior and service quality that affect the return service of freight companies. ABC Co., Ltd. Some consumers may lack confidence in service, package safety and quality and brand image. Because this is a private transportation service, researchers are interested in studying decision-making behavior and image. And affect the quality of the service return of the freight company to ensure the transportation of the people who use the service.

### **Objectives of the research**

1. To study the personal characteristics of transportation service users of ABC Co., Ltd. in Bangkok.
2. To study the behavioral factors, quality and brand image that affect the reuse of services of ABC Co., Ltd. In Bangkok.

## **LITERATURE REVIEWS**

### **1. Service behavior**

Service behavior is defined by the definition of consumer behavior. According to Kotler's (1999), marketing management defines consumer behavior as: Behavior of individuals directly involved in the procurement of goods and services, including decision-making processes. and personal behavior related to the purchase and use of goods, research, consumer behavior, or use of services This is a study method. Everyone decides to spend their time, personnel, and other resources on consuming goods.

Satisfaction means that a person has expectations for something. If the expectations are high and the response is good, satisfaction will be generated. Everyone has different characteristics of emotions in human psychology, which depends on everyone. On the other hand, when you are disappointed or don't get the expected response, you will have dissatisfaction. This depends on the expected quantity or quantity. This study is about service satisfaction. Therefore, Service satisfaction. This explains people's feelings and expectations of service. If the expectations are high and the response is good, the service will be very satisfactory. On the other hand, when you are disappointed or do not get the expected response, you will be dissatisfied with the service. This depends on the expected quantity or quantity.

### **2. Quality**

Quality means "The standard to measure something similar to it or the level of excellence of something" is the driving force for better competition. Separate overall satisfaction and profitability In addition to comparing service expectations and performance, it also evaluates service quality, results and service processes. Therefore, the service quality is appropriate between the expected service level and performance. In general, the efficiency and service of enterprises are called service quality. The service quality model was developed by Parasuraman, Zeithaml and Berry (1985) received global recognition (Singh, R. and Nika, A.S., 2020).

Kanchanasuda Pengphu (2018) defined the quality of service, that is, the professional knowledge and accuracy of the service. Gain the trust and trust of service providers by providing timely and fast services and complete service systems. According to the virus Supathanachaotipong (2019), we will provide the latest services to study the quality of service, that is, specific aspects. Service, trust, response to service providers, confidence in service recipients Ayudia Bank Co., Ltd By using the principle of Cochran formula to determine the sample, the error is 5%, and 400 samples are obtained. 1. Gender, age, education level, average monthly income and customers of different occupations. 2. Attitudes towards service, service quality and service satisfaction can jointly predict the percentage of repeated use of banking services 33%.

Kotler (2000, p.553), a marketing expert, says that image is the collective collection of thoughts, impressions, and beliefs that a person has about something. The attitudes and actions that people take have a lot to do with their image.

### **3. Brand image**

Brand image means the image of the company/product/service. positive for consumers to understand, recognize and be able to remember for a long time which consumers will be able to remember and recognize

Brand image can be obtained by using previous experiences to help. from perception, touch and narrative to the other person.

Anderson, Fornell&Lehmann (1994) mentioned that reuse refers to customers purchasing products or services from sellers or service providers. According to Zeithmal, Berry&Parasuraman (1996) Mention some responses from customers who intend to purchase or use the service again in the future. And individuals or intentions who want to buy or reuse services from past services. Customers can share the benefits or good experience of products or services with others (Cronin et) Al, 2000). In the first purchase decision, it is usually an indicator or a prediction of the next repeat purchase behavior (Helier, Gersen, Carl&Richard, 2003)

Adul Jaturongkul (1996, 48-52 hours) mentioned the process behavior of reusing services, which means seeing problems or realizing requirements. This is the beginning of the decision-making process. When a person feels the difference in consumer imagination, the decision-making process will occur. Compared with the reality, at a certain moment, we realize that the main source of the problem is the awakening of needs. Especially when the demand is related to the image of consumers, incentives are often targeted at goals or objectives. Potential buyers may be motivated by many factors, which are consistent with Wannaporn Klom (2020). Understand how service quality and image affect the decision to use Kerry Express private transport A closed questionnaire passed the validation of confidence in data collection. The research found that: Factors that affect the decision to use Kerry Express service of private transportation company include user brand image and function. Specificity of service quality, service and value This can jointly predict the decision of private transport company Kerry Express service in a statistical sense. 013.

#### **4. Repurchase**

Repurchase means that consumers obtain satisfaction from the experience of using services and get the attention of service providers. Including consumer loyalty to service (Taylor and Baker, 1994) Therefore, a positive attitude will lead users to use the service again in the future (Oliver, 1997) Kim et al. (2013) studied the factors of customers who re-use healthy restaurants. Four factors were found: restaurants make them healthy. Value, satisfaction and intention to use services, including customer consumption behavior. The behavioral characteristics are very complex. Before the customer makes a purchase decision, the customer must have a positive attitude and experimental experience. First, it includes external influences, such as the use of salespeople, discounts, gifts, pricing, and packaging. These factors will affect the purchase decision. The use of products or services and the satisfaction after the use of products or services until it is converted into a positive attitude towards products. (Ellenburger, 1972)

The decision-making process for purchasing goods and services is therefore important. Customers will come back to use the service to buy products and services again. Until having to go through these processes, such as customer satisfaction quality service products is impressed by customers Including having a good attitude towards the products and services will make customers come back to use the products and services again.

### **METHODS**

The target population in this research is 400 people who come to use the transportation service of ABC Co., Ltd. in Bangkok. The sample group in this research included decision-making behavior, image, and quality that affected the return to use the services of the freight forwarder, ABC Co., Ltd., which the researcher did not know the exact population. therefore selecting groups Sample using W.G. Cochran (1953) formula at 95% confidence level with  $\pm 5\%$  error. The sample size that must be collected is 385 people, but the researcher will collect data from 400 people for the convenience of analysis. Then, convenience sampling was performed.

This research study used a structured questionnaire. (Structure-Undisguised Questionnaire) which is a closed-ended questionnaire for collecting data and divided the questionnaire into 6 parts as follows:

Part 1 Questionnaire on personal factors of the respondents

Part 2 Questionnaire on factors related to behavior Service use as measured by service-related factors

Part 3 Brand image related factors questionnaire measured by brand image related factors

Part 4 Quality-related factors questionnaire measured by factors related to brand image Related to the received quality.

Part 5 questionnaire for decision to use the service repeatedly Questionnaire

part 2 - 5 is a questionnaire in the form of Rating Scale according to the Likert Scale method to choose 5 levels, i.e. most satisfaction. very satisfied moderate satisfaction little satisfaction The least satisfaction.

Part 6 the opinions about the satisfaction of the service quality that affects the return to use the service of the freight forwarder and the suggestion is an open-ended questionnaire (Opened Questionnaire).

#### Analysis and Interpretation

1. Data were analyzed using descriptive statistics. The individual characteristics of the sample were frequency distribution and percentage. and the level of quality factor obtained and the brand image that was decided to use the service. Displayed as an average and standard deviation.

2. Data analysis using inferential statistics used to test the hypothesis in research to show The relationship between the source variable and the dependent variable was used as follows: Multiple Regression Analysis to examine the influence between decision-making behavior, image, and quality that affected returning to the service of Freight forwarding companies in the province Bangkok.

## RESULTS

**Hypothesis 1** Quality received Affecting the company's decision to use the repeat service of ABC Co., Ltd. in Bangkok.

**Table 1** presents the obtained quality multiple correlation coefficients. In deciding to use the repeat service of ABC Co., Ltd.

customer response aspect (ABC)	Coefficients			
	B	Standard Error	t Stat	P-value
Intercept	0.702	0.123	5.727	<b>0.000*</b>
in giving confidence to customers	0.229	0.042	5.497	<b>0.000*</b>
Fast and timely service	0.272	0.046	5.902	<b>0.000*</b>
customer response aspect	0.334	0.042	8.008	<b>0.000*</b>

\* was statistically significant at the level 0.05

Multiple R	0.828
F	287.93
R Square	0.686
Adjusted R Square	0.684
Standard Error	0.246

From Table 1, the research findings showed that Overall, the relationship of quality received affects the decision to use the repeat service of ABC Co., Ltd. \* with a statistical significance level of 0.05 with a multiple correlation coefficient of 0.828 and can predict the equation of the analysis. equal to 68.6 percent

The research results can be concluded that customer response aspect (B=0.334,t=8.008,p-value=0.000)

The service is fast and timely. (B=0.272,t=5.902,p-value=0.000) and customer confidence (B=0.229, t=5.497, p-value=0.000) affecting the decision to use the Kerry Express service repeatedly. at the significance level of 0.05

The conclusion of the hypothesis test is the obtained quality. Affecting the decision to use the repeat service of ABC Company Limited by the variables of customer response, timely service, customer confidence, respectively, influencing the decision to use repeat service of ABC Company. Limited in Bangkok

**Table 2** shows a summary of the overall quality that has affected the decision to use the repeat service of ABC Company Limited.

received quality	customer response aspect
in giving confidence to customers	✓
Fast and timely service	✓
customer response aspect	✓

symbol ✓ is different symbol - is not different

From Table 2 it shows that received quality Responding to customers, providing fast and timely service, and giving confidence to customers. Affecting the decision to use the repeat service of ABC Co., Ltd.

**Hypothesis 2** Brand image Effects on decision to use repeat service of ABC Company Limited in Bangkok

**Table 3** presents multiple correlation coefficients of brand image in decision to use repeat service of ABC Company Limited.

customer response aspect	<i>Coefficients</i>			
	<i>B</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	0.556	0.116	4.801	<b>0.000*</b>
in creating a good memory experience	0.288	0.045	6.437	<b>0.000*</b>
On giving confidence to customers	0.459	0.042	10.888	<b>0.000*</b>
Reliability	0.123	0.043	2.885	<b>0.004*</b>

\* was statistically significant at the level 0.05

Multiple R	0.855
F	358.2
R Square	0.731
Adjusted R Square	0.729
Standard Error	0.227

From Table 3, the research findings showed that Overall, the relationship of the brand image affects the decision to use the repeat service of ABC Co., Ltd. \* with a statistical significance level of 0.05 with a multiplicative correlation coefficient of 0.855 and can predict the equation of the analysis equal to 72.9 percent . The research results can be concluded that The aspect of trusting customers (B=0.459,t=10.888,p-value=0.000). (B=0.288,t=6.439,p-value=0.000) and reliability (B=0.123,t=2.885,p-value=0.004) affecting the decision to use the repeat service of ABC Company Limited at the significance level of 0.05.

The conclusion of the hypothesis test is brand image. Affecting the decision to use repeat service of ABC Co., Ltd. The variables of customer trust, creating a good memory experience, and trust, respectively, influenced the decision to use repeat service of ABC Company. Limited in Bangkok

Table 4 shows a summary of the overall image of the brand. Affecting the decision to use the repeat service of ABC Co., Ltd. in Bangkok.

Brand image	customer response aspect
in creating a good memory experience	✓
On giving confidence to customers	✓
Reliability	✓

symbol ✓ is different symbol - is not differ

From Table 4 it shows that brand image Trust, trust, confidence in customers, creating a good memory experience Affecting the decision to use the repeat service of ABC Co., Ltd.

## CONCLUSION AND FUTURE WORK

### Conclusion

The results of the study on decision-making behavior, image and quality affected the return to use the service of the freight forwarder ABC Co., Ltd. in Bangkok. Most of the subjects were male. Be between 20-29 years of age with a bachelor's degree Most of them are 227 students, with an average monthly income of 5001-10000 baht. The frequency of using the service is 1-5 times during 11.31-14.30. The cost of using the service is 101-500 baht.

Factors affecting the decision to use the repeat service of ABC Co., Ltd. Quality factors received customer response aspect Fast and timely service and confidence in customers It was found that service users decided to use the service of ABC Co., Ltd., which was consistent with Warassiya Suphatanachotipong (2019) to study the quality of the service, namely, the concreteness of the service, the credibility aspect. Response to service providers The aspect of giving confidence to the service recipients and the aspect of knowing and understanding the customers. which affects the willingness to use banking services repeatedly of Bank of Ayudhya Public Company Limited customers. 1. Customers who come to use the service with gender, age, education level average monthly income and different professions Repeated use of banking services was not different. 2. Service attitude service quality service satisfaction Able to jointly return to use banking services again at 33 percent. In line with Chitrawee Thongtao (2019) has studied demographic characteristics Service use behavior of Thailand Post Company Limited, Seacon Bang Khae Branch And satisfaction in using the service of Thailand Post Company Limited found that the service users are satisfied with the service. Overall, it was at a high level. most satisfied is the service price Followed by the service process. and have the least satisfaction is the physical aspect.

Factors affecting the decision to use the repeat service of ABC Co., Ltd. Brand image factor The aspect of trusting customers experience building good memory and reliability It was found that users decided to use ABC Company Limited's repeat service, which was in line with the research of Yathinee Luengsuptawee (2017) who studied the quality of service and the image that affected the service. Decided to use the private transportation service Kerry Express in the city district. Chachoengsao Province using a closed-ended questionnaire that was verified for data collection. The study found that Factors affecting the decision to use Kerry Express private transportation company in Mueang District, Chachoengsao Province, namely brand image on the user side. Qualification And the quality of service, the concreteness of the service and the value, which these 4 factors can together predict the decision to use the private transport company Kerry Express. in the municipality Chachoengsao Province at the statistical significance level .01

### Recommendations

Recommendations are divided into 2 parts: suggestions received from this study and suggestions for the next study. The details are as follows:

1. Recommendations received from this study are as follows:
  - 1.1 There should be improvements and development issues. The speed of service of employees, such as rushing to work, not picking up products, in order to speed up transportation.
  - 1.2 Service personnel should have skills, knowledge, and ability to provide services.
  - 1.3 Service should be improved to the same standard level.

1.4 . There should be improvements in the process of contacting that are convenient or easy to access, such as communicating via the Internet.

2. Suggestions for the next study are as follows.

2.1 The questionnaire should be distributed to the service recipient after the service recipient has completed the service so that the information received is consistent with the most fact The person who informs the service recipient about the objectives and benefits of answering the questionnaire with truthful information.

2.2 The questionnaire should be created by dividing the satisfaction assessment according to each service point in order to obtain detailed and clear information that is useful for applying or finding ways to improve the service. solve problems that meet the needs of service users more.

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