

FACTORS AFFECTING TO AIR CARGO MANAGEMENT EFFICIENCY; CASE STUDY THAI AIRWAYS INTERNATIONAL PUBLIC COMPANY LIMITED

Santipong Jirotkulkit*, Sarawut Putnuan & Punya Heedjun*****

College of Logistics and Supply chain, Suansunandha Rajabhat University, Thailand

*E-Mail: *santipong.ji@ssru.ac.th, **sarawut.pu@ssru.ac.th, ***punya.he@ssru.ac.th*

ABSTRACT

Abstract—In this research Objectives: 1) To study the level of factors affecting the efficiency of air freight management, a case study of Thai Airways International Public Company Limited. 2) To study the efficiency of air freight management, a case study of Thai Airways International Public Company Limited. 3) To study the forecasting factors on factors affecting the efficiency of air cargo management a case study of Thai Airways International Public Company Limited. This is a quantitative research the sample group was defined as personnel of Thai Airways International Public Company Limited by using purposive random sampling. The totals of 400 samples were obtained from random sampling using the Yamane formula. The method of this study was to collect data by using questionnaires and statistics used are descriptive statistics, including frequency, percentage, mean, standard deviation and inferential statistics were used to test the influence of independent variables. The effect on the dependent variable was determined by using multiple regression analysis to find statistical significance.

The results showed that

1) The results illustrated that factors affecting the efficiency of air freight management, a case study of Thai Airways International Public Company Limited, were generally at a high level. When considering the aspect with the highest average value was material aspect followed by duration aspect and the aspect with the least average value was personnel aspect.

2) The results showed the efficiency level of air freight management, a case study of Thai Airways International Public Company Limited, are generally at a high average level. When considering the aspect with the highest average value was safety followed by speed and the aspect with the least average value was the aspect of convenience.

3) The results of forecasting analysis on factors affecting the efficiency of air cargo management a case study of Thai Airways International Public Company Limited. Overall, it was found that the time factor, personnel factor, material factor, money factor and management factors could be forecasted the efficiency of air freight management of Thai Airways International Public Company Limited. As a result, could be forecasted at 65.60 percent with a statistical significance at .05 level.

Keywords—Transportation Management Efficiency, Air Cargo Transportation, Thai Airways International Public Company Limited

INTRODUCTION

During the past few years Thailand's aviation industry is growing rapidly. from the expansion of the fleet network of routes and increase the number of flights whether it is a regional airline Asia and other regions such as Middle Eastern airlines and low cost airlines. Which has increased the potential of competition by competing for market share. Coupled with the tendency of increasing demand for air travel, all result in more intense price competition. which Chiang Mai International Airport is one of the airports vehicles in Thailand that tend to grow very high. It was found that since 2010, the number of flights and the total number of passengers of Chiang Mai International Airport has continuously increased at a rate of 64.9 and 71.1 percent, respectively, and in 2018, the total number of flights was 78,208 flights, an increase from 2017 with 71,994 flights, representing an increase of

8.6% and The total number of passengers was 10,989,402 people, an increase from the year 2017 with 10,230,280 people, representing an increase of 7.4% (Airports of Thailand Public Company Limited), 2018)

The factor that supports the growth of the aviation industry comes from the tourism factor. Proactive Thai tourism policy in expanding new tourism markets As a result, tourists who travel Tourism in Chiang Mai has increased. Including the infrastructure factor that has been improved and developed convenient for air transportation both in terms of network coverage And able to support higher volumes of air transport. Factors in expanding investment in the ASEAN region. Including the full liberalization of aviation, which is in line with the government's policy to promote Thailand as an aviation hub in Asia. However, the Thai aviation industry still faces a fragile global economic recovery. There is a risk that the economic growth rate will slow down due to the uncertain political situation. including volatility of oil prices according to global economic conditions making it difficult to predict oil prices which affects management and operating results of airlines

Transportation is one of the key logistics activities and transportation costs. That is often the main cost of the entire logistics process. It is about 4 out of 10 of the total logistics costs. In addition, transportation is very important in the logistics process. because the transportation caused The flow of goods and resources for various services. within the supply chain Therefore, good transportation management Therefore, it is very important to reduce logistics costs. and result in efficiency in the logistics process. Moreover, the quality of transportation management both in terms of on-time delivery Delivered intact, undamaged, and intact condition will lead to better customer service. which will result in the development of better business Expenses arising from transportation activities are non-incurred expenses to add value to products in the production process directly But it is an expense incurred from supporting activities that are necessary for the operation. Businesses that have to deliver products to customers (Department of Industrial Promotion, 2018)

The researcher has foreseen the importance of the management of air cargo of Thai Airways. that can provide quality and efficiency of service, including speed service quality and convenience that can lead to better service This can enable airline operators to prepare and step into future changes.

LITERATURE REVIEWS

1. Management

If to classify concepts and theories about management based on content or essence that are the focus of concepts on content or substance, The key concepts that are the focus of management concepts can be classified into concepts and theories: (1) task-oriented concepts and theories (2) people-oriented concepts and theories (3) system-based concepts and theories; and (4) system-oriented management concepts. situation or event All of which are concepts and theories arising from the integration of concepts. and work-oriented, people-oriented, and system-oriented theories, which are briefly summarized as follows:

1. Task-oriented concepts and theories. The operation of the organization will To be successful, you must focus or give importance to the task. Or the mission that must be done for other elements in the operation of the organization, such as human resources. Any other apparatus or device will be of less importance to those who proposed this first important conceptual model and management method. Wilson, Weber, Taylor, Fayol and Gulick and Urwick, on the part of Wilson, Weber and Taylor, would be that the style and method of management Will focus on the work is important, that is, if there is a good work system Be clear with training and Develop personnel to have knowledge, abilities, attitudes and behaviors that are suitable for the job and are good intentions will be like a machine that will help the operation For the part of Fayol, Gulick and Urwick, the focus was on the management process. which is the work of Management department itself.

2. Human-centered concepts and theories The concepts and theories in this group disagree on how to prioritize focusing on tasks and methods management that it will be a tool to help the operation The organization's operations are successful. can always be successful, but sees that if one wants to see success in the operation of the organization Must focus on the "people" in the organization. This is because people are the only administrative resource available. The thoughts and feelings of this person will affect the management's success or failure, so employees are important things. the most important to the Company's operations the operation of the organization. The need for many people to come together to work in various aspects of the organization is still an important part that may cause the operation of the organization for It can succeed or fail because of the interaction. Between

people or the relationship between people and the environment will inevitably have a direct impact on the operation of the organization. Therefore, the concepts and theories in this group Therefore, it was deemed that the importance of people should be given and the education of the people who practiced should be more important than anything else. who proposed the model and Important management methods based on this concept are Mayo, Maslow, Alderfer, Herzberg, McClelland and McGregor.

3. Concepts and theories that focus on systems. The essence is to look at the management of the organization as a whole system. Administration in any organization will have many elements and these elements will Combined to become a management system, which consists of (1) the input (input), which is the management resource that will help the organization to operate. (2) the conversion process, i.e. administration or management; and (3) the outputs, or outputs, i.e., the goods and services arising from the change in the components. imports. Therefore, if any organization can maintain equilibrium between import If the organization can be integrated with the output, then the organization will be able to continue to operate. There are also other elements that are important to The second most important part is the environment of the system. (environment) and feedback (feedback), so that the operation of the organization will be successful, executives must pay attention. focus on integration Components of these five systems

4. Situational or event-based management concepts It arises from the integration of work-oriented, people-oriented and system-oriented concepts and theories. achieve that goal Executives must pay attention to various situations and environments. The current situation and environment This concept of management has three focus areas: (1) Motivating members of the organization to work full potential According to knowledge and ability, taking into account the interaction between the environment and the members of the organization. (2) Executives can choose to use the art of leadership. in various forms to suit (3) Executives must be able to organize the organization appropriately and consistent with the environment. and applicable to different administrative situations especially the structure and technology of Organization and Productivity of the Organization

Concepts and theories of transport the meaning of transport means the movement of people, goods or services from one location to another. In the case of moving people, it is a matter of transporting most passengers. (Sarawut Putnuan, 2019)

In conclusion, management is a process that can analyze situations from operations, including people management, work management, system management. and service according to the situation which allows entrepreneurs to operate and operate more concretely

2. Transportation (Transportation)

The overall meaning means The movement of people (People), Goods (Goods) or Services (Services) from one location to another. Passenger transport is a major waste in the context of this transport management course. where the transportation of goods or services is important (Somchai Pathomsiri, 2009). The goal of transportation management Logistics management has several main goals, for example: 1) To reduce costs is the most popular goal of all logistics management activities. Including transportation with operators will set the first goal that when managing

METHODS

This research is a quantitative research that identifies the sample as personnel of Thai Airways International Public Company Limited by purposive random sampling. A total of 400 samples were obtained by random sampling using the Yamane formula. The study method used to collect data using a questionnaire. Statistics used were descriptive statistics, including frequency, percentage, mean, standard deviation. and inferential statistics to test the influence of independent variables The effect on the dependent variable was determined using multiple regression analysis to determine statistical significance.

RESULTS

The results of the analysis according to the objective 1 found that the factors affecting the efficiency of air cargo management, a case study of Thai Airways International Public Company Limited.

Table 1

Factors Affecting Efficiency of Air Freight Management (Overall)	level		
	X	S.D.	comment
Material	4.12	0.24	a lot
Duration	3.98	0.23	a lot
Personnel	4.11	0.24	a lot
Total	4.07	0.12	a lot

From Table 1, respondents gave Materials were at high level (X = 4.10), followed by duration at high level (X = 3.98) and personnel (X = 4.11) respectively.

Analysis results according to Objective 2 to study the efficiency of air cargo management, a case study of Thai Airways International Public Company Limited.

Table 2

Efficiency of Air Cargo Management (Overall)	level		
	X	S.D.	comment
speed combination	4.09	0.21	a lot
safety	4.21	0.32	a lot
convenience	3.98	0.18	a lot
Total	4.07	0.12	a lot

From Table 2, the level of efficiency of air cargo management in the case study of Thai Airways International Public Company Limited is in the high average level. When considering the aspect with the highest average was safety (X = 4.21), followed by speed (X = 4.09) and the least average was comfort (X = 3.98), respectively.

CONCLUSION AND FUTURE WORK

The results of the analysis according to Objective 1 found that the factors affecting the efficiency of air freight management, a case study of Thai Airways International Public Company Limited, can be summarized as follows. The respondents gave Materials were at high level (X = 4.10), followed by duration at high level (X = 3.98) and personnel (X = 4.61) respectively.

The results of the analysis according to Objective 2 found that the efficiency level of air freight management in the case study of Thai Airways International Public Company Limited was in the high average level. When considering the aspect with the highest average was safety (X = 4.21), followed by speed (X = 4.09) and the least average was comfort (X = 3.98), respectively.

3rd Objective Cham Analysis results of predictive analysis of factors affecting the efficiency of air cargo management, a case study of Thai Airways International Public Company Limited. Overall, it was found that the

time factor Personnel factors, material factors, money factors, and management factors can predict the efficiency of air freight management of Thai Airways International Public Company Limited. The results can be predicted at 65.60 percent with a statistical significance of .05.

suggestion

This recommendation

1. Efficiency in service quality Knowledge should be added to personnel to lead to quality transportation. This is in line with the airline's personnel who must develop to the change of duty.
2. Speed It is the optimization that requires system and information processes. Including transportation that requires knowledge along with time. However, operators should be fast and inspect products accurately and in sequence.

Suggestions for the next time

1. Study the model of increasing the efficiency of airline transport that affects the development of the potential of the supply chain.
2. Study the causal factors of providing services that influence the efficiency of the air freight management system.

REFERENCES

- Atcharee L. (2017). Logistics business in Thailand and the growth of e-commerce. Accessed on 10 July. 2018. From <http://www.sms-stou.org/archives/2159>.
- Industry in Phra Nakhon Si Ayutthaya Province. (Master of Engineering Industrial Research Program Department of Civil Engineering King Mongkut's University of Technology Thonburi).
- Kotler, P. (1997). Marketing Management: Analysis, Planning, Implementation, and Control. 9th Edition, Prentice Hall, Upper Saddle River
- Putnun. , S. (2019) . Factors affecting the decision to using Ranong port transport service in Ranong. (Research Report). Bangkok: Suan Sunandha Rajabhat University.
- Preecha Wiyaporn. (2007). Factors affecting the decision of service users in transporting goods and parcels of Transport operators. (Master's Thesis, Phra Nakhon Si Ayutthaya Rajabhat University).
- Suratchanee Tanwetyanon and Kulchet Mongkol. (2015). Factors affecting decision-making behavior for service use. Class 1 air-conditioned buses: a case study of Ratchaburi Group 76 Co., Ltd. Accessed on 30 July. 2018. From <https://www.tci-thaijo.org/index.php/mbakkujournal/article/view/64354>.
- Yosjira Wongwit. (1999). Determination of the time value of transport: a case study of transporting goods from industrial estates