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TRANSPORTATION EFFICIENCY INFLUENCES THE DECISION TO USE THE SERVICE FLASH EXPRESS IN PHUTTHAMONTHON DISTRICT NAKHON PATHOM PROVINCE

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ABSTRACT

Abstract— The purpose of this research was to study 1) transportation efficiency affecting the decision to use Flash Express service. in Phutthamonthon District Nakhon Pathom Province 2) Decision level for using Flash Express service in Phutthamonthon District Nakhon Pathom Province The samples used in the study were People who use transportation services flash express A non-probabilistic random sampling by means of random sampling among 400 people. Research tools were questionnaires, data analysis by means of frequency, percentage, mean, standard deviation and analysis. Multiple regression using Forward Selection method. The results of the study were as follows: Convenience transportation efficiency and reliable transportation efficiency influence the decision to use Flash Express. in Phutthamonthon District Nakhon Pathom Province with a statistical significance of 0.05, while the other 2 factors consisting of transportation efficiency in speed and transportation efficiency in safety have no influence on the decision to use Flash Express service. in Phutthamonthon District Nakhon Pathom Province 2) Decision level for using Flash Express service in Phutthamonthon District Nakhon Pathom Province as a whole is at a high level.

Keywords— Efficiency in Transportation ¹, Decision to use the service ², Flash express ³.

INTRODUCTION

COVID-19 epidemic situation that has spread to every part of the world. Causing a global economic downturn and affecting trade and services, Thailand was inevitably affected. While the government has issued social distancing measures used as a guideline for creating stability in doing business. and to prevent the spread of COVID-19 This policy affects the entrepreneurial business and affects the performance of employees of many companies. But this government policy turned out to be a very important opportunity to make the delivery service or delivery business a business that consumers of that product need to use the service. Causing a lot of competition in the delivery or delivery business in the Thai market during this time. because it is convenient, reducing travel Direct contact with vendors and service users together. Users can feel that there is an increase in security. Switching to delivery/food delivery services on platforms (platforms), therefore, increasing demand for services respectivel. (Kittiampol Sudprasert et al., 2021)

At this time, controlling the spread of COVID-19 Measures have been relaxed, such as wearing masks in public at certain times. a meeting of a large number of people travel and the performance of some company employees whose masks have been turned on during this period causing a huge change in the behavior of Thai people. No matter how the global situation of COVID 19 has been relaxed, but the business is still going on, the thing that the transport staff must consider is that the delivery efficiency must be fast, economical, safe, comfortable and reliable in the ship. The quality of on-time delivery is also constantly being improved. Polite communication with customers is a matter of the company's employees. flash express Still have to adhere to and continue to practice in creating a good feeling of service to customers. (Kittima Hankhantod et al., 2021).

In the digital age, businesses are fiercely competitive in the speed of delivery. which may sell the same product but compete at speed in terms of communication or freight With the behavior of consumers that have changed because of the habit. From traveling to shopping for your favorite products in department stores. Switch to order more products through online channels. The average online spending of Thai people is \$ 518, or about 17,000 baht in Thai money, causing many entrepreneurs to invest in new forms of transportation services. which is a delivery service to customers immediately. (Information from the Ministry of Commerce, 2021).

According to the Digital Stat 2022 report, Summarizing Insight & Digital Stat Thai 2022. (Nattaphon Muangtoom, 2022), online behavior of Thai people “We Are Social”. Thailand and around the world Online food ordering has become the New Normal, along with online doctor visits that have never happened before. to reduce the risk of medical personnel Covering all types of people today Communication and transportation are important factors that determine the success of entrepreneurship. Especially for SME companies, it is the key to the company's growth. Nowadays efficient transport And that cheap price is still something that all entrepreneurs are looking for all the time to develop to meet the needs of service users. The efficient transportation consists of speed, economy, safety, convenience. and certainty reliable and punctual which is considered to be applied to various types of transportation services provide service users with research information from [\(https://www.everydaymarketing.co/trend-insight/digital-stat-2022-thai-insight-and-online-behaviour-from-we-are-social/.\)](https://www.everydaymarketing.co/trend-insight/digital-stat-2022-thai-insight-and-online-behaviour-from-we-are-social/)

Consider deciding to use the service until recently there is a new service from Flash Express. that offers new logistics services launched under the name flash express Initially, the delivery of materials was provided for individual customers. Until the past year, new services have been developed by Flash Express Co., Ltd. to support the delivery of all parcels to customers regardless of how much or how much. Guarantee that it can be delivered quickly. Take into account safety and efficiency before the product is delivered to the customer. In addition, it is a transportation business that provides services throughout the country with branches located everywhere, parking spaces and areas for moving goods, providing fast services and quality of work that employees perform efficiently from the study found. that Flash Express Co., Ltd. creates satisfaction for customers and evaluates satisfaction in order to respond to service providers in line with customer expectations (Patchariya Sukpinyo, 2021).

In addition, Flash Express Co., Ltd. has a business that helps promote sales for SME businesses, helping businesses both inside and outside the SME organization to grow and move further. Running a SME business to grow It is not necessary to do everything yourself. But choosing a partner (partner) as well as using the services that are already on the market worthwhile. It will give SME businesses the opportunity to develop to the next level and grow. (Kanokkarn Unhapongsa and Patchhathai Jarutaveephonnukul, 2022)

Flash Express Co., Ltd. operates as a complete E-commerce service provider under the concept of "Think, Send, In Mind, In delivery", established in 2017 by Mr. Komsan Sae Lee, Chief Executive Officer. Together with the management team and Thai personnel Currently the company There are more than 10,000 employees. Thai development team. Designed to meet the needs of consumers. with services that cover all 77 provinces nationwide And there are more than 2,500 parcel delivery points. Ready to open for service 365 days a day, no holidays. At present, the parcel delivery numbers of the company are more than 1 million pieces per day. We also have a product protection program to build confidence for customers who come to use the service in case of parcel damage and loss with a protection limit of up to 50,000 baht. (From information: <https://www.flashexpress.co.th/>).

For the reasons mentioned above, the researchers are interested to study about “Transportation efficiency influences the decision to use Flash Express service in Phutthamonthon District Nakhon Pathom Province” to bring the research results obtained to improve efficiency Flash Express Shipping. To have better customer service efficiency and create a business advantage from competition in the same industry.

LITERATURE REVIEWS

Quality of Work Life

Theories related to transportation efficiency From the document study and related research has been provided. The meaning of operational efficiency (Natthawat Chailap, 2015) is as follows. operational efficiency is Maintaining a stable level of competence and contributing to the organization's goals of success. And it is the allocation of limited resources to make the most of the value and achieve the goal of success efficient transport It consists of the following qualifications (Kamnai Apiprachayasakul, 2007):

1. Speed (speed) Fast transportation will allow goods and services to reach the market on time at an appropriate time because it will make the product fresh, quality as if it had just come out of the production source, for example: Fresh vegetables and fruits transported from the source When it arrives at the market quickly, it remains deliciously fresh. which represents a standardized transport Efficiency is important Therefore, there is no need to preserve food by injecting formalin. to maintain the quality of vegetables and fruits, etc.

2. Savings (economy) efficient transportation will result in savings on transportation costs as well as making various service fees cheaper in transportation with low costs. Service charges from customers will be reduced. down, allowing service users to save costs without loss or trouble

3. Safety (safety) means efficient transportation will result in savings on transportation costs as well as making various services cheaper in transportation with low costs. will decrease, allowing service users to save costs without loss or trouble, etc.

4. Convenience (Convenience) Good transportation will bring convenience to the service users, whether they are passengers, the convenience of transporting goods and services, passengers will receive from traveling by vehicle and all types of transportation from the conditions. Good environment and facilities that passengers will receive, in terms of goods and services received, there will be various facilities that will be used to move goods.

5. Certainty and punctuality (certainty and punctuality) Good and efficient transportation of goods will take into account the timing that is clear, punctual, with a small number of appropriate trip management. Too much or too little, time to leave the origin and destination is clear, keeping the time as specified.

Theories and concepts related to decision-making.

Chienwattanasook, K., & Thungwa, S. (2019) stated that decision-making is a process that uses intelligence or finding opportunities to make decisions in various environments. Decision making Decisions are the development of an idea to use an appropriate segregation or alternative option. Decision making is inevitable that there will be success or failure in decision making. Sometimes there is a sense of privacy involved, for example. Personal Affection Emotions Decision making is thus characterized in relation to the following components.

1. Problem identification in the early stages of decision making is a story of building certainty by finding out and understanding the real problem because the decision-making process starts with the first step. When a decision-maker feels that a problem has arisen, it is an internal feeling that something is not as expected.

2. Finding news related to the problem (information search) searching for various news Related to the problem is to find the cause or the cause of the problem. which may not be the direct cause

3. Evaluation of information It is necessary to evaluate whether the information received is accurate, adequate, timely and able to analyze the problem or not.

4. Defining alternatives (listing alternatives) is an important step in decision making, i.e. determining as many alternatives as possible. It is trying to cover many ways to solve the problem. If there is complete news for each issue may be able to determine appropriate alternatives and truly cover

5. Selection of alternatives Come out and set priorities and suitability in solving problems. The next step is Selection of a course of decision, and this step is generally accepted as a true decision.

6. Implementation of decision: Once an alternative has been selected, it is the implementation of the decision or alternative.

The study can therefore summarize the meaning of the decision as follows. It is the right choice to consider. And the best to use as a guideline for work. By relying on only the best option that can meet the needs of the selector.

2. Research Objective

- To study data transfer efficiency before deciding to use the service. Flash for Phutthamonthon District, Nakhon Pathom.
- To study the level of service licensing Flash don't forget Phutthamonthon District, Nakhon Pathom.

3. Scope of the Research

- Area Boundaries This research was conducted in Phutthamonthon District. Nakhon Pathom Province only.
- Scope of content This research examines the theory and concepts related to the service of flash express on the subject transportation efficiency decision to use the service and supply chain management as well as related research.
- Scope of time This research was conducted and collected between September 2022 - December 2022.

4. Conceptual Framework

Conceptual framework of this research is shown in figure 1.

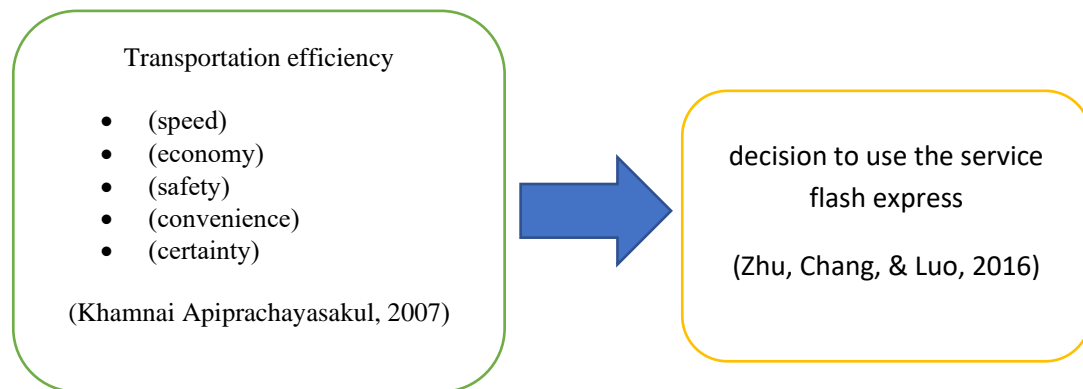


Figure 1: Conceptual Framework

METHODS

Research Assumptions

Transport efficiency includes speed, economy, safety, convenience and of course, trust can influence the decision to use the service. flash express in Phutthamonthon District Nakhon Pathom Province.

Research Methods

Population and Sample Population is the user who uses the Flash Express service. in Phutthamonthon District Nakhon Pathom Province which is a group whose exact population is unknown The samples were obtained by non-probabilistic sampling. (Non-probability sampling) Accidental sampling method (Kalaya Wanichbancha, 2009) Determine the size of the sample group by using Taro Yamane's ready-made table. The confidence value is 95%. There are 400 samples. The tools used in The research consisted of a questionnaire divided into 3 parts: part 1 general information of the respondents part 2 transport efficiency of Flash Express and Part 3 Decision to use the service flash express Checking the quality of research tools Testing the validity and validity of the questionnaire content. Reliability has an IOC of 0.93 and the questionnaire used in this research has a Cronbrack's alpha coefficient of 0.93, that is, this questionnaire is very reliable and works very well (Phanee Leekitwattana, 2010).) and there was no correlation problem. The statistics used in the research were:

1. Descriptive statistics consisted of frequency, percentage in analyzing general data of respondents and mean. and standard deviation For data analysis on transport efficiency levels and information on decision-making for Flash Express services.

2. Inferential statistics were used using multiple linear regression analysis with Forward Selection technique to analyze the influence between transportation efficiency and the decision to use Flash Express service.

RESULTS

1. Hypothesis testing results

1. General information of respondents found that Most of the respondents were males, 209 people, representing 52.20 percent, followed by 189 females, representing 47.20 percent, aged 21-26 years, 202 people, representing 50.50 percent, having a degree. Bachelor's degree, 255 people, representing 63.80 percent, having a career as a student/student, 150 people, representing 37.50 percent and earning 10,000-20,000 baht, 158 people, representing 39.50 percent

2. Shipping Efficiency Level and Flash Express Service Decision It was found that the overall transport efficiency was high. And when considering each aspect in descending order, it was found that the speed aspect had the highest average, followed by the reliability aspect. comfort saving and safety In order of analysis, the results of the analysis of the level of decision to use the Flash Express service were found that overall in the high level.

3. Hypothesis Testing It was found that transportation efficiency influenced the decision to use the service. Flash Express, namely economical transport efficiency. Comfort and Efficiency Transportation Performance Reliable transport with a statistical significance of 0.05, while the other 2 factors consisting of transportation efficiency in speed and transportation efficiency in safety have no influence on the decision to use the service. flash express in Bangkok

Table 1

Analysis of the influence of service efficiency with the decision to use Flash Express service in Phutthamonthon District Nakhon Pathom Province by selecting the independent variable into the equation using the Forward Selection technique.

Transportation efficiency	Regression Coefficient	SD	<i>p-value</i>	<i>R</i> ²
Constant	5.66	1.02	0.00	0.41
• Speed (x_1)	0.18	0.11	0.09	
• Economy (x_2)	0.22	0.10	0.02*	
• Safety (x_3)	0.11	0.06	0.09	
• Convenience (x_4)	0.52	0.10	0.00*	
• Certainty (x_5)	0.77	0.13	0.00*	

* $p < .05$

CONCLUSION AND FUTURE WORK

1.Discuss

Transportation efficiency in terms of economy (economy) has an influence on the decision to use the service. flash express This is consistent with the research of Dwi, S., Mohd, H. Kim, H., Fauziyah, S. and Lusianus, K. (2019). Loyalty to online food delivery services: The role of electronic service quality and food quality. The study reveals the role that customer satisfaction and perceived value play in the relationship between food quality and e-service quality affects online loyalty to service because customers will continue to use the service.

Convenience transport performance (convenience) influence the decision to use the service flash express This is consistent with the research of Nguyen, T., Ninh, N., Nguyen, B., Plan, and Moon, H. (2019). Examining Consumer Attitudes and Intentions to Online Food Purchasing in the Emerging Economy: A TAM Approach Expanding Internet and Technological Developments More and more food retailers have created competition and have introduced online channels that allow consumers to shop for food products online more conveniently. The purpose of this research was to study factors influencing consumers' attitudes and intentions toward online food purchases in order to increase convenience in purchasing goods and services.

Transportation efficiency in terms of certainty (certainty) influences the decision to use the service. flash express Consistent with the research of Changchit, C.; Cutshall, R.; Lonkani, R.; Pholwan, K.; Pongwirithon .(2018). "Convenience and availability of high-speed internet service So online shopping is increasing rapidly. Consumers are shifting to the internet more intensely. as technology becomes more accessible Increased availability of information and the ability to interact via the Internet has improved The success of online businesses depends on their ability to attract customers to make purchase transactions on their website. In collecting customer information, it must be assured of confidentiality and focusing on credibility because customers will have

confidence in using the service because it relies on the reliability of the Application Platform significantly. Statistics at 0.05

Transportation efficiency in terms of speed (speed) has no influence on the decision to use the service. flash express in Bangkok This is consistent with the research of Hajghasem, M., & Abbas Shojaie, A. (2016). "Optimal routing in the supply chain aimed at reducing vehicle costs and procurement. Economics and Finance" The results of this study indicated that traffic conditions, speed of distribution of goods from the warehouse. The speed of the formalities of documents and the readiness of personnel. It affects the cost and efficiency of other aspects of transportation. The researcher views that service users may consider other factors such as value for money purchases or other promotions for decision making.

Transportation safety performance (safety) has no influence on the decision to use the service. flash express in Phutthamonthon District Nakhon Pathom Province This is consistent with the research of Lu, Chin-Shan, Hsu, Chen-Ning, & Lee, Chen-Han. (2016). "The important factors for choosing the transportation service with SC Group Co., Ltd." The results of this study indicated that the overall picture was important to the decision making for the selection of the service at a high level. The most important aspect is The next cost of transportation is reliability transit time tonnage potential service frequency and safety However, the researcher agrees that safety performance may not be an important factor used in deciding to use the service. Because there may be other factors that are more important, such as reliability. in terms of transportation time, etc.

Service Decision Level flash express in Phutthamonthon District Nakhon Pathom Province Overall, the level of discretion is high due to the logistics of flash express There are services covering all areas in Phutthamonthon District. Nakhon Pathom Province Employees are courteous, advertised through electronic media or Social Media, reviewing the service of flash express electronic word of mouth via online social media There are a lot of partner restaurants and promotions such as discounts, giveaways, etc. are in line with the idea of Chen, L., & Aklikokou, A. K. (2020). of cargo handling Because in management there are decisions made throughout the work. In order to achieve the objectives, there may be tools to assist in the analysis. There are personal reasons, emotions, affection, likes to be involved in decision-making. Decision-making is a process consisting of several steps. 1) Problem identification 2) Information search 3) Evaluation of information 4) Listing alternative) 5) Selection of alternatives 6) Implementation of decision Buying decisions of customers come from many factors, whether it is reviews of customers who use the service. Arrangement of promotional programs of various Application Platforms that have been applied to businesses.

2.Conclusion and Recommendations

From the research results, the researcher can summarize the recommendations as follows.

1. Flash Express Company The level of efficiency of transportation should be increased in various aspects. Whether it's the speed saving safety comfort and reliability to be the same standard in both forms of transportation and service provision

2. The use of delivery services nowadays is increasing. to compete and attract service users to use the service, so Flash Express Should improve and develop the transportation system to be modern all the time. And the service is standard. In order to impress the service and come back to use the service continuously, suggestions for further research. The researcher has suggestions for further research. Those interested should study transportation factors. Reuse factor and marketing factors In order for the results of the study to be able to be a guideline for developing marketing strategies for consumers to be satisfied and make a decision to use the service every time they want to deliver goods to their destination, must think of the company. flash express is the first order that customers will go to use the service. (Than Chaithorn and Yaowapa Pathomsirikul,2017).

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