

# SATISFACTION IN USING VANS: COLLEGE OF LOGISTICS AND SUPPLY CHAIN

Arnon Boonyasen\* & Sarawut Putnuan\*\*

*\*\*\*College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-Mail: \*arnon.bo@ssru.ac.th, \*\*sarawut.pu@ssru.ac.th.*

## ABSTRACT

Abstract— The purposes of this research was to study the satisfaction in using van services of College of Logistics and Supply Chain (CLS), Suan Sunandha Rajabhat University (SSRU), including suggestions from van service users, and to find the guidelines for improving the quality of CLS van services. The population was executives, lecturers, and staff, experiencing in using van services of the college. The research tool used in this research was questionnaire. The data collected was processed using Statistical Package for the Social Sciences. Data analysis used statistical methods, such as frequency, percentage, mean, and standard deviation.

The results found that CLS van service users were very satisfied with service mind and service manners, considering the passengers' safety by following traffic rules, punctuality as appointed, expertise in the route and good communication skills, and providing services equally, respectively. While, the CLS van service users were somewhat satisfied with appropriate, polite, and timely dress and exterior and interior vans' cleanliness, respectively. As a result, the department will maintain these service standards and improve services regarding following suggestions: cleaning vans' exterior and interior, dressing of the drivers, and studying routes before work, respectively,

Keywords—satisfaction in using vans, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University

## INTRODUCTION

The Council of Suan Sunandha Rajabhat University (SSRU) approved to establish College of Logistics and Supply Chain (CLS) on March 9, 2014. The college provides the courses of bachelor's degree, master's degree and doctoral degree. It is the first college of logistics and supply chain of Rajabhat Universities in Thailand. College of Logistics and Supply Chain is separated from College of Innovation and Management regarding administration and academic affairs. The college is Suan Sunandha Rajabhat University's autonomous organization with a status equivalent to that of a faculty and has its own administration rules and regulations. Its main purposes are to be independent and flexible in the aspect of organization management. The principal missions include producing graduates with expertise in logistics and supply chain in conformity with the needs of labor market, as well as producing and developing personnel in logistics and supply chain field who can keep pace with the change of ASEAN and the world society. The college provides academic services and the know-how of logistics and supply chain to community, society and ASEAN along with creating knowledge, research and innovation of logistics and supply chain to be beneficial to the business sector and the society.

The administration of CLS emphasizes on establishing academic cooperation network with government sector and private sector regarding academic affairs, cooperative education and employment. In August 2015, College of Logistics and Supply Chain was moved to the Nakhon Pathom Education Center. With the new location and more buildings, the college is able to recruit up to 4,000 students. Facing with the challenge of labor market is driving College of Logistics and Supply Chain to do our best in producing the graduates who are knowledgeable and fully ready to enter the labor market.

The vision of the college is to be Archetype College of logistics to produce professional practitioners with the following missions: producing the graduates with expertise in logistics and supply chain in conformity with the needs of labor market, producing and develop personnel in logistics and supply chain field who can keep pace with the change of ASEAN and the world society, and providing academic services and the know-how of logistics and supply chain to community, society and ASEAN, promoting and preserving Thai arts and culture, and conducting research and to build knowledge of logistics and supply chain to be beneficial to the business sector and the society. Moreover, the college goals comprises: promoting development of teachers and personnel of all

levels to be expertise in academic affairs in order to produce the graduates who have virtue, ethics, and code of conduct, developing students to be of quality, having virtue, ethics and sustainability by developing the curriculum to be of high standard and of good quality which can enhance potential of the graduates to be in conformity with the needs of labor market, including providing the learning process emphasizing on the learners, and plentiful resources for supporting the learning of students, conducting research responding to the needs of the locality and the region in order to develop an efficient research administration system, providing high quality academic services responding to the needs of the locality and the target groups, which can lead to technology transfer to the community and an establishment of academic cooperation network among the government sector and the private sector, utilizing administration methodology to enhance the quality of activities promoting local cultures and preserving cultures related to lifestyle of the local community, and developing the administration system based on good governance which can lead to highest efficiency and effectiveness, including developing standard of quality assurance in education management to be widely acknowledged as well as open and above-board.

As the college is separated from the SSRU, the CLS management, including vehicle department, is in the responsibility of the college itself. Some vehicles are different from those in SSRU, main campus. Therefore, the vehicle department wants to know the satisfaction of using the CLS van service to improve more effective services so as to support CLS management to achieve its vision, missions, and goals. Consequently, this study was conducted to benefit the vehicle department in providing the development guidelines based on the service users' attitudes.

## **OBJECTIVE**

This research aims to study the satisfaction of the CLS van service users, including their suggestions on services, and to find the guidelines for improving the quality of CLS van services.

## **LITERATURE REVIEW**

### **Definitions of Satisfaction**

Satisfaction is lessening the stress of the workers because everyone's nature has a desire that needs just response some or all. When satisfied, the stress is reduced. However, if not responding, dissatisfying will occur immediately (Morse, 1953). It denotes a good feeling or happiness when people achieve their goals and needs or stimuli (Wolman, 1973). It refers to the level of the person's feelings due to the comparison between the recognition of the work from the product or service and the expectation of that person. Therefore, the satisfaction level is related to the clarity between the perceived work and expectations. People can feel satisfaction at 3 levels as follows (Kotler, 1994): First, if the perceived work is lower than what people expects, people will feel dissatisfied. Second, if the perceived work is equal to what people expects, people will feel satisfied. Third, if the perceived work is higher than what people expects, people will feel very satisfied. In other words, satisfaction is caused by the difference between product benefits and individual expectations. Expectation of a person caused by the experience and past feelings of the buyer. As for the benefits from product features or product functionality, it is caused by marketers and other related parties, must try to create satisfaction for by trying to create value added. The enrichment is caused by manufacturing and marketing, including working together with various parties, based on the principle of total quality and value is caused by competitive differentiation (Kotler, 2003).

Satisfaction is a feeling divided into 2 types: positive feelings and negative feelings. Positive feelings are feelings cause happiness. This happiness is different from other positive feelings. Feelings that have a reverse system of happiness can cause happiness or other positive feelings. The relationship system of these three feelings - negative feelings, positive feelings, and feelings that are complex and interrelated - is called the satisfaction system (Shelly, 1975). Satisfaction is a person's attitude towards many things. It is a condition related to the feelings of the person experiencing accomplishment (Mullins, 1985). It the result of intangible expression (Arunskrujee, 2003) of person's attitude (Sudjai, 2002) or feelings (Ruenrom et al. 2005; Densaktrakul, 2011; Jornwiset, 2012; Khamyoi, 2013) towards experience human has received.

### **Factors affecting satisfaction**

The satisfaction of the service recipients is an action in expressing good feeling. There are factors that cause satisfaction as follows: First, the location of the service provider should have a convenient location for traveling. Safe Clean and beautiful Ready for service to customers. When fully facilitated, the satisfaction will occur with

the client immediately. Second, introduction, promotion, awareness of information, and mentioning the quality of service in good terms will be a driving force for consumers to demand services and if the service received meets expectations, satisfaction and trust will occur. Third, service team, operational staff, and every group of people are important in driving satisfaction to the users because the service will be presented to that customer must be born from good policies, taking into account the needs of the market, and thinking of the mind of the service user as well as the practice of the attentive staff. Forth, the environment or the atmosphere in the service helps to motivate consumers come to use the service because most service users focus on the environment of the service, such as the building, the decoration of furniture, the color, as well as the form of the material served. Fifth, presentation style must be effective, have a systematic management to achieve flexibility in customer service (Dechakupta, 2002). Besides, the important factor that cause satisfaction is the staff who have knowledge about the products or services, good personality, strong body, good service consciousness, good hospitality, and watchfulness (Wonganutroj, 2006).

## METHODOLOGY

### Population and sample groups

The population of this research was 90 executives, teachers, and staff of the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, fiscal year 2019. They were invited to evaluate their satisfaction in using van services through a questionnaire. The assessment forms were collected from December 2018 to May 2019 by the driver of the college, who distributed and gathered such assessment form. The response rate is 100%. The sample was not needed to be calculated due to the small size of population.

### The research tools

The instrument used in this research was a questionnaire. The researchers created the original evaluation form and presented it to the experts to check for defects and to take corrective action. After that, the revised evaluation form was trialed with non-sample population and gathered back to fix additional imperfections before actually it was used.

Questionnaire was divided into 3 parts: general information of respondents (Name of applicant), the satisfaction in using the vehicle (van), and suggestions. The following six-point Likert scale was used in the questionnaire: extremely satisfied = 5, very satisfied = 4, somewhat satisfied = 3, less satisfied = 2, least satisfied = 1, and dissatisfied = 0. The mean was used as the criteria to interpret scores of satisfaction levels as follows: (Best and Kahn, 2009)

Extremely satisfied	= 4.51 - 5.00 points
Very satisfied	= 3.51 - 4.50 points
Somewhat satisfied	= 2.51 - 3.50 points
Less satisfied	= 1.51 - 2.50 points
Least satisfied	= 1.01 - 1.50 points
Dissatisfied	= 0.50 - 1.00 points

### Data analysis

To achieve the research objectives, the study used data analysis methods with following analytical statistics: Mean, Percentage, and Standard Deviation. The data gathered were processed using the Statistical Package for the Social Sciences (SPSS) as conceptualized by (Sinjaru 2008; Wanichbancha 2008). Data were analyzed using mean ( $\mu$ ) and standard deviation (S.D.) to indicate the level of satisfaction in using the vans.

## RESULTS

From the survey of the van users' satisfaction within the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education Center, The researchers proposed the results of the analysis divided into 3 parts as follows:

- Part 1: General information of respondents
- Part 2: Satisfaction with the service of the vehicle department
- Part 3: Suggestions

### Part 1: General information of respondents

The study indicated that from total 90 respondents, most of them were female, 56 persons, representing 62 percent while 34 males, representing 38 percent. Most of respondents aged between 31-40 years old, 59 people, accounting for 66 percent, aged between 21-30 years, 27 people, accounting for 30 percent and aged 41-50 years, 4 people, representing 4 percent. The respondents comprised 50 teachers, representing 55.6%, 30 staff, representing 33.3%, and 10 executives, representing 11.1%. Most of majority of destinations were within Bangkok and perimeter, 75 persons, representing 83 percent and provinces, 15 persons, representing 17 percent. The general information of respondents was shown in the Table 1.

**Table 1. Quantity and percentage of van service users within the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education Center**

General Information of Respondents	Quantity	Percentage
1. Gender		
1.1. Male	34	38
1.2. Female	56	62
2. Age		
2.1. Not over than 20 years old	-	-
2.2. 21-30 years old	27	30
2.3. 31-40 years old	59	66
2.4. 41-50 years old	4	4
2.5. Over than 50 years old	-	-
3. Position		
3.1. Executive	10	11.1%
3.2. Teacher	50	55.6%
3.3. Staff	30	33.3%
3.4. Others (External personnel)	-	-
4. Majority of destination		
4.1. Bangkok and Perimeter	75	83%
4.2. Province	15	17%

### Part 2: Satisfaction towards services of vehicle department

As shown in Table 2, it was found that in overall satisfaction, van users within the college was very satisfied ( $\mu = 4.12$ , S.D = 0.49). When considered each aspect, the respondents were very satisfied with service mind and service manners ( $\mu = 4.46$ , S.D = 0.50), considering the passengers' safety by following traffic rules ( $\mu = 4.48$ , S.D = 0.50), punctuality as appointed ( $\mu = 4.41$ , S.D = 0.49), expertise in the route and good communication skills ( $\mu = 4.36$ , S.D = 0.48), and providing services equally ( $\mu = 4.17$ , S.D = 0.49), respectively. While, the respondents were somewhat satisfied with Appropriate, polite, and timely dress ( $\mu = 3.48$ , S.D = 0.50) and exterior and interior vans' cleanliness ( $\mu = 3.47$ , S.D = 0.50), respectively.

**Table 2. The mean ( $\mu$ ) and standard deviation (S.D.) of van users within the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education Center**

Evaluation Topics	$\mu$	S.D.	Interpretation
1. Service mind and service manners	4.46	0.50	Very satisfied
2. Considering the passengers' safety by following traffic rules	4.48	0.50	Very satisfied
3. Punctuality as appointed	4.41	0.49	Very satisfied
4. Expertise in the route and good communication skills	4.36	0.48	Very satisfied
5. Appropriate, polite, and timely dress	3.48	0.50	Somewhat satisfied
6. Exterior and interior vans' cleanliness	3.47	0.50	Somewhat satisfied
7. Providing services equally	4.17	0.49	Very satisfied
Total	4.12	0.49	Very satisfied

### Part 3: suggestions for improvement and development

For suggestions from van users within the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education Center. The respondents recommended the drivers to improve the following

issues: cleaning vans' exterior and interior, dressing of the drivers, and studying routes before work, respectively, as shown in Table 3.

**Table 3. Quantity and percentage of suggestions from van users within the College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, Nakhon Pathom Education Center**

Suggestions	Amount	Percentage
1. Cleaning vans' exterior and interior	15	63%
2. Dressing of the drivers	7	29%
3. Studying routes before work	2	8%

### CONCLUSION AND FUTURE WORK

From research findings, the CLS van service users were very satisfied with services provided by vehicle department, especially service mind and service manners, considering the passengers' safety by following traffic rules, punctuality as appointed, expertise in the route and good communication skills, and providing services equally, respectively since the drivers performs in line with features causing satisfaction, as revealed by Dechakupta (2002), Wonganutroj, (2006). However, CLS van service users were somewhat satisfied with Appropriate, polite, and timely dress and exterior and interior vans' cleanliness, respectively.

As a result, the department will maintain these service standards and improve services regarding following suggestions obtained: cleaning vans' exterior and interior, dressing of the drivers, and studying routes before work, respectively so as to provide more efficient services. The further research should study flexibility factors as it can affect performance leading to satisfaction (Aunyawong et al., 2018).

### ACKNOWLEDGEMENTS

This study is supported by the budget from the research and development institution, Suan Sunandha Rajabhat University, in fiscal year 2019 by assisting the personnel to develop their works thorough R2R: Routine to Research. Researchers are grateful to executives, teachers, and staff of College of Logistics and Supply Chain, Suan Sunandha Rajabhat University, for the continuous research endorsement so that the researchers can develop themselves and apply the research results to the jobs so as to work efficiently.

### REFERENCE

- Arunsukrujee, K. (2003). Satisfaction of cooperative members towards the agricultural cooperative operations Chai Prakan, Ltd., Chai Prakan District Chiang Mai Province. Master Thesis. Master, Agricultural Extension Program, Graduate School, Chiang Mai University.
- Aunyawong, W., Wararatchai, P., & Hotrawaisaya, C. (2018). The mediating role of trust among supply chain partners on supply chain integration, cultural intelligence, logistics flexibility and supply chain performance. *Science International Journal*, 30(4), 629-633.
- Best and Kahn James V. (1993). *Research in Education*. 7th ed. Boston: Allyn and Bacon. p. 246.
- Dechakupta, C. (2002). *Service psychology* (6<sup>th</sup> edition). Nonthaburi: Sukhothai Thammathirat Open University.
- Densaktrakul, R. (2010). Customer satisfaction in service quality in maintenance Aircraft and aircraft parts of the aviation industry company Ltd. Master Thesis, Department of Marketing Management, Graduate School, St. John University.
- Jornwiset, A. (2011). Customer satisfaction with the service of the Provincial Waterworks Authority, Tak Branch, Nonthaburi: Management Science, Sukhothai Thammathirat Open University.
- Khamyoi, S. (2012). Satisfaction of service recipients in health promoting hospitals in Ban Yuak sub-district, Namsom District, Udon Thani Province: Udon Thani: Health Promoting Hospital Ban Yuak.
- Kotler, P. (1994). *Marketing management: Analysis planning, implementation and control*. New Jersey: Prentice Hall.
- Kotler, P. (2003). *Marketing management*. New Jersey: Pearson Education.
- Morse, N. C. (1953). *Satisfactions in the white - collar Job*. New York: Arnopresa.
- Mullins, L. J. (1985). *Management and organizational behavior* (5<sup>th</sup>ed.). London: Financial Times/ Pitman.

- Ruenrom, K., Kometsopa, P., & Aunhanun, S. (2005). *Customer focus and Marketing: Create a different organization* (2nd edition). Bangkok: Innographics limited.
- Shelly, M. W. (1975). *Responding to social change*. Pennsylvania: Downed, Hutchison Press.
- Sinjaru, T. (2008). *Statistical research and analysis with SPSS*. (9<sup>th</sup> edition). Bangkok: Business R & D
- Sudjai, U. (2002). *Satisfaction of users with services of the telephone organization of Thailand Chonburi Province*. Mater Thesis, Department of Social Applied Science, Graduate School, Kasetsart University.
- Wanichbancha, K. (2008). *Using SPSS for Windows to analyze data*. (11<sup>th</sup> edition). Bangkok: Chulalongkorn University
- Wolman, B. B. (1973). *Dictionary of Behavioral Science*. London: Litton Educational.
- Wonganutroj, P. (2006). *Academic Administration*. Bangkok: Supplementary Media Center Bangkok.