ABSTRACT

Ocean carrier acts as the major player in sea transportation across the borders. In Thailand, there are many criteria for ocean carrier service selection. There is no benchmark as each carrier has its different characteristics in terms of payment terms, loading terms, Inco terms, as well as routing services.

This research was conducted to perform a hypothesis test on the relationship between ocean carrier selection criteria and the customer intention to choose ABC Company service. There are seven factors for ocean carrier selection criteria: Freight rates, Customer Service, Operation, Reputation, Infrastructure, Schedule, and IT and Communication. In addition, this research also tested the perception of each variable between shippers and freight forwarders.

A questionnaire survey was applied as the methodology. The data was collected from 303 customers of ABC Company itself, including both shippers and freight forwarders. The respondents are all located in Bangkok area and support ABC Company under Cost Insurance and Freight Inco Tenn with Full Container Load (FCL) export shipment. The study showed that Reputation is the most influential factor for customers in selecting carriers and this applies to both shippers and freight forwarders. The analysis also revealed that Customer service and IT and Communication of ABC Company were perceived differently by each customer group. In summary, customers select well-known ocean carrier service providers by evaluating all aspects. They do not make decision based on just single competitive advantage such as competitive freight rates, or short transit time service. Therefore, instead of improving only one function, ocean carrier's companies need to enhance overall performance to match with customer requirements and sustain its long term business.