

## ABSTRACT

In globalization, exporters and importers understand the significance of expanding their business to be worldwide, which, following the trend for reduction of trade barriers,, has led to a rapid growth of outsourcing of logistics. The global logistics sector has evolved and remained open to favorable changes during the last 20 years. Nowadays the manufacturers do not feel reluctant in to **outsource** some functions. Which has added considerable value to the functions performed by logistics providers, much greater than the normal functions of delivery, warehousing, storage and distribution of goods? All this affects logistics outsourcing, and provides opportunities for logistics service providers to expand their services, and it has stimulated the researcher to study the main factors influencing the expansion of logistics services.

The purpose of the study is to examine the relationship between customer satisfaction, cost-saving, trust, logistics expertise and intention to expand the utilization of logistics service of 3PL. The research is focused on quantitative methodology by questionnaire survey with groups of participants located around Bangkok. The survey respondents focused on 197 canned foods exporting firms in the Thai Foods Processors Association.

The results from the questionnaire indicate that independent variables consisted of customer satisfaction, cost-saving, trust and logistics expertise, and all are not related to the dependant variable. Only trust and logistics expertise have significant impact on intentions to expand the utilization of 3PL logistics services.