

ABSTRACT

Sea freight transportation is popularly used for importers and exporters to ship goods from country to country due to many benefits such as low transportation cost and high flexibility. It also allows the customers to arrange shipment with large volumes. There are two major logistics service providers who offer sea freight transport service which are freight forwarders and ocean liners. However, they can provide the different advantages and disadvantages for the customers due to capability, capacity and constraints of each company.

This research aims at testing the relationship between perception of the customers on freight rate, responsiveness and assurance, reliability and reputation, resource availability, information technology and relationship quality and their intention to select freight forwarders and ocean liners. The target populations of this research are shippers who currently use both freight forwarders and ocean liners. The questionnaire survey was designed to gather the data from target people.

The results show significant relationship between responsiveness and assurance, reliability and reputation, resource availability and information technology and customer's intention to select freight forwarders while freight rate, and responsiveness and assurance are significantly related to customer intention to select ocean liners. Moreover, the freight rate, responsiveness and assurance, resource availability and relationship quality of the freight forwarders are perceived as higher than that of ocean liners while the reliability and reputation, and information technology of the freight forwarders are perceived as lower. Finally, the results indicated that customers selected the service from ocean liners rather than the freight forwarders.