

ABSTRACT

While the sweetened condensed milk market grows every year, competition among companies also grows. This study aims to find out how a sweetened condensed milk company brings about the highest customer satisfaction in order to maintain current customers and snatch new customers from the others. This goal consists of three objectives: To analyze the relationship between the transportation efficiency factor and customer satisfaction in the sweetened condensed milk market, to identify the most important factor of transportation efficiency that affects customer satisfaction, and to know the current level of customer satisfaction on product delivery services as well as the customer's perception of the transportation efficiency factors.

To meet the study's requirements, a questionnaire survey was designed. Samples were randomly selected from customers of The Thai Dairy Industry Co., Ltd. The questionnaires were distributed and collected by salespersons of the company. Regression analyses as well as other statistical techniques were performed using the Statistical Package for the Social Sciences program.

The results indicate a significant impact of transportation service quality and information on customer satisfaction. Responsiveness of the transportation service shows the highest impact on customer satisfaction. Furthermore, product transformation information, assurance, empathy, and reliability of the transportation service also provide a significant impact on customer satisfaction. However, the administration factor was found to have no significant relationship with customer satisfaction.

Finally, The Thai Dairy Industry Co., Ltd. can use these results to manage the budget for improving customer satisfaction by giving greater importance to the product transportation factor and following these recommendations. The Thai Dairy Industry Co., Ltd. should make a decision to improve the responsiveness of its transportation service by training its salespeople about the importance of paying attention to

customers and increasing their ability to be ready to react in a suitable or positive way. The information technology related to product transportation should be improved. Such improvements could involve varied ordering channels, a product monitoring system, and an emergency notification system. The company should ensure that its salespersons have adequate product knowledge to be able to give advice to customers and persuade customers to trust and have confidence in the company in order to improve the assurance of transportation. The Thai Dairy Industry Co., Ltd. should train its salespersons to ensure that they empathize with the transportation service, give customers individual attention, and try to understand the needs of their customers.