

## ABSTRACT

The main purpose of this study is to explore the relationship between logistics service quality, service pricing, service location, and customer satisfaction, in the context of a container depot in Bangkok. There are four objectives: (1) to examine the influence of container depot service quality on customer satisfaction, (2) to explore the influence of service pricing and service location on customer satisfaction, (3) to identify the factor that provides the highest influence on customer satisfaction, and (4) to draw conclusions and give recommendations in order to improve the container depot service quality.

The ABC container depot is selected for this case study, which focuses on the depot's distribution process of outbound empty containers. One hundred questionnaires were distributed to current ABC's customers, and multiple regression analysis was the method to test all research hypotheses. The results indicate that logistics service quality and service location **arte** significantly related to customer satisfaction while the influence of service pricing is not related. Moreover, the most significant factors of logistics service quality that have the highest impact on customer satisfaction are timeliness followed by order discrepancy handling, order accuracy, ordering procedure and order quality.

The results from this research will contribute to the work processes of the ABC container depot, as well as other container depots, to focus on appropriate points to improve their service, which helps to enhance customer satisfaction and helps to make the company successful.