

## ABSTRACT

In the freight forwarding business, forwarders are always dealing with partial shipments, in which bookings are made for less than full container load consignments (LCL). The sea forwarders always respond to their customers' demands to ship the cargo with a short transit time and lowest cost. To understand the customer's selection, and meet their needs, is one of the keys to competitive advantage, which increases the organization's service level. The company tries to understand its customers' behavioral intention. The variables that impact the customer intention to select the company's service are described in this project.

The LCL freight purchasers today concentrate more on cost saving, fast transit time without delay (shortest lead-time), and cargo safety, as well as a willingness to support the service requirements.

The purpose of this study is to examine the impact of factors on customer selection intentions to use the company's LCL service. The results indicate that the Responsiveness factor would positively affect customer intention to select the company's service, while the Reliability, Rate, Resource, and Risk Free factors had no significant impact. These findings are important to the firm, since the results obtained from the research would help the firm to make strategic decisions to develop a better service and focus on meeting customer's requirement, in order to gain more information on selection intention which directly supports a higher service level.