

ABSTRACT

The main purpose of this study is to understand the relationship between logistics' service quality, pricing and scheduling, and customer satisfaction with sea freight forwarding in Thailand. Four objectives are set: 1) to examine the impact of sea freight forwarding service quality on customer satisfaction; 2) to examine the influence of the price (service charge) and scheduling of the service providers on customer satisfaction; 3) to understand the effect of each dimension of sea freight forwarding service on customer satisfaction and identify the factor that provides the highest impact on customers satisfaction, and 4) to identify the differences between customers' expectation and perception of logistics service quality, price and scheduling, and customer satisfaction. The ABC Company is selected as a proxy of a sea freight forwarder. All 78 current customers of the ABC Company are targeted as the population of the study. The nine-dimension logistics service quality proposed by Mentzer is applied. T-test and regression analysis are used as the major data analyses techniques. The results indicate that logistics service quality and scheduling are significantly related to customer satisfaction while the influence of pricing is not evident. Moreover, customer expectation on all related factors is significantly higher than their perception of the quality of those factors.

The results from this research would help the ABC Company, as well as other sea freight forwarders, to focus on the appropriate points to improve their service which in turn, would help in enhancing customer satisfaction.