

## ABSTRACT

This research studies the cognitive, affective, and conative relationships that consist of perceived benefits, perceived costs, green initiatives towards customer perceived value and customer satisfaction on behavioral intentions in the case study of logistics outsourcing as LPG transportation services for LPG Autogas stations in Bangkok metropolitan region, Thailand. The researcher also examines the perceived benefits in terms of strategic benefits, financial benefits, and operational benefits including an examination of the perceived costs of customers in terms of the perceived non-monetary price and the perceived monetary price. The behavioral intentions of customers are examined in order to know their intentions as repurchase intention, search for alternatives, and word of mouth toward their current logistics service provider. The research presents the results of 369 Thai internal customers group who are autogas station company owner or work as Chief Executive Officer, Entrepreneur, main shareholder, logistics/supply chain manager, or general manager of autogas station company which outsources logistics service as LPG road transportation from logistics service provider located in Bangkok metropolitan region, Thailand.

The results suggest that the internal customer group will respond in a positive behavioral intention, intend to repurchase service, and recommend their logistics service provider to others when they can perceive the value of the service then feel satisfied with the service which is provided by their current logistics service provider. For more reasons of Thai customers' behavior, this research provides logistics service providers with knowledge to create and offer better service to gain customers and get a positive response from their behavioral intentions.