

A COURIER COMPANY'S SERVICE PERFORMANCE & CUSTOMER SATISFACTION

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Abstract

This research examines the conceptual model of logistic service quality in a courier company in Thailand, and the effect on customer satisfaction, The objective is to provide improvement recommendations to the company. Both exploratory research and survey research were conducted. The target population was the company's customers, from the time they place an order until the order is received. Import shipments were studied, and there were 277 respondents to a questionnaire. Multiple and simple linear regressions were used to analyze the data. The researcher found that the proposed conceptual model of logistic service quality has a significant influence on customer satisfaction. This will help the company managers to understand the business performance and level of customer satisfaction, in order to improve the service. This will enhance the company's reputation, help it gain more market share, and help make the company a success.

INTRODUCTION

As the market becomes more global, and competition continues to intensify, the scope and role of the logistics industry has changed rapidly over recent years. Logistics used to play a supportive role to primary departments such as marketing, but now logistics has become a primary function. It includes transportation, warehousing, distribution, inventory management, packing, and customer service. Logistics also contributes to the reduction of costs and has become a vital aspect in achieving competitive advantage. Consequently, firms are realizing that the competition is not exclusively between one firm and other firms but also "supply chain against supply chain" (Christopher & Towill, 2001). Many firms have outsourced their logistics function rather than having to operate in-house operations, because outsourcing is an alternative which allows a company to take advantage of global opportunities, and frees it to concentrate on its core competency. Outsourcing helps companies to reduce cost and im-

*This is a much reduced version of Ms. Pholsuwanachai's MSc project report