

Factors affecting the decision making of Entrepreneurs on selection Logistics Services in Thailand.

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ABSTRACT

The objectives of the study were to investigate the entrepreneur's decision of the logistics service application, and to find out the guideline of improvement and devilmnt efficiency of logistics service entrepreneur serve the need of the customer. The research methodology consist of 400 entrepreneurs which were selected as random sampling, the sample of the study. The questionnaire was the instrument of the study for collecting date. The percentage, mean, standard deviation, F-test, one way ANOVA and Pearson relationship coefficient were used as the statistical analysis. The statistical package was used as the statistical analysis from the collected questionnaire. The result of the study found that the different character of organization effected to the different entrepreneur's decision of logistics service application. The marketing mixed factor effected to the different entrepreneur's decision of logistics service application. The opinion in various factors related to the different entrepreneur's decision of logistics service application.

Keywords - Investigate, entrepreneur, Marketing mixed factor, logistics service application.

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I. INTRODUCTION

Background and statement of the problems

According to the economic change, product price increasing, high price of oil which are the production cost effected to the business. All this, the producer must decrease the risk concerning the business complication in the production, transport, and tariff. Because of the various businesses has no specialization person, therefore, the business must decrease the capital for the maximum benefit by using the logistic service application completely.

Basically, the logistics service application has developed from the product management which is the transport management. Later, the enterprise extend to the warehouse management (Logistics centers University Chamber., 2006), product distribution service, product loading, and international transport. Next, the extension of logistics business and increasing procedure before production which consist of raw material provision warehouse management including the supply chain in the system. Moreover, the business expansion from international big company provide the logistics service application called "Third Party Logistics" acting the intermediary between the buyer and the seller. This party coordinate the logistics coordination such as planning process, division labor, and activity control. The facilitation started from raw material provision, purchasing, process, warehouse administration, product investigation, collecting and packaging, product label and mark, transport, distribution, tariff and sea port. All this, the minimum expenses should be the product distribution which consist of transport, warehouse management, and purchasing process. In addition, the support activities concern the procedure such as warehouse management, lifting, raw material provision, and distribution data management.

ASEAN countries has different logistics development such as the infrastructure, tariff regulation, official coordination and electronic development. However, Asia logistics cost decrement will be solve the problem concerning the infrastructure, transport, traffics, and information technology development (Logistics centers University Chamber., 2006). Now, the government focus on digital economic system for the connectivity serve the trade connectivity, and transport connectivity in term of one stop service both the national and ASEAN.

II. LITERATURE REVIEW

A. Method and Theories

1. Logistic Theory
2. Marketing Mixed Theory
3. Consumer Decisions Theory

B. The objective of the study

1. To study factor effecting the entrepreneur's decision of logistics service application.
2. To investigate the improvement and development efficiency of the entrepreneur of logistics service application for the up to date of logistics management development.
3. To find out the marketing mix factor effecting the entrepreneur of logistics service application, and.
4. To collect the opinion concerning the corrected, rapid and expert services.

C. Significance of the study

1. The extension knowledge concerning the logistics service application is the benefit.
2. The next benefit is the finding of entrepreneur group and the need for logistics service application.
3. The entrepreneur will apply the result of the study for the improvement and development the self-potential of the customer.
4. The benefit from the potential development of logistics business will adjust and change the endurable logistics development, serve as the leader in ASEAN countries.

D. Hypothesis

This study determine the hypothesis as follows;

1. The different character of organization has no effected to the different entrepreneur's decision of logistics service application.
2. The different marketing mix factor has no effected to the different entrepreneur's decision of logistics service application.
3. The different corrected service, rapid up date and specialization has no relationship to the different entrepreneur's decision of logistics service application.

E. Scope of the study

The limitation of the study are as follows;

1. The limitation of the entrepreneur was selected 400 entrepreneurs in service, production, retailer and wholesaler represent the population by disproportionate sample.
2. The limitation of the data collection, using online questionnaire such as industrial estate in Pathumthani, Chonburi, Ayutthaya and Bangkok Metropolis. Moreover, sending the questionnaire to provinces such as Samut Prakan, Samut Sakhon, Nonthaburi, Nakhon Pathom, Chachoengsao, Rayong, Prachinburi, Nakhon Ratchasima, Tak, Chiangmai etc.

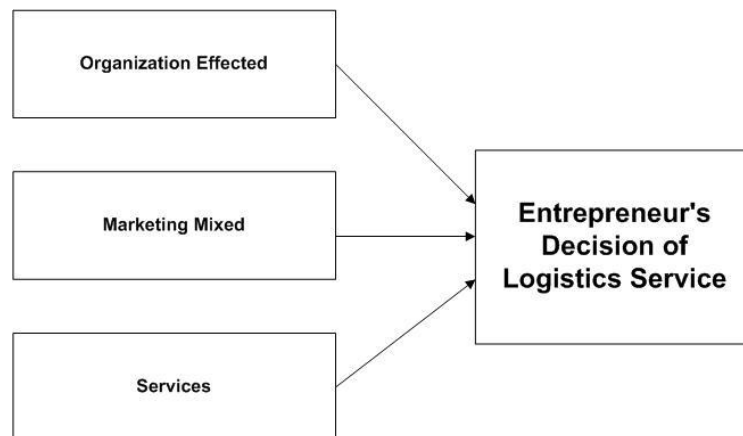


Figure 1. The research framework

III. METHODOLOGY

The data analysis use these statistics as follows;

1. The nominal scale use the descriptive statistics such as frequency count and percentage for the explanation i.e. income/month, size of organization, character of organization, the marketing mix such as product, price, channel of distribution, sale promotion, personal, physical character and process.
2. The ordinal scale use the descriptive statistics such as mean and standard deviation for the explanation in various factors in services and decision of logistic service application.
3. The independent F-test one way ANOVA use in the hypothesis testing such as testing the different between decision of logistic service application and character of organization. Also use this statistics for hypothesis testing between decision of logistics service application and the marketing mix at .05 level of statistical significance.

4. Pearson product moment correlation coefficient was analysed the relationship and the direction of relationship of interval scale at .05 level of statistical significance. The criteria of relationship determined by services factors concerning the correction, up to date, rapidity, expertness and entrepreneur's decision of logistics service application.

The test of the instrument

The researcher try out the questionnaire for validity and reliability as follows;

1. The validity of instrument tested by alpha coefficient the constructed questionnaire came from the theory, concept and all of information via the advisor for approval in all of statement in the questionnaire serve the objective of the study. After that the questionnaire improve and correct.

2. The reliability of instrument tested by 40 samples. Next, the reliability find out by Cronbach alpha coefficient equal .708

IV. CONCLUSION

The result of the study found that majority of the sample has the income earning lower than 5,000,000 baht/month, has more than 300 employees, industrial factory business, use domestic transport as the land transport. The selection consideration depended on price and service, use this service more than 150,000 baht/month. The logistics service application has considered from public relation advertising, discount from the various service, the quality employee serve the correct work, providing the new equipment for working and service process rapidly. Majority of the sample agreed on the selection decision at the first priority as the rapid service, the rest were the price, information technology and other including various services, respectively.

From the hypothesis able to conclude the study as follows;

1. The different character of organization has no effect to the different entrepreneur's decision of logistics service application at least 1 aspect. In short, the different character of organization has no effect to the different selection of entrepreneur's decision of logistics service application.

2. The different, marketing mix factors has no effect to the different entrepreneur's decision of logistics service application. In short, factors of marketing mix has related to entrepreneur's decision of logistics service application.

3. The factors of opinion in corrected, up to date, and expertness were difference, has no relation with the different entrepreneur's decision of logistics serve application. In short, the opinion factors has related to the entrepreneur's decision of logistics service application.

V. DISCUSSION

The study of entrepreneur's decision of logistics service application able to concluded at follows;

1. Majority of the sample has income 5,000,000 baht/month in amount of 169 respondents (42.3%); with employee more than 300 persons, 136 respondents (34.0%); industrial factory business 201 respondents (50.2%); use domestic transport 256 respondents (64.0%); use land transport 186 respondents (46.5%); services under price and service 227 respondents (56.8%); use the services more than 150,000 baht 181 respondents (45.2%); use logistics from public relation advertising 166 respondents (41.5%); receiving discount services 250 respondents (62.5%); employee quality as the working correctly 218 respondents (54.5%); the logistics provide new equipment 293 respondents (73.2%); and select the update service 309 respondents (77.3%)

2. The consideration as a whole view found that majority of the sample focus on the selection decision as the rapidity, the rest were the correction and the expertness.

The consideration as each aspect found that the correction effecting at most level especially in service application, the rest were the delivery correction and the tariff, respectively. The rapidity effected the selection decision at most, especially the punctual in transport and service. The rest were the service rapidly, and update technology, respectively. The expertness effected the selection decision at most especially the expert service. The rest were the interest expertness and customs expertness, respectively.

3. The consideration as a whole view found that majority of the sample focus on the selection decision on logistics service application at most level, especially the quality of logistics service. The rest were the price, information technology and various service provider which associated to Suthida Kasetkarun (2009) has studies on "Selection Factors of Logistics External Service Provider by Third Party Concerning Industrial Food Temperature Control" and associated to Kanthamon Sukkrachang and Tharathon Kulphatniran (2011) has studied on "Factor Effecting Towards Selection Decision on Transport Service of Aquatic Animals by Stepwise Analysis"

The consideration as each aspect found that the quality of logistics service application effected to the selection decision at most level, especially the comply with order of customer efficiently. The rest were the transport saving, transport vehicle satisfaction, working efficiently, up to date responding, control system of storage efficiently, and the different of service provider, respectively. The various services Effected to the selection decision at most, especially land transport. The rest were the completely various services, storage service and warehouse service, packaging services and customs services., respectively. The price effected to the selection decision at most level, especially the appropriated price. The rest were the cost in services, the lower service in logistics, bill arrangement, the cost management efficiently, duration of payment and cost leadership, respectively. The information technology and others effected to the selection decision at most, especially the convenience in connecting. The rest were the knowledge of employee, document technology, need information, damages insurance, monitoring, service after selling, inspection of products, information receiving and customs announcement, respectively.

4. The relationship between factor of corrected services has related to the different entrepreneur's decision of logistic service application. In short, factor of corrected services, up to date, and different expertness has related to entrepreneur's decision of logistics service application.

The consideration of the level of relationship found that the different corrected service, up to date, and expertness has positive relationship with correlation coefficient (r) at much level such as corrected services, products correction, up to date service, update technology and punctual in transport. The expertness in service with correlation coefficient (r) at little level such as customs correction, expertness in customs and expertness in various interests.

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