

Independent study title: Service Quality of Cold Chain Logistics based on Customer Relationship Management: A Case Study of Shun Feng Express Co., Ltd.

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Abstract

The aims of this research were: 1) to study the relationship between customer relationship management and service quality in cold chain logistics industry, and 2) to analyze the current situation of Shun Feng Express cold chain logistics, and discuss the countermeasures and measures to enhance the service quality of Shun Feng Express cold chain logistics. The sample of 390 people responded to a questionnaire. The content validity was 0.97, and the reliability of the questionnaire was 0.88. Statistical data used for data analysis were mean, percentage, and standard deviation. Hypothesis testing uses statistics multiple linear regression.

The results of the research showed that: most of them were female, aged 36-45, living in cities, with a bachelor's degree of education. Over the past three years, the average value of the opinions, tangible assets, reliability, responsiveness, assurance and empathy of Shun Feng Cold chain logistics was 3.59. The average reliability is 4.07, and the opinion is at the highest level. The average of customer relationship management opinions is 3.66, and the average of customer outlook is 3.79, which is the highest level. hypotheses have very low p-values of less than 0.001, indicating strong statistical significance. The results emphasize that the five variables have a big influence on the satisfaction of customer management, and all have a positive impact, that is, the higher the service scores, the higher the customer relationship management scores.

Keywords: service quality, cold chain logistics, customer relationship management Shun Feng Express Co., Ltd.

Student's signature

Independent study advisors' signatures 1) 2)