

Factors Impacted Service Quality of Container X-Ray in Advance of Customs X-Ray and Technology Center Ladkrabang Cargo Control Customs Office, Bangkok Thailand

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Abstract— *The primary purpose of this study is to determine factors impacted the service quality of advanced X-ray container inspection unit at Custom X-ray and technology center, Lad Krabang Cargo Control Customs Office. The sample was selected from 109 Lad Krabang Cargo Control Customs Office of previous customers by using a check list and rating scale questionnaire as a tool. Statistical application used for data analysis were percentage, mean, standard deviation, T-test, One-way ANOVA, and regression analysis.*

On the basis of the results of this study, it can be concluded that most of respondents were males, age between 35-44 years old, associate degree graduated, average income between 10,000-20,000 baht, received service over 9 times monthly, and most of services were X-ray container inspection on imported containers. The average picture of the opinions factors which impact service quality of advanced X-ray container inspection unit technology center at Lad Krabang cargo control customs office were at high level included in the study were reliability, timeliness, responsive, competence, assurance, and courtesy, respectively. The hypothesis testing found that there was a significant level at 0.05 correlation between service procedure, service response time, and personnel courtesies accordingly.

Recommendations from this study were administrative officers should improve reliable service which management routine procedures, readiness to receive services from customers, and improve on service personnel to handle customer with courtesy and graciousness.

Keywords— *Service quality.*

I. INTRODUCTION

In the modern world society, there is highly competitive among businesses, whether it's a trade, selling goods, services, and capital currency move freely, which can be done and must be under world trade organization regulation. In addition to the tariff rates, which decreased gradually because of the free trade agreement, both at the bilateral level, regional, and multilateral levels.

The Customs Department is a State Agency under the Ministry of finance provision, Customs Department, originally the main task is to retain taxation of imported and exports goods from domestic and international businesses with various charges, such as all taxes and administrative duties. Prevention and suppression of smuggling avoidance and escape from customs, to meet target of taxation plan, and to achieve sustainable development of Thailand economy and global trade connectivity.

Lad Krabang customs Bureau is a merchandises inspection and taxes clearance department which is under Thai Customs Department. Customs Department has the duty to supervise and inspect the imported and exported merchandises. By introducing the x-ray inspection unit used for the physical inspection of goods without opening the containers.

The developed countries used x-ray container inspection unit to inspect the containers in advance before transfer merchandises in cargo containers from ship to storage port area for custom officers inspection and verification of merchandises which is possible to use the x-ray container inspection unit effectively. Thai Custom Department has been tried to push for x-ray container inspection unit, but they have not been succeeded because of the existed location that does not support the plan for traffic and delivery to be installed this inspection unit. The x-ray container inspection unit installed in space far away from the merchandises containers and storage port, such as Bangkok, Laem Chabang. In addition, budget constraints due to x-ray container inspection unit with relatively high prices, it is necessary to place the system in a centralized service area location to provide this service. Consequently, this cause service to be delayed in waiting for inspection. (Reference: advance x-ray container inspection unit project, save money, save time (Faster and Cheaper with Pre X-Ray) Center for x-ray container inspection unit technology and customs offices, customs warehouse, Lad Krabang Customs Department).

To determine X-ray container inspection unit technology study of businesses containers owners satisfaction factors at Customs Department is extremely important to make them aware of customers' needs and satisfy with the services that Customs Department provide.

The Purpose of the Study

To determine factors impact service quality of advanced X-ray container inspection unit technology center at Lad Krabang cargo control customs office.

Scope of Study

1. Scope of content was the study of service quality based on concept of the theory of Parasuraman which contains: reliability, responsive, ability, confidence, and courtesy.

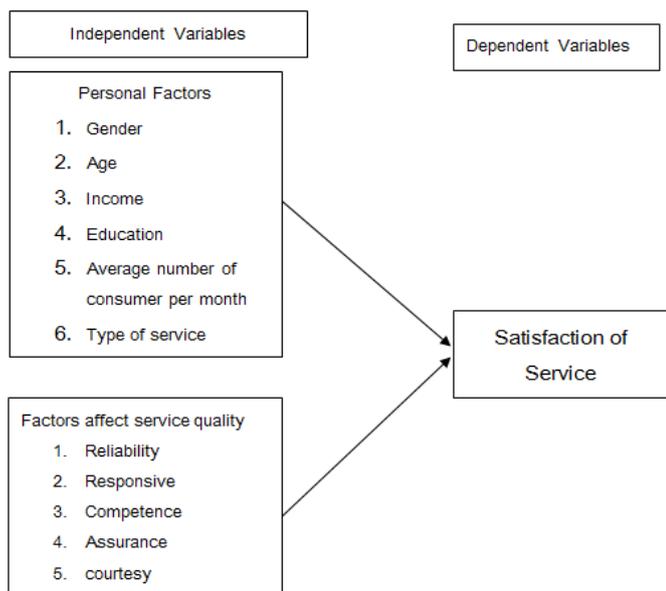
2. Scope population were 109 clients who received the service from Lad Krabang X-ray container inspection unit technology Center Bangkok.

3. Scope of Time, during January-April 2016.

Significant of the Study

1. To determine the factors that affect the quality of service of advanced X-ray container inspection unit technology Center at examining the merchandises Customs Office in Lad Krabang, Bangkok.
2. The results of the study which will provide to Administrative officers to develop strategy for better customer service.

Frame Work of the Study



This was a quantitative research, the samplings were 109 clients who came to receive at X-ray container inspection unit service Center at Lad Krabang cargo control Customs office. The study was conducted by using the questionnaires and statistical analysis, such as percentage, mean, standard deviation, t-test, One-way Anova, and regression analysis.

Questionnaire was a tool to use and consist of 4 parts:

Part 1 there were 6 questions about personal information of respondents consisting of gender, age, education, salary, the average number of services per month, and types of services.

Part 2 questions about the factors that affect service quality of container X-ray container inspection unit.

Part 3 Questions about service satisfaction of the X-ray container inspection unit center.

Part 4 an open-ended question for respondent who want to give suggestion from this study.

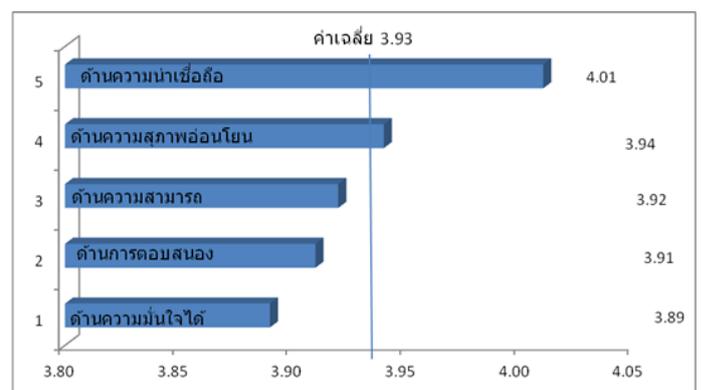
Statistics Used in the Study

1. Descriptive statistics (Descriptive Statistics) used to describe the personal information of respondents satisfaction of the service X-ray container inspection unit container.

2. Inference statistics (Inferential Statistics) used to test the hypothesis with the statistical analysis (Independent-test) and statistical analysis One-way Anova, and Regression Analysis.

Results
Findings revealed that the average picture of the opinions of respondents regarding factors of X-ray container inspection unit service quality at Center of Lad Krabang cargo control Customs office was in medium level with the following reasons: trust worthy aspect was in the highest level, aspect of approachable, competency, courtesy was in medium level with the followed detail, such as Reliability, Responsive, Competence, Assurance, and courtesy.

An overview of analysis service quality of X-ray container inspection unit in advanced with Average of $\bar{x}=3.93$



Service quality of x-ray container inspection unit in advance of the quality in overall picture ($\bar{x}=3.94$) was in high level with following detail; consisting of credibility ($\bar{x}=4.01$), courtesy aspect ($\bar{x}= 3.94$), Competence ($\bar{x}= 3.92$), Responsive ($\bar{x}= 3.91$), the confidence ($\bar{x}= 3.89$) was in high level, respectively.

The overall picture of the opinion of customer satisfaction in service quality of X-ray container inspection unit in advance was in high level and revealed that installation of the unit at station 1 and 4 was in average highest level of opinions.

TABLE I. Display test results by comparing the relationship between service quality and customer satisfaction in serving X-ray container inspection unit by using Regression Analysis to get results.

Service Factors affect customer satisfaction	B	Std. Error	Beta	T	Sig.	Results
Constant	1.179	.492		2.395	.019*	Relationship
Service standard time regulated by customs department	.101	.101	.115	.853	.396	No relationship
X-ray unit, modern and reliable	.097	.152	.088	.639	.525	No relationship
Knowledgeable	-.042	.144	-	-.292	.771	No

Service Factors affect customer satisfaction	B	Std. Error	Beta	T	Sig.	Results
personnel			.045			Relationship
Be able to check x-ray unit procedures	-.018	.142	-.016	-.126	.900	No relationship
Be able to check management policy	.325	.168	.288	1.931	.048*	Relationship
Personnel are willing	.132	.158	.146	.832	.408	No relationship
Personnel attentive	-.190	.130	-.219	-1.468	.146	No relationship
Satisfactory hours of operation	.281	.159	.309	1.766	.049*	Relationship
x-ray center capable to receive services	.001	.164	.002	.009	.993	No relationship
x-ray center accomplish their services	.168	.151	.181	1.115	.268	No relationship
Competent personnel	-.126	.178	-.137	-.706	.482	No relationship
Personnel skill for job	.261	.162	.275	1.611	.111	No relationship
Personnel communication ability	.039	.151	-.044	-.258	.797	No relationship
x-ray center capacity to handle customer request and complete services	-.119	.144	-.122	-.826	.411	No relationship
x-ray center assist customer in capital	-.017	.130	-.021	-.134	.894	No relationship
Update info thru media	.119	.123	.140	.936	.338	No relationship
Easy service procedures	-.026	.146	-.025	-.181	.857	No relationship
Easy access to center	.062	.136	.066	.452	.652	No relationship
Personnel with courtesy	.312	.166	.343	1.882	.049*	Relationship
Greeting customers	.059	.159	.067	.371	.712	No relationship
Appropriate uniform	.051	.151	.051	.339	.736	No relationship
Equivalent services to all customers	-.095	.163	-.106	-.582	.562	No relationship

Sig. > 0.05

From the comparative quality of service relationships that affect the satisfaction of service container on X-Ray container inspection unit was no different and from hypothesis testing revealed that the expectation with reliability aspect factor was .048, X-ray Center availability of the service time aspect was .049, and the placidity of personnel aspect was .049 which correlated with satisfaction in serving X-ray container inspection unit in advance with a significant level of 0.05.

II. RESULTS

A significant level of 0.5 factor, the quality of service are correlated with satisfaction in providing x-ray container inspection unit in advance with the following aspects, such as reliability, responsive, competence, assurance, and courtesy, respectively. In addition, the reliability aspect which trust factor in management procedure that could be investigated .048, the response time in regard to the availability of the X-ray container inspection unit center .049, and the placidity of personnel service with courtesy to customer .049, correlated with satisfaction in providing x-ray container inspection unit in advance with a significant level of 0.05.

III. DISCUSSION

A study on factors impacted the service quality of advanced X-ray container inspection unit at Lad Krabang cargo control customs office revealed with these findings.

- Responsive aspect: Factors that affect the service quality of advanced X-ray container inspection unit concerning service responsive was in high level which coincided with Panida Petcharat (2013), a study of the quality of service which affect the satisfaction of taxpayer revenue at Nakhon Ratchasima 2 office established that respondents commented on the level of responsive quality was in high level of the opinion.

Competence aspect: Factors that affect the service quality of advanced X-ray container inspection unit concerning competence and capability was in high level which coincided with Silpchai Ounaran (2011) a study of the quality of service which affect the satisfaction of N.M.L., Co., Ltd., established that respondents commented on the level of competence and capability was in high level of the opinion.

- Assurance aspect: Factors that affect the service quality of advanced X-ray container inspection unit concerning assurance and safety was in high level of the opinion.

- Courtesy aspect: Factors that affect the service quality of advanced X-ray container inspection unit concerning courtesy was in high level of the opinion.

Service Satisfaction aspect: Factors that affect the service quality of advanced X-ray container inspection unit concerning service satisfaction was in high level of the opinion.

IV. RECOMMENDATIONS FROM THE STUDY I

A study of factors that affect the quality of the service of advanced X-ray container inspection unit at X-ray Technology Customs Office, Lad Krabang, Bangkok, Thailand. With suggestions as follows:

1. The Executive officers should develop service quality to personnel who involve with advance X-ray container inspection unit.
2. The Executive officers should develop in the response time and prepared to handle customer who come for the services.
3. The Executive officers should train personnel for better customer service.

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