

TITLE	THE DEVELOPMENT OF LOCATION CODES TO SUPPORT THE LOGISTICS PROVIDER SELECTION SYSTEM
KEY WORD	LOCATION CODE / DECISION / SELECTION FACTOR / LOGISTICS SERVICE PROVIDER
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ABSTRACT

The objective of this mixed method research was to develop location code and decision making system for logistics service provider selection. The research sample consisted of 10 key informants for develop location code from logistics service providers, logistics service users, academics, and relevant government agencies and 30 logistics service providers answer questionnaire for generate location code. The research instrument were questionnaire and interview form. The data was analyzed using content analysis and Analytic Hierarchy Process (AHP). Then, create a trial website for develop decision making system for logistics service provider selection. The result indicated as follows: develop 30 location pilot codes for logistics service provider then conduct to develop decision support system using Analytic Hierarchy Process (AHP). The 6 factors that affecting the decision on choosing logistics service provider including; dependability, price, response, technology, customer service, organizational. The factor loadings ranking from the highest to the lowest were 0.299, 0.261, 0.221, 0.097, 0.074, and 0.048. This factor loading has been developed to website for service users to use as a tool for decision making in choosing logistics service providers.