

TITLE	THE DEVELOPMENT OF STRUCTURAL MODEL OF FACTORS INFLUENCING CUSTOMER SATISFACTION FOR FROZEN SEAFOOD BUSINESS IN THAILAND
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ABSTRACT

The purpose of this research were (1) explore the features of management system quality control in the efficiency transportation and the levels of customer service satisfaction for frozen seafood business in Thailand (2) analysis on the influence and indirect management system quality control in the efficiency transportation and the levels of customer service satisfaction for frozen seafood business in Thailand (3) searching for forming factors that affect customer service satisfaction for frozen seafood business in Thailand. The research methodology combines quantitative and qualitative research. Data 440 samples from logistics service provider and transportation Cold Chain service provider. The methodology was mix method consist of quantitative method with questionnaire and qualitative method with depth interview. The statistics in this study were frequency, percentage, standard deviation, Confirmatory Factor Analysis – CFA and Structural Equation Model – SEM.

The finding of this research were (1) the majority of freight forwarders entrepreneur was Thai over the foreign entrepreneur shareholder, the majority product was rice canned meat

pasteurize, salads, sandwiches, pastries, fresh pasta sauce or soup. The sample was focus on management system factors at a high level, quality control was in the highest level, efficient transport was in the highest level, and customer service satisfaction for frozen seafood was in the high level (2) the results of confirmatory factor analysis found that all observed variables was an important component include management system, quality control, efficiency in transportation and the levels of customer service satisfaction for frozen seafood business in Thailand (3) the analysis of the influence of variables found that 1) management systems both direct and indirect had influence on the service level and customer satisfaction by delivering efficient transportation 2) quality control had both directly and indirectly influence on the service level and customer satisfaction by delivering efficient transportation 3) for forming factors that affect customer service satisfaction for frozen seafood business in Thailand found that the most important element was the management system to manage the temperature in the warehouse, the warehousing quality control on the containers temperature, the reliability of efficient transportation, and the level on customer service satisfaction. The forming factors that affect customer service satisfaction for frozen seafood business in Thailand was in harmony with the empirical data at significant level (Chi square/df =1.46, P-value=, 0.00889, RMSEA=0.031, GFI=0.98, AGFI=0.95). The contribution of this research was established the strategic model for use in the cold chain logistics in frozen seafood.

(1) Focus on the management system should use the system of temperature management in the warehouse. There should be several levels of cooling depending on the suit of each type. It has strict standards and conditions of the FDA, GMP, Department of Livestock and Department of Fisheries in frozen seafood to meet the needs of customers. (2) Focus on quality control. Service providers need to have control of the condition, such as clearing, to eliminate the bacteria attached to the frozen goods in the warehouse. Operators should have an effective frozen process in the warehouse and the process selection to suit the several kind of food. 3) Focus on efficiency in transportation. Service providers must take into account the importance of transport efficiency throughout the supply chain. Well known company will make a reliable the shipping industries. Moreover Delivery was timely and on time will create customer satisfaction. (4) To focus on a services level and customer satisfaction. Satisfaction is whether product satisfaction or employee service satisfaction of employees. Receive - Store - Deliver goods / containers, goods / cargo area eventually.