



SERVICE STRATEGIES OF CHUM PHAE POST OFFICE, KHON KAEN

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Abstract

This study aims to explore the environment of management, general information, behaviors, satisfaction, levels of satisfaction and suggestions from target customers and to develop service strategies for Chum Phae Post Office, Khon Kaen Province. The study found that organizations adopt to the external environment and internal environment well. General information of customers, most of them were female, aged 20-30, with high school/vocational diploma. They were traders/business owners with an average income of 15,000-20,000 baht per month. Regarding customer behaviors, the researcher has found that customers themselves were decision makers and they usually used Express Mail Service (EMS) for envelopes. The main reason for using the post service was because the post office was near their residence/workplace. Their overall satisfaction with the service quality was at the high level. Customers of different genders, levels of education, types, business/careers, and income levels shared the same level of satisfaction with the service quality with a statistical significance of 0.05. The results had been used to draw up the TOWS Matrix for the projects, including increasing service channels as an S-O strategy, decreasing service line steps as a W-O strategy, and improving service quality as a W-T strategy. After the strategies are implemented, it is expected that the service will be accurately in line with the customer behavior and their needs and, as a result, customers will be more satisfied with the service and the strategies will further be developed to improve the service of Chum Phae Post Office, Khon Kaen Province, in the future.

Keywords: Customers, Satisfaction, Behavior, Service strategies

1. Introduction

Nowadays, as communication technology changes rapidly in the stream of globalization, lifestyle of people in this era also changes. They mail letters less and use other devices or mediums instead, such as telephones and the Internet. This has impacts on the business operation of Thailand Post Company Limited and its branches, including Chum Phae Post Office in Khon Kaen Province. This business has become fiercely competitive among Thai and foreign postal service providers. The key in this competition is “service quality” and Thailand Post Company Limited has developed the service strategies that are in line with the service users. Since Thailand is entering the ASEAN Economic Community (AEC) in 2015, Thailand Post Company Limited has to build up a strong and extensive network to drive the business to the international arena. The company also has to increase its capability for supporting the business operation domestically and internationally with the same standards, so that it can effectively compete with other competitors at the international level. This also conforms to the current policy which emphasizes on high quality network, constant innovation and speedy services and focuses on becoming the organization with international standard network and excellent services.

Therefore, the researcher is interested in exploring the service strategies of Chum Phae Post Office, Khon Kaen Province, to offer guidelines for increase the capability and improving the service quality which will respond to customer needs and increase customer satisfaction. The excellent service quality will lead to a success in the business and an increase in income.

2. Research Objectives

This study aims to explore the environment of management, general information, customer behavior, customer satisfaction and different levels of customer satisfaction of the target customers on the service quality of Chum Phae Post Office, Khon Kaen Province, and to use the suggestions of target customers to improve the service quality and develop more effective service strategies.

3. Methodology

This applied research adopted descriptive social science research methodology to interpret, analyze and assess the data and employed descriptive analytical method to present the research [1]. In addition, while descriptive statistics were used to explain dispersion of the data, frequency of distribution, mean and differences of variables, inferential descriptive statistics were also used to explain relations between the data and hypotheses and the method of inference is used to draw conclusions about the population [2]. The instrument used in this study was a questionnaire and convenience sampling was applied.

3.1 Framework

The researcher studied general information about the service providers, including chief of the post office, administrative manager, postal deposit manager and postal operation manager, and the service users. The general information obtained from the customers included

genders, age groups, education levels, customer types, business type/careers and income levels. The instrument used in this study was a questionnaire constructed based on the opinion theory, the managing environmental analysis theory, the customer behavior theory (6W1H), the consumer demand theory, the satisfaction theory, the marketing mix theory, the generation theory, the satisfaction measurement theory with Likert scale, the instrument validation theory with index of consistency and the brainstorming theory. In addition, the researcher also adopted the managing environmental analysis, the SWOT analysis and TOWS Matrix before giving the information to the executive board for the brainstorming session. The information from the analysis and questionnaire were used to develop appropriate service strategies.

3.2 Hypothesis

Customers of Chum Phae Post Office of different genders, age groups, education levels, customer types, business types/careers and income levels possess the same level of satisfaction with the service quality of Chum Phae Post Office, Khon Kaen Province.

3.3 Scope of the study, population and samples

In this study, the sample group includes 389 customers, which was 2.65% of the whole population of 14,679. who used the services at Chum Phae Post Office, Khon Kaen Province. The researcher used non-probability sampling and convenience sampling to select the samples [3].

3.4 Research instruments and validation

Regarding the research instrument validation, the researcher employed an index of consistency (IOC) to validate the questionnaire's content. The questionnaire was examined, criticized and revised by experts in March 2015. As a result, the IOC value fell between 0.5-1.00 and the questionnaire was then used to collect the data in this study [4].

3.5 Data collection

To collect the data, the questionnaires were distributed to the customers using the services at Chum Phae Post Office, Khon Kaen Province. The data collection was conducted in March 2015 and the researcher adopted a convenience sampling method to select the samples [5].

3.6 Research conditions

The hypothesis testing was used to accept or reject the null hypothesis (H_0). The null hypothesis was accepted when the computed significant value was 0.05 or higher and the null hypothesis was rejected when the computed significant value was less than 0.05.

4. Results

4.1 Environmental Analysis of Chum Phae Post Office, Khon Kaen Province

According to the PESTE Analysis, the researcher has found that politics, administration and law, economy, technology, society and culture and physical evidence created positive impacts, while politics, administration and law and technology also produced negative impacts. Regarding the Five Forces Model, the threat of substitute products had the impacts on the business operation at the high level. The threat of new entrants, the competitive rivalry within

an industry and the bargaining power of buyers had the impacts on the operation at the moderate level, while the bargaining power of suppliers had the impact on the operation at the low level. As for the analysis of internal environment, in terms of the marketing, the post office was a leader in the postal business and it had long enjoyed a good reputation with the largest market segment. Relating to the finance, the post office had financial stability and liquidity. Respecting the people, the officers were highly experienced and knowledgeable about the high standard services.

4.2 General information

According to the general information of the customers of Chum Phae Post Officer, Khon Kaen Province, most of the customers were female, aged 20-30 and 40-50, who had completed high school education/high vocational education and vocational education. Most of them were individual customers who were traders/business owners and government officers/private company officers with average monthly incomes of 15,000-20,000 baht and 9,000-15,000 baht.

4.3 Behavior of customers of Chum Phae Post Office, Khon Kaen Province

Regarding the customer behavior, the research has found that the customers themselves were decision makers and they usually used Express Mail Service (EMS) for envelopes during 1.01 – 3.00 p.m. on Monday and Wednesday, respectively. In addition, most customers used the postal services daily and once a month, respectively. They received news and information of the post office from the officers and they chose to use the services at this post office because it was near their residence/workplace and it provided fast services.

4.4 Level of customer satisfaction with the service of Chum Phae Post Office, Khon Kaen Province

The customer satisfaction with the service quality of Chum Phae Post Officer, Khon Kaen Province, was found at the high level. In terms of price, the service rates were appropriate and competitive compared to others. As for the service channels, it was very convenient to use the service at Chum Phae Post Officer. Concerning the people, the officers were knowledgeable about the products and services. With respect to the service procedures, the services were fast and, with regard to the physical evidence, the place was clean and well-organized, suitable for this type of business. Relating to the service quality, the service fees were charged correctly with the same standard. Respecting the service types, the main service, referring to Express Mail Service (EMS) for envelopes, was easily accessible and of high standard. Finally, the customer satisfaction with the promotion was found at the moderate level with regard to regular and accessible advertisements.

4.5 Different levels of customer satisfaction and suggestions on the service quality of Chum Phae Post Office, Khon Kaen Province

Regarding the different levels of customer satisfaction, the researcher has found that customers of different genders, age groups, education levels, customer types, business types/careers and income levels shared the same level of satisfaction with the service quality of Chum Phae Post Office, Khon Kaen Province, with a statistical significance of 0.05.



4.6 Suggestions of the target customers on the service quality of Chum Phae Post Office, Khon Kaen Province

The customers have suggested that, in terms of the service, there should be a service in which large items are delivered by a mobile post office without issuing a notification. As for the price, most customers think that the service rates and fees should be decreased to be in line with other competitors. Concerning the service channels, there should be an on-site bulk mail service and, regarding the promotion, customers should be provided with some premiums or free gifts. In addition, as for the people, the number of service officers should be increased in order to effectively provide extensive services to all customers. With regards to the process, there should be more service counters or channels and, relating to the physical evidence, the building should have a modern interior design similar to other places. Finally, their suggestion on the service quality is that mails and packages should reach to the receivers faster.

4.7 Guidelines for improving the service quality of Chum Phae Post Office, Khon Kaen Province

The service strategies of Chum Phae Post Office, Khon Kaen Province consist of these following projects. For the S-O strategy, there is an increasing service channel project in which the on-site bulk mail service is provided. For the W-O strategy, there is a project on decreasing service line steps which can be done by adding 1 more service counter. In addition, for W-T strategy, there is a service quality improvement project by offering the new service, called Logistpost, of which large packages can be delivered to the receiver's door without issuing the notification. After the strategies are implemented, it is expected that the service will be accurately in line with the customer behavior and their needs. As a result, customers will be more satisfied with the service and the strategies will further be developed to improve the service of Chum Phae Post Office, Khon Kaen Province, in the future.

5. Discussion and Recommendations

5.1 Conclusion

According to the results, in terms of the service, customers usually used Express Mail Service (EMS) for envelopes. As for the price, the rates were appropriate compared to other places and, regarding the place, the location of Chum Phae Post Office was very convenient. Concerning the promotion, there were suitable and accessible advertisements available to the public. In addition, with regard to the people, the officers were knowledgeable about the products and services. Respecting the service procedures, fast services were provided and, on the subject of physical evidence, the place was clean and well-organized, suitable for the business. Finally, relating to the service quality, the service fees were charged correctly and accurately with the same standard.

5.2 Recommendations

5.2.1 Recommendations for Chum Phae Post Office, Khon Kaen Province

The service quality should be raised by increasing the capability of personnel and improving both internal and external environment of the building of Chum Phae Post Office,

Khon Kaen Province, to promote positive images of the post office and to build customer confidence.

5.2.2 Recommendations for future studies

In the future, there should be a study on the information about the services provided by other competitors in order to compare the services and develop the strategies to improve the service quality.

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