

Customer Satisfaction toward the Policy of Logistics Service Providers during COVID-19 and Post- Pandemic

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Abstract

This paper analyzed the customer satisfaction toward the policies of logistics services providers during COVID-19 and post-pandemic. The researchers applied the Best-Worst method to analyze the sample size of 384 people who used logistics service providers using an online questionnaire platform to find out the results. As a result, the product condition without product damage seemed to have the greatest average value of the best policy during COVID-19. Second, the tracking system is accurate and efficient. The company provides on-time delivery, which is the following policy with the next average value policy; all three examples have the same result as post-pandemic. This paper may benefit logistics service providers and the government in understanding and improving company performance.

Keywords: Logistics service provider, Logistics service policy, Customer satisfaction, COVID-19