

## **ABSTRACT**

The purpose of this research aimed to find out and focus on customers' attitudes towards e-Customs in a Japanese shipping company, its subsidiaries, and their clients in Bangkok. This study also looked for the advantage of using e-Customs and investigated the constraints when using this system to understand the benefit of the e-Customs and to reduce the obstacles of e-Customs.

The subjects in this study were 115 employees working in the shipping business. This study was a cross-sectional descriptive design and was conducted using a set of self-administered questionnaires during December 2008. Using a 5-point scale questionnaire of Likert Scale, it included closed-ended and open-ended questions. The obtained data were analyzed by using the Statistical Package for Social Sciences program version 15 to analyze data and determine the frequency, percentage, and mean.

The results of the study revealed that customers' attitudes towards e-Customs were less than satisfied with the service procedures and service staff. The respondents also gave suggestions that the Thai Customs Department should expand staff knowledge, promote more public relations for e-Customs and improve the service as soon as possible to support the growth of e-Customs in Thailand and further development to compete in worldwide business.