

Sukuma Pratep 2014: Development Service of the Singtarual Logistic. Master of Art (Human and Community Resource Development), Major Field: Human and Community Resource Development, Department of Human and Community Resource Development. Thesis Advisor: Associate Professor Wing Commander Sumit Suwan, Ph.D. 156 pages.

The purposes of this research were to 1) study the satisfactions and needs of the customers for development service of the Singtarual Phatthalung Logistics Co., Ltd., 2) study the problems and obstructions for development service of the Singtarual Phatthalung Logistics Co., Ltd., 3) study the ways to develop the service of logistics which satisfied the customers and develop the moral support to the employees of Singtarual Phatthalung Logistics Co., Ltd. The populations used for this study were 367 customers using the logistics service of Singtarual Phatthalung Logistics Co., Ltd., and 50 employees of Singtarual Phatthalung Logistics Co., Ltd., The data collection was collected by using the questionnaires and focus group discussion. The statistics used for data collection included percentage, mean, standard deviation, and content analysis.

The research results revealed that the satisfactions of customers who used the logistics service of Singtarual Phatthalung Logistics Co., Ltd., as overall image were at the moderate level including the door to door service, cross dock, service employees, and facilitation. These services were needed for employees to give services willingly and friendly. Moreover, the customers needed the sufficient parking lots. For the problems and obstructions of services as overall image, they were at the moderate level which included the workplace, operational duties, colleagues cooperation, services, and operational satisfactions. In addition, the Company had the ways of development service as follows: 1) manage and plan the operational systems to be clear and in procedures, as well as environmental management of operation, 2) allocate the duties of employees in accordance with their skills appropriately, 3) organize the activities to increase the effectiveness of team operation, 4) organize the training courses for the employees, 5) organize the channels of communication for the customers, and 6) pay the compensates and overtime wages for operational motivation, as well as increasing various welfares for the employees.

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Thesis Advisor's signature