Nutthaya Pattharapisetwong 2013: The Impact of Logistics Activities Performance on Customer Relationship Management of Thai E-Commerce. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Sawat Wanarat, D.B.A. 130 pages.

The purposes of this study were to explore the factor levels of logistics activities performance , the factor levels of customer relationship management and factors influencing logistics activities performance and customer relationship management in Thai e-commerce. Structural equation modeling is used to analysis. The samplings were 400 consumers who bought products or services through Thai e-commerce. The research for this study was in descriptive statistical technique of frequency, percentage, means, standard deviation and inferential statistics of Structural equation modeling (SEM), at the 0.05 level of significance.

The study result indicated that the model fit into the empirical data. The logistics activities performance factors such as customer service and purchasing had direct effect on customer relationship management. The logistics activities performance factors such as demand forecasting and transportation had not direct effect on customer relationship management. Information had indirect effect on customer relationship management through customer service and purchasing. Information had not indirect effect on customer relationship management through demand forecasting and transportation.

Suggestions for Thai e-commerce should increase the importance and support logistics in terms of customer service, purchasing and information for the higher performance. When the performance result is in high level, it will help companies reduce their costs and increase customer satisfaction. Furthermore, it will support the customer relationship management to gain a competitive advantage over the competitors.

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