

Thesis Title	A Comparative Study on Service Quality between Cambodia and Thailand Logistics Service Providers
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#### Abstract

The objectives of this study are to study service quality of logistics service providers in Cambodia, to compare Cambodia and Thai logistics service providers and to suggest Thai logistics service providers in the preparation for ASEAN Economic Community. SWOT analysis has been conducted for Thai and Cambodia logistics service providers. The questionnaire is used as a tool to collect the data. There were 215 responses collected by Cambodian and Thai. The independent T-test was utilized by SPSS for Windows Version 17. IT was found that there were significantly differences between Thai and Cambodia logistics service providers in 5 dimensions of service quality that are tangibility, reliability, responsiveness, assurance and empathy. Overall, Thai users have higher expectation in all dimensions than Cambodia users. At the same time, Thai user perceived higher service quality level than that of Cambodia users. However, Thai logistics service providers can not effectively satisfy the need of customers or users. Issues need to improve is the empathy dimension.

Keywords : Logistics Service Providers / Logistics users / SERVQAUL