

Work Efficiency of Delivery Staffs of ABC Company Limited

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Abstract - The study attempts to determine factors that have influences on work efficiency of delivery staffs of ABC Company Limited. Population is all the delivery staffs out of which 135 were drawn as samples. Questionnaires were used to collect the data and percentage, mean, standard deviation, t-test, F-test, One-way ANOVA, and Fisher's least significant difference (LSD) were used to analyze the data. The study revealed that from 135 samples most were male aged 21-30 with single status, graduated diploma, working with the company for 1-5 years, and earning income of 10,001-15,000 Baht per month. Respondents had high level in average for opinion toward work efficiency of delivery staffs of the company. Factor that had the highest level of influence was knowledge, while factors that had high level of influence were capability, information, persuasion, motivation, and equipment respectively. Hypothesis test result showed that gender and period of work with the company had influence on work efficiency of delivery staffs of the company at a statistical significance of 0.05. Demographic factors including age, status, education, and income were found to have no effect on the work efficiency. Knowledge had relationship with satisfaction in the work efficiency while capability, motivation, information, persuasion, motivation, and equipment did not have relationship with the work efficiency. The study suggested that administrative officers should focus on encouraging the staffs to gain knowledge, capability, and skills in routes of product delivery since they affect their work efficiency.

Keywords: Work efficiency, Logistics, Costs

I. INTRODUCTION

Nowadays, logistics management is an important task that helps entrepreneurs to gain competitiveness domestically and internationally [4-6]. Globalization and free trade concept have led to intense business competition and forced entrepreneurs to improve their business capacity in every possible way. Examples are minimizing the costs, adding more values to the product & service, managing delivery process from manufacturer to buyers all along the supply chain [3,8,12,13,14]. In business operation, entrepreneurs are aware of production cost as the main cost and try to reduce production cost in order to be able to compete in the market. Since it is hardly possible to maintain the same level of sales revenue while increasing the price of goods, entrepreneurs pay attention to costs.

Apart from material and labor costs, logistics cost is also a significant element of total cost. Logistics cost incurred as a result of logistic activities which mainly are customer service, transportation, storage, ordering process, order quantity, and inventory control. Total cost concept is crucial in effective logistics management. Every organization aims at reduction of overall logistic costs instead of considering each activity separately [11, 15]. Costs are reflected in main logistics activities as well as supporting activities in order to show relationship of all logistics activities. Delivery is one of the most important activities in logistics since almost all business more or less have to involve delivery from raw materials, parts, to finished products to channels of distribution or end customers. If problem occurs such as late delivery or improper method of delivery causing damages to the products, the business would be affected by such problems and the company may lose business opportunities [2].

ABC Company Limited produces and distributes cosmetics and health products. It has been facing problems with product delivery to distribution channels and agents. Most of the problems found concern capability of delivery staffs including their knowledge, skills, as well as equipments, unorganized delivery, unpunctual delivery, and irresponsibility in the products being delivered. These problems result in waste of time, expenses, as well as loss in business opportunities for the company and the company has to always bear higher costs to solve these problems. From the facts mentioned above, the researcher became interested to study factors that have effects on work efficiency of delivery staffs to find the solution and improve work efficiency of delivery staffs of ABC Company Limited to achieve the target for cost reduction from mistakes in delivery process [1,10].

A. Research Objectives

The research aims to determine factors that have influences on work efficiency of delivery staffs of ABC Company Limited.

B. Benefits of the Research

Results from the determination of relevant factor affecting work effectiveness of delivery staffs of

ABC Company Limited could be applied to improve the work efficiency of the delivery staffs.

C. Conceptual Framework

Researcher applied efficiency concept of Thomas F. Gilbert to form the conceptual framework used to study relevant factor affecting work effectiveness of delivery staffs of ABC Company Limited as shown in the below figure.

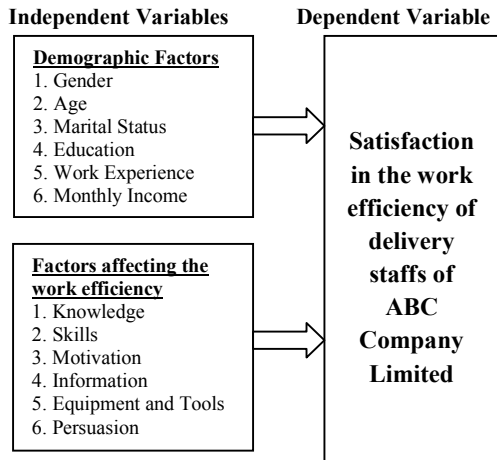


Figure 1. Conceptual Framework
II. RESEARCH METHODOLOGY

An instrument used to collect data for this research was questionnaire that could be described in 3 parts. Part1 contains demographic data of questionnaire respondents including gender, age, marital status, education, work experience, and monthly income. Part2 includes questions about opinion on factors affecting work efficiency of the delivery staffs. Finally, part3 consists of open-ended questions about opinion and suggestions of the respondents. Questionnaires were distributed to 135 delivery staffs in the company.

III. FINDINGS

A. Demographic factors

From 135 samples most were male aged 21-30 with single status, graduated diploma, working with the company for 1-5 years, and earning income of 10,001-15,000 Baht per month [7].

B. Factors affecting work efficiency of delivery staffs of ABC Company Limited.

The finding indicated that respondents had averagely high level of opinion toward work efficiency of delivery staffs of the company. Factor that had the highest level of influence was knowledge, while factors that had high level of influence were capability, information, persuasion, motivation, and equipment respectively with the following details.

For knowledge, the opinion was in the highest level overall. When considered in details, the following aspects were found to be in the highest level: knowledge about product delivery; knowledge about directions and the routes; and being trained to improve delivery skills.

For capability, the opinion was in high level overall. When considered in details, the following aspects were shown to be in high level: activeness in conveying the products; speedy and punctual delivery; and ability to solve problems at hand.

For motivation, the opinion was in high level overall. When considered in details, the following aspects were found to be in high level: suitable compensation with capability; appropriate annual bonus; and adequate fringe benefits provided by the company.

For information, the opinion was in high level overall. When considered in details, the following aspects were found to be in high level: accurate information regarding the product preparation; accurate information regarding the delivery; and understanding in delivery document.

For equipment and tools, the opinion was in high level overall. When considered in details, the following aspects were found to be in high level: good skills in using equipment and tools; adequate number of delivery trucks; and sophisticated & adequate number of scanners used to check the products.

For persuasion, the opinion was in high level overall. When considered in details, the following aspects were found to be in high level: adequate sophisticated equipments are available in the work place; safety in the work place; and appropriate work environment is maintained i.e. illumination, noise, and air circulation.

Figure 2 shows overall opinion on factors affecting work efficiency of delivery staffs of ABC Company Limited.

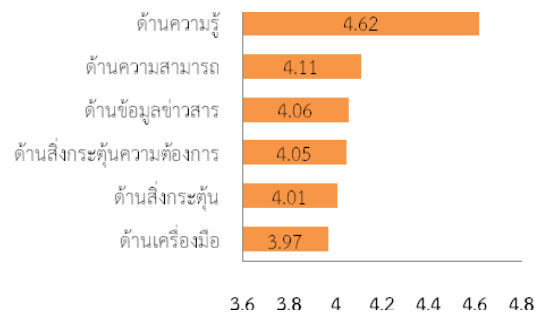


Figure 2. Overall opinion on factors affecting work efficiency of delivery staffs

Knowledge = 4.62
Capability = 4.11
Information = 4.06

Persuasion = 4.05
Motivation = 4.01
Equipment = 3.97

TABLE I
HYPOTHESIS TEST RESULT SHOWS RELATIONSHIP OF WORK EFFICIENCY AND SATISFACTION
IN THE WORK OF DELIVERY STAFFS OF ABC COMPANY LIMITED.

Relationship	Unstandardized		Standardized	<i>t</i>	Sig.
	Coefficients		Coefficients		
	<i>B</i>	Std. Error	Beta		
Constant	0.445	0.504		0.882	0.380
Knowledge (Knowledge in directions and routes)	0.534	0.189	0.519	2.830	0.005*
Knowledge (Training to improve delivery skills)	0.427	0.127	0.466	3.358	0.001*
Capability (Activeness in conveying the products)	0.287	0.119	0.255	2.409	0.018*
Motivation (Appropriate annual bonus)	0.103	0.130	0.097	0.793	0.430
Information (Accurate delivery information is provided)	0.173	0.129	0.169	1.343	0.182
Relationship	Unstandardized		Standardized	<i>t</i>	Sig.
	Coefficients		Coefficients		
	<i>B</i>	Std. Error	Beta		
Constant	0.445	0.504		0.882	0.380
Equipment and Tools (Adequate delivery trucks are provided)	0.151	0.107	0.145	1.410	0.161
Persuasion (Safety in the work place)	0.314	0.134	0.278	2.350	0.020*

It can be noticed from the table under the knowledge factor that knowledge in directions and routes has Sig. value of 0.005 and training to improve delivery skills has Sig. value of 0.001. For capability factor, activeness in conveying the products has Sig. value of 0.018. For persuasion, safety in the work place has Sig. value of 0.020 meaning that these mentioned factors have relationship with work efficiency of delivery staffs of ABC Company Limited at a statistical significance level of 0.05

IV. CONCLUSION AND DISCUSSION

From the study about factors that have influences on work efficiency of delivery staffs of ABC Company Limited, the researcher will explain important points that is in accordance with the research of Dr. Somchit Arjin as follows [9]:

For knowledge, knowledge in product delivery, knowledge in directions and routes, and training to improve delivery work were found to require development of system. Staffs needs training for:

- 1) basic knowledge of customer service

- 2) data recording by focusing on organizing product code
- 3) assigning product code without duplication and
- 4) barcode printing as well as printing for customers.

For capability that involves with work efficiency, it consists of:

- 1) ability to search for contaminated product
- 2) effective revoking of problem products and
- 3) prevention of duplication by mechanical tools to reduce cost of product distribution system, cost of revoking, and ability to increase the price of product.

For motivation, it can help to reduce exposure to crisis such as speed, accuracy, and credibility in track & trace or checking origins of the product which could build confidence to customers, thus reducing distribution cost and can increase the price of product.

For information, useful data could be utilized for further research and academic study by broadcasting the research paper on websites enabling interested people to use the service and ask for suggestion with real time response.

For equipment and tools, system design on website makes it easier for the user and also helps to reduce delivery cost. It can be used for checking from anywhere as it is web-based application. Users just have to connect to internet signal. Staffs have to be trained to know and operate the system effectively according to the standard.

For persuasion, it could be applied to other products to facilitate production process and production management to reach the standard. Distribution and service could make difference in effective response to customers' needs.

V. RECOMMENDATION

Network creation is one of the significant processes which can help to make the system effective. However, parties involved in the supply chain have to follow the process honestly to ensure every process has quality and safety and could be inspected. Therefore, network creation in the form of membership where every member jointly owns the products as:

1. Looking for channel of distribution such as exhibition, distributing through agents, as well as applying e-commerce.
2. International standard for export should be maintained since Thailand is one of exporting countries for many important products. Therefore, if service provider can set a standard to check origin of

products, Thailand will have opportunity to suggest exporters to apply the research paper to help in exporting the products in compliance with an international standard.

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