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STUDY ON FACTORS AFFECTING THE CHOICE OF LOGISTICS SERVICE PROVIDER OF VIETNAMESE CUSTOMERS IN THE COVID-19 DISCUSSION PERIOD

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The Covid-19 epidemic had a great impact on the economic situation as well as the behavior of the Vietnamese goods owners to choose logistics service providers. In fact, there is a significant shift in the number of customers from logistics service providers in the current period and an increasing trend in the Covid -19 pandemic. Therefore, the goal of the study is to identify and evaluate the impact of key factors affecting the decision of Vietnamese shippers to choose logistics service providers during the Covid pandemic - 19. Outcomes The study shows that there are 5 factors including: Reliability, Responsibility, Brand Image, Cost, Vietnamese Brand, which affect the decision of Vietnamese shippers to choose logistics service providers. Since then, proposing a number of solutions to improve competitiveness in logistics services business in Vietnam during the Covid pandemic - 19.

Keywords: Covid -19, Vietnames shipper, Logistics sevices provider.

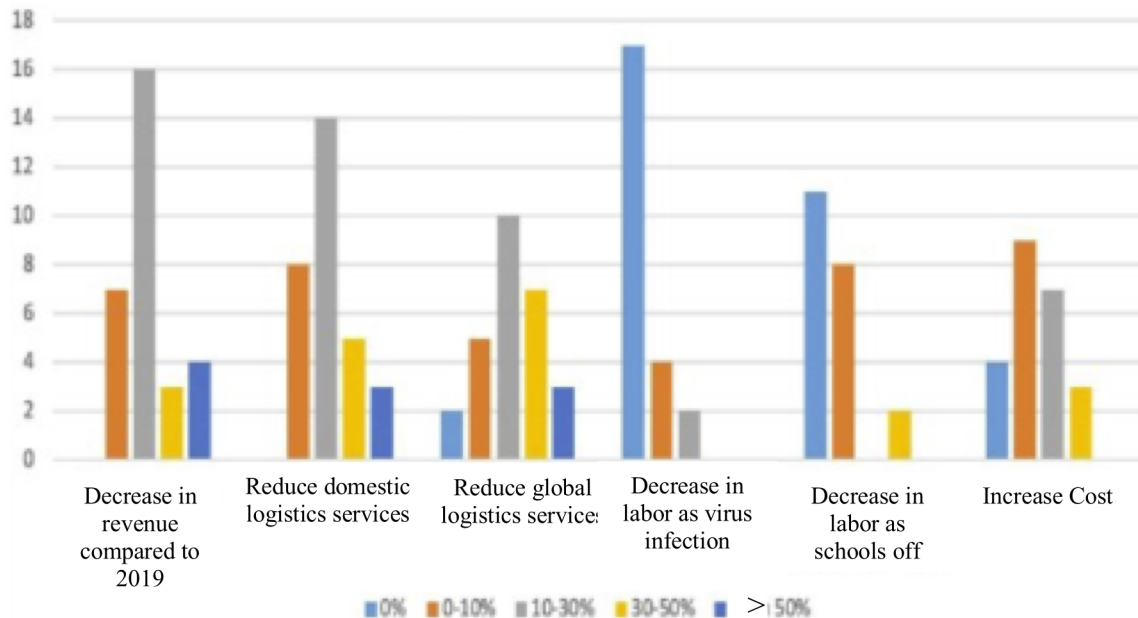
JEL Classifications: L20, L90, M16

1. Introduction

Supply chain disruptions can result from natural disasters and man-made disasters. Globally, a number of cases have occurred in the past such as the Gujarat earthquake (2001), the tsunami in Japan (2011), the earthquake in the Indian Ocean and the tsunami (2004) (Gou and Lam, 2019). Similarly, the outbreak of the infectious disease, Corona Virus Disease 2019 (COVID-19) has brought a global tragedy not only to human life but also to economic activities such as production, supply chain, logistics sevices, and some other sectors (Dolgui et al., 2020; Golan et al., 2020; Haren and Simchi-Levi, 2020; Hobbs, 2020; Ivanov, 2020a, 2020c; Ivanov and Dolgui, 2020a; Iyengar et al., 2020; Linton and

Vakil, 2020; Remko, 2020; Rowan and Laffey, 2020). The COVID-19 pandemic has seriously affected the automotive, tourism, aviation, oil and gas, construction, telecommunications, food, health-care and logistics services sectors (Chamola et al., 2020). In Vietnam, the COVID-19 epidemic has led to a decline in logistics service businesses, as reported by the Vietnam Logistics Services Association (VLA), about 15% of businesses lost 50% of their revenue compared to the year 2019 and more than 50% of enterprises reduce the number of domestic and international logistics services from 10% - 30% over the same period last year.

Along with the decrease in the number of services provided by Vietnamese logistics service



Source: VLA, 2019

Figure 1: Degree of impact on logistics service Provider

providers is the consideration and decision to choose logistics service providers of Vietnamese shippers in the very difficult context of export and import volumes significantly reduced. And this is a good opportunity for negotiating service prices and costs of Vietnamese shippers with logistics service providers. Therefore, the consideration of choosing logistics service providers of Vietnamese shippers during the COVID-19 pandemic is very important to reduce risks and costs in this difficult period.

2. Literature review and research model

The selection of logistics service providers will have a direct impact on the efficiency of international logistics channels. Each logistics service provider possesses different characteristics, strengths and weaknesses. Depending on the selected logistics service provider (Liberatore & Miller, 1995). According to D'Este (1992) has developed behavioral theory that represents the different stages of shipper decision-making about the selection of Ro/Ro ferry operators between Melbourne and Tasmania in Australia. The process of choosing an

appropriate logistics service provider depends on many attributes of service quality (Evers, et al., 1996; Kent & Parker, 1998). The service quality approach is an attempt to understand customer satisfaction from the point of view of the difference between customer perceptions and customer service (Parasuraman, et al., 1985). However, aspects of reliability; responsibility; brand image; costs and vietnamese branding in the service quality approach can also be used to identify important factors that can affect the choice of logistics service providers in the context of the COVID-19 pandemic.

2.1. Literature Review

The study has proposed 5 hypotheses with 31 representative factors affecting the decision to choose logistics service providers of Vietnamese shippers during the COVID-19 pandemic period.

a. Reliability

During the COVID-19 epidemic, many Vietnamese logistics service providers lost their market and reliability with shippers, so this is a difficult period to create reliability. According to the

SERVQUAL model of Parasuraman (1988), the reliability of the service is reflected in the ability to deliver the service properly and on time for the first time. Employee's ability to deliver promises correctly. According to Thai Van Vinh & Devinder Grewal (2005) based on qualitative research, service theory, service quality, and the SERVQUAL gauge, the reliability scale for seaport services is the consistency of the service. In the research on selecting logistics service providers in Thailand, author Ruth Banomyong et al. (2005) adjusted the SERVQUAL reliability scale based on the time of transport and the accuracy of the documents will affect. To choose the logistics service provider of Thai shippers. Besides, also according to Notteboom (2011), the reliability of the port selection service of the shipping company also shows reliability in information processing. Hypothesis H1 is stated as follows:

Hypothesis H1: Reliability affects the decision of Vietnamese shippers to choose logistics service providers.

b. Responsibility

Responding ability is expressed through the willingness and willingness of employees to provide timely service to customers (Parasuraman, 1988) or it is the willingness of staff to help customers. Requires enthusiastic and capable staff. To measure service quality in the port logistics industry, the ability to respond is also demonstrated through the ability to update information on charges, the ability to respond to information (Durvasula and Mehta, 1999; Mehta and Durvasula, 1998). According to Babakus and Boller (1992), the ability to respond in 3PL logistics services is the ability to diversify services. Besides, according to Ruth Banomyong et al. (2005), the reliability of logistics service providers will affect the choice of Thai shippers through the ability to consolidate and supervise. Hypothesis H2 is stated as follows:

Hypothesis H2: Responsibility affects the decision of Vietnamese shippers to choose logistics service providers.

c. Brand Image

A brand image is seen as an image that is remembered by the community, when it creates a brand that is positive, friendly and memorable for everyone (Aaker, 1997). Kevin Lane Keller (2013) refers to brand image as an accepted opinion by customers based on their own subjective and emotional reasons. According to Kotler and Armstrong (2012), a brand image is defined as "a set of statements created for a particular brand". Brand image is an aspect of a brand, created by the customer, based on the customer's perception, regardless of reason or emotion. Furthermore, brand image is influenced and shaped by marketing activities, circumstances and perceived personalities (Dawn Dobni & George M. Zinkhan, 1990). The brand image and service prestige of a logistics service provider influence shippers' choice (Ruth Banomyong et al., 2005). Corporate social responsibility of logistics service businesses will create an image for the business during the COVID-19 epidemic (VLA report, 2020). From the above reasons, hypothesis H3 is stated as follows:

Hypothesis H3: brand image affects the decision of Vietnamese shippers to choose logistics service providers.

d. Cost

The situation of COVID-19 has made Vietnam's economy difficult, Vietnamese shippers consider services and costs, while logistics service providers need customers rather than costs, so service costs. is a matter of great concern. In addition to the cost issues generated by service prices, there are also commissions that shippers always require the logistics service provider to pay for each shipment (VPA, 2020). In addition, service is also assessed for the loyalty and service acceptance of the shipper through the discounting ability of the logistics service provider and the possibility of overlapping freight debt (VLI, 2019). From the above reasons, the hypothesis H4 is stated as follows:

Hypothesis H4: Cost affects the decision of Vietnamese shippers to choose logistics service providers.

e. Vietnamese brand

Connecting businesses and supporting Vietnamese businesses to overcome difficulties are programs launched by the Ministry of Industry and Trade and the Vietnam Business Association to help Vietnamese businesses overcome difficulties during the COVID-19 pandemic. With the tradition of "One horse hurts, the ship leaves the grass" shows the solidarity and patriotism spirit of Vietnamese enterprises always willing to connect and share difficulties with each other. According to Prime Minister Nguyen Xuan Phuc, "Accompanying and sympathizing with businesses at the moment is to show patriotism". Choosing Vietnamese enterprises also shows Vietnamese traditions as well as pride for development. Vietnamese enterprises (VLA, 2020).

Hypothesis H5: Brand name influences the decision of Vietnamese shippers to choose logistics service providers.

2.2. Research model

Based on theory, the author proposes the research model as follows:

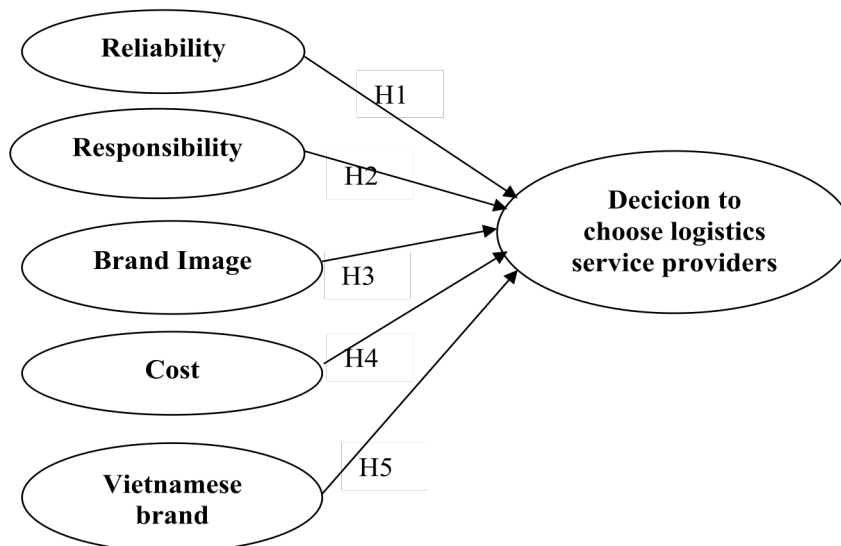


Figure 2. Research model

3. Methodology

Research on the factors affecting the decision to choose logistics service providers during the

COVID-19 pandemic period of Vietnamese shippers going through 3 phases and using corresponding methods in the following stages here.

- The theoretical summary phase: The author uses research methods using techniques: statistics, analysis, synthesis, reference, and control to summarize the theories of behavior and the research on factors affecting the service selection behavior which sets the basis for proposing research models and developing a scale of research concepts

- Preliminary research stage: The author uses qualitative research methods, uses deductive methods to reason and explain factors affecting the decision to choose logistics service providers in the era. COVID-19 translation of Vietnamese shippers, in addition to expert interviews, are managers of a number of logistics service providers to explore, adjust, and supplement factors, and observed variables. Besides, the author uses preliminary quantitative methods. In this step, the author passed the questionnaire interview technique with a 5-point Likert scale with a minimum ratio of 5: 1

(Churchill, 1979). The author used SPSS 20 software to process data cleaning, then checked the reliability of Cronbach Alpha with requirement > 0.6 , then tested the scale by EFA analysis with PCA and Varimax with reject conditions. variables with an EFA weight < 0.5 (Gerbing & Anderson, 1988), for observed variables with a total correlation (Item) < 0.3 , are rejected (Nunnally & Burnstein, 1994). The remaining variables will be included in the question-

naire for official quantitative research.

- Official research phase: The author uses quantitative research methods to test and identify the

impacting factors through the values, reliability and relevance of the scales and tests. research model and research hypotheses, determining the influence of the determinants of logistics service providers in the COVID-19 pandemic of Vietnamese shippers. Research data was collected using questionnaires and interviewing techniques for Vietnamese shippers using convenient sampling methods. The author preliminarily assesses the reliability and value of the scale by the confidence coefficients Cronbach's alpha Official assessment confirms the reliability and value of the scale, this is the official quantitative step. Based on the official scale, the author designed the questionnaire with 05-point Likert scale. Sample size is usually determined based on two factors that are the minimum size and the number of measurement variables included in the analysis (Hair and decision plus, 2006), to use the EFA the minimum sample size must be 50, preferably 100 and an observed/measurable ratio of 5: 1, meaning that a measurement variable needs a minimum of 5 observed variables, preferably 10: 1 or more (Nguyen Dinh Tho 2011, page 398). The data is processed on SPSS 20 software. The scales continue to be tested by Cronbach Alpha coefficients with requirement > 0.6 , Bartlett test (used to consider correlation matrix) with $p < 5\%$ means that The variables have relationship with each other, test KMO to compare the magnitude of correlation coefficients with KMO accepted must be > 0.5 . Then continue to run EFA with Varimax rotation. Then, the author uses linear regression method to evaluate the impact of each factor on the decision to choose logistics service providers of Vietnamese shippers during the COVID-19 pandemic period.

4. Analysis results

4.1. Descriptive statistics

The survey is done using a convenient sampling method mainly via the google drive tool from March 2020 to July 2020. With 250 surveys sent out, 195 copies were collected. During the data entry and

cleaning process, there were 15 invalid responses. Votes were rejected because the answer sheets lacked much information, or had more than one answer to a question... As a result, there were 180 satisfactory surveys, accounting for 72% of the total number of distributed forms used for the distribution data analysis. Of these 180 eligible respondents, the majority of respondents are managers of small and medium sized import-export enterprises.

Table 1: Local survey

	Amount	Rate (%)
Ho Chi Minh City	127	70.5
Mekong delta	21	11.7
Da Nang city	17	9.4
Ha Noi Capital	5	2.7
Other	10	5.7
Total	180	100

The survey was conducted from March to July 2020

4.2. Exploratory Factor Analysis (EFA)

Table 2: KMO and Bartlett Test

KMO		0.873
Bartlett Test	Df	478
	Sig	0.000

According to the results in Table 2, KMO = 0.873, so factor analysis is appropriate.

The Bartlett test considers hypothesis H0: the correlation between the observed variables is zero in the population. If this test is statistically significant ($\text{Sig} \leq 0.05$), the observed variables are correlated in the population (Hair, Anderson, Tatham and William 2006). Accordingly, the sig of the above test is 0.000, so the variables are correlated in the whole. With the results KMO coefficient and Bartlett test in Table 2 as above show that there are enough conditions to conduct factor analysis.

Factor analysis results are presented in Table 3 with 5 factors with Eigenvalues (the amount of variation explained by factors) greater than 1, extracted

from 31 initial observed variables; and Cumulative (extracted variance) value of 67.058% tells us that these 5 factors account for 67.058% of the variability of the data (Gerbing and Anderson, 1988).

1994). According to Nunnally & Burnstein (1994), variables with total correlation less than 0.3 are excluded from the scale due to poor correlation with other variables in the same questionnaire.

Table 3: *Exploratory Factor Analysis*

Observed variables	component				
	1	2	3	4	5
The ability to respond to information	.852				
Diversification of services	.864				
Ability to update fee information	.705				
The ability to gather and monitor	.605				
Sympathize with vietnamese logistics service providers		.849			
Accompanying for the development of the Vietnamese business community		.697			
Using VN logistics service providers is contributing to share the difficulty		.665			
Proud of the development of Vietnam's logistics enterprises		.619			
Supplier brands have influence			.780		
Service prestige associated with the brand			.792		
Social responsibility			.605		
Delivery time				.843	
Consistency of service				.765	
Document accuracy				.685	
Service prices					.829
Commissions and discounts					.811
Eigenvalues	3.908	1.790	1.661	1.346	1.223
Cumulative (%)	16.324	30.170	41.569	52.901	67.058

However, to test whether the observed variables in these 5 factors really explain the concept of measurement, this is verified through Cronbach's alpha coefficients for each factor is performed in the following section.

4.3. Cronbach's Alpha Test

One factor that is well regarded is that when Cronbach's alpha is greater than or equal to 0.8, Cronbach's alpha coefficients of 0.6 or more are usable (Peterson,

Cronbach's alpha's analysis results show that all 5 factors have Cronbach's alpha coefficients greater than 0.6, so these 5 factors ensure reliability,

Table 4: *Cronbach's alpha coefficients of factors*

Factors	Symbol	Cronbach's Alpha coefficients
Responsibility	F ₁	0.789
Vietnamese Brand	F ₂	0.728
Image Brand	F ₃	0.605
Reliability	F ₄	0.637
Cost	F ₅	0.613

observed variables in the same factors measure the same concept.

4.4. Regression Analysis

Table 5: Results of regression analysis

	Variable	Beta Coefficient	Significance
F1	Responsibility	0.352	0.000
F2	Vietnamese Brand	0.128	0.000
F3	Image Brand	0.236	0.000
F4	Reliability	0.345	0.000
F5	Cost	0.386	0.000

Note: $R^2 = 86.5\%$

$F = 236.559$

$p < 0.000$.

As a result, we have a standardized regression equation that shows the factors affecting the decision to choose logistics service providers of Vietnamese shippers in the post-COVID-19 period with $Y = 0,352F1 + 0,128F2 + 0,236F3 + 0,345F4 + 0,386F5$

5. Administrative implications and limited research

The research results show that there are 5 factors affecting the decision to choose logistics service providers of Vietnamese shippers during the COVID-19 pandemic period, that is responsiveness, Vietnamese brand name, brand image, reliability and cost of which the cost factor will impact the most.

5.1. Administrative implications

Firstly, logistics service providers should manage well as well as increase relationships with partners such as seaports, warehouses, and shipping lines to determine the best price for the shipper. Besides, it is also necessary to note the reasons why the owner is not satisfied when choosing his service such as the ability to discount, commissions and especially domestic charges (local charges) including viewing. Be considered for the toll debt or the rebate when needed during the COVID-19 pandemic.

Secondly, it is necessary to strengthen the ability to respond to Vietnamese shippers, pay attention to information exchange, feedback information as well

as regularly update the best and most competitive rates for shippers, in addition to need diversifying types of services should not be picky and push goods and responsibility for each other, especially during the COVID-19 pandemic, there will be a tendency for Vietnamese shippers to seek new markets and initially penetrate by small batches.

Thirdly, perform well logistics services when there are orders and have trust from the shipper, regularly follow the shipping time, check and select highly qualified staff to avoid errors, vouchers, increase trust and reliability to avoid stealing information of owners to consult other owners or disclose information of owners. Know that the COVID-19 pandemic period is difficult for every business, every business is trying to compete, but make sure all businesses and shippers compete in a healthy playing field.

Fourthly, always ensure the brand and image of the business is a solid support and trust of the owner. Join professional associations such as Vietnam Logistics Service Association (VLA) to strengthen brand name, image and not forget about social duties, social responsibility in the community in COVID-19 translation and social activities. Other associations aim to attract attention to create, enhance the image, brand name and prestige of the enterprise to gain the attraction and sympathy of Vietnamese goods owners.

Fifthly, in the spirit of mutual love, all for the Vietnamese business community, the choice of Vietnamese goods owners to choose a Vietnamese-branded logistics service provider is a competitive advantage for service businesses. Vietnam logistics during the COVID-19 pandemic, so Vietnamese logistics service enterprises should also develop plans and policies to partly support Vietnamese shippers in difficult times.

5.2. Research limitation

The purpose of this study is to explore the factors affecting the decision to choose logistics service providers of Vietnamese shippers during the Covid-19 pandemic, so this study has many limitations such as:

- Choose a convenient model, so it is not possible to stratify the type of business as a commodity owner
- Respondents are mainly room-level managers, so the reliability of the scale is not high
- The number of samples is concentrated too much in Ho Chi Minh City, so it is not representative of Vietnamese trade.

Therefore, in order to improve the generalization of further research with a larger sample size, to expand the scope of survey as well as stratify the audience of enterprises and candidates to achieve high generalization, minimize the shortages, shortcomings and limitations that the research topic has not achieved.

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Summary

Dịch bệnh Covid-19 tác động rất lớn đến tình hình kinh tế cũng như hành vi lựa chọn nhà cung ứng dịch vụ logistics của chủ hàng Việt Nam. Thực tế cho thấy đang có sự chuyển dịch đáng kể lượng

khách hàng từ các nhà cung ứng dịch vụ logistics trong giai đoạn hiện nay và ngày càng có xu hướng tăng trong thời kỳ đại dịch Covid -19. Vì vậy, mục tiêu nghiên cứu là xác định, đánh giá tác động của các yếu tố then chốt ảnh hưởng đến quyết định lựa chọn nhà cung ứng dịch vụ logistics của chủ hàng Việt Nam trong thời kỳ đại dịch Covid - 19. Kết quả nghiên cứu cho thấy có 5 yếu tố bao gồm: Độ tin cậy, Khả năng đáp ứng, Hình ảnh thương hiệu, Chi phí, Thương hiệu Việt ảnh hưởng đến quyết định lựa chọn nhà cung ứng dịch vụ logistics của chủ hàng Việt Nam. Từ đó đề xuất một số giải pháp nâng cao năng lực cạnh tranh trong kinh doanh dịch vụ logistics tại Việt Nam trong thời kỳ đại dịch Covid - 19.

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