

# **Analysis of Factors Affecting the Demand for Package Logistics Services for the Export Process of Fruit Products in Can Tho**

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## **ABSTRACT**

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This study was conducted to determine the factors affecting the choice of using a package logistics service for the fruit export process in Can Tho. A research model has been proposed with variables including Safety, Price, Tangible Assets, Responsiveness Ability, Customer Service, and Referrals through a third party (Intermediaries). A survey was conducted and a questionnaire was developed. Survey subjects are logistics service providers, people working in the field of logistics, students, postgraduate students in the logistics industry, fruit distributors in Can Tho, and fruit wholesalers/retailers in Can Tho. Data were analyzed from more than 200 samples collected and processed on SPSS 20 software and descriptively (SEM). The factors of Tangible Assets, Responsiveness, Customer Service, and Referrals through Third Parties (Intermediaries) affect the Demand for Package Logistics Services differently. Price and Safety have no impact on the Demand for Package Logistics Services. Thereby, we can see that Logistics service providers should prioritize the factors of Tangible Assets, Responsiveness, Customer Service, and Referrals through third parties (Intermediaries) to attract more customers. The research shows the factors affecting the Demand for Package Logistics Services in Can Tho. This greatly contributes to the growing Logistic activities in Can Tho, this is also an opportunity for those in this field to grasp and learn about these factors in order to improve their level and development ability.

**Keywords:** Factors Affecting, Package Logistics Services, Tangible Assets.