

Logistic Service

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Logistic Service Quality: An Approach Strategy for National Market Growth

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Abstract

The technology continues to develop, it certainly encourages new market opportunities in the E-commerce sector. With all the conveniences with the availability of online shopping services, of course e-commerce companies want to provide the best service that can be provided to every consumers. Data collection carried out in this study were users of online shopping services, Tokopedia users. The collection was done by distributing questionnaires to 244 respondents of Tokopedia users. The data were processed using validity and reliability tests. The analytical method is Robust Least Squared Model. The results of the analysis of this study conclude that an increase in consumer trust and consumer bonding can significantly increase the logistic service quality. But consumer satisfaction improves logistic service quality not within the 5% tolerance of significance. Every 1 unit increase scale in consumer trust will increase the logistic service quality by 0.56 unit in 5 unit Scale Likert, then every 1 unit increase scale in consumer bonding will increase the logistic service quality by 0.69 unit in 5 unit scale Likert. This study suggests that efforts to increase consumer trust and consumer bonding are needed to improve logistic service quality.

Keywords

Logistic service quality, Consumer trust, Consumer satisfaction, Consumer bonding, Market strategy

1. Introduction

In terms of logistics is one of the things that influence the economic drive system in terms of exports and imports both domestically and internationally as well as one of the contributors of funds to infrastructure development in Indonesia (Budiono, 2011). At this time, there have been many large companies that have expanded to several overseas regions which are accompanied by technological developments and the exchange of information that has evolved over time so large companies must be able to adopt technology into their companies in order to coordinate well and establish relationships and maintain product quality which exists (Purba, (2015a); Purba & Butar Butar, (2016); Budiono, (2011)). With the help of technology in the logistics world, companies get an allowance in a supply chain while small and medium companies still use a manual system in coordinating with limited information power and the possibility of a good relationship between the expansion branches of the company (Purba et al, (2020); Budiono et al, (2020); Rajagukguk et al, (2020); Budiono & Purba, (2020a)).

Firm must innovate and invest to support the company in competing and guarantee that any existing activities are carried out clearly, thereby reducing the worry or doubt of consumers who contract with the firm. By using technologies, the company will be facilitated with operational automation so that it will lead to a more efficient and effective performance and companies can reduce the costs that must be spent to pay workers in several fields and reduce the risk that can occur if it does not go according to the plan set by the company (Adirinekso et al, 2020). Companies need technology assistance because they are affected by a number of obstacles that must be immediately resolved so that the role of technology is expected to help overcome these problems (Purba, (2015b); Purba et al, (2020); Tan et al, (2019)). By using technology can help solve problems not only internally but also externally where there are standards that must be met in the delivery of goods, lack of coordination among workers and the existence of policies that do not support the logistics sector at this time and going forward. Currently *e-commerce* companies have collaborated with logistics companies to overcome problems and achieve service level objective, which consists of (quality, cost and time) so that logistics management can run well (Budiono et al, 2020).

Now a days, the technological era was one of the biggest waves, to be precise in 1980 where this era was described as an era that followed the two previous eras that had occurred, to be precise the industrial era and the agricultural era (Purba et al, 2021). Technology has begun to emerge from a period of stagnation where with the pandemic the more technology has developed, the more companies operate without meeting and the emergence of various new application tools that can be reached only in the palm of your hand. It will be a form of restarting both for the economy and technology (Purba et al, 2021).

Logistics sector has been severely affected, basically one of the economic movements in terms of export and import, both domestic and abroad. Therefore, it has an impact on the economy, especially supported by the economic downturn. Because of it, to be become a big question mark regarding conditions later and if there is any further weakening of the economic, as the result of the economic weakening is Indonesia will enter the abyss of recession which will have an impact on the weakening of people's purchasing power (Budiono et al, 2021). It cannot be denied that the needs must be met and the technology and logistics services remain one of the pillars of activities in society where service quality should automatically increase to sustain people's purchasing power (Budiono, 2012). It was driven by the desire to be integrated with other countries in terms of trading using existing technology until the formation of several countries that joined and implemented free trade areas where over time there was a form of adjustment to economic conditions and politics that takes place with various needs and adjustments that must be made to establish good integration (Budiono et al, 2021).

New technology was developed seriously after going through the cold war in the twentieth century and experienced a very rapid development at that time, where there are two main markers of the start of the main technological era, namely the end of the cold war and the occurrence of changes in the ideological structure of each country (Budiono et al, 2020). Various demands created supply chain management (SCM) which is defined as an organizational network that connects upstream and downstream in different processes and activities that produce tangible values and different results, both goods and services up to consumers. Based on the order of the level of cost in a logistics industry ranks second after raw materials as the first holder in terms of the largest cost level, where these conditions encourage SCM to evolve in various aspects both in functional, intra-enterprise; corporate excellence, inter-enterprise processes; partner cooperation, external networks; value chain and total business systems; full network connectivity.

Tokopedia is one of the *e-commerce* companies that has been established in Indonesia. Tokopedia is here to help Indonesian people to have chance in business, but they don't need to spend a lot of capital to run them because they are operated online where in other words Tokopedia tries to provide business opportunities for Indonesian. Tokopedia is an *e-commerce* company that defined as a purchasing process, exchanging products, services and information through computer networks. *E-commerce* is a marketing system using electronic media. By the main objective of reducing poverty levels and increasing the number of small business entrepreneurs in Indonesia (Budiono et al, 2020). They see a form of challenge from Indonesia itself where the condition of the slow and inadequate infrastructure becomes a form of barrier to being able to operate (Budiono & Purba, 2020b). So, Tokopedia tries to provide a special integrated access to make it easier to connect with consumers and suppliers in a cycle of doing business.

Tokopedia has a vision and mission where visually they want to help build Indonesia by using Internet as a media where to build an ecosystem where anyone can start and find something and have a mission to provide opportunities for every individual in Indonesia to open and run a business where the Tokopedia company focuses on holding three main pillars in maximizing services to each partner and its consumers, namely focusing to consumers,

growth mindset, make it happen and make it better where these three things assist Tokopedia in making decisions, making business strategies and helping in determining future steps. In addition, Tokopedia currently states that they are creating world-class technology so that it can continue to create a form of job opportunity and reduce unemployment and increase the circulation of money so that it can help Indonesians be even better in achieving their dreams.

2. Literature Review

2.1 Variable Concept

This study consists of four variables which consist of consumer trust, consumer bonding, consumer satisfaction, and logistic service quality. All the variables affect to logistic service quality for consumers who shop at e-commerce companies Tokopedia and use third-party logistics services. These variables represent and describe how the influence of long-term sustainability relationships between consumers and e-commerce companies and third-party logistics companies.

2.1.1. Consumer Trust

The commitment of a consumer comes from a form of trust that has been built by the company through good company performance and maintaining the quality that the company has promised to consumers. In building a long-term trust relationship a strategy is needed to make the transfer so that it can avoid existing obstacles. Trust can only arise if there is an interaction between consumers with the company so that it becomes the basis of a sustainable relationship because it creates a good form of experience when building these relationships. Trust is a dependence on several personal organizational factors which consist of integrity, honesty, and heart. Trust is a form of consumer emotional commitment to something (Bozic, 2017). Trust is an assessment of a person's relationship with other people in an uncertain environment. Other factors that contribute to it are guarantees of security both in the supply of products or procedures undertaken by the company in order to create services that are beneficial to consumers. With a form of trust, the company can be used as an option in the selection of products or services needed.

Trust is an important thing for the company because the company needs a sustainable business cooperation relationship. If in building a trust that is not controlled it will cause excessive levels of consumer aging in developing consumer commitment to the company (Lam, Heales, Hartley, & Hodgkinson, 2020). There are 3 types of trust based on the development of the relationship (Pappas, 2016), namely,

- 1) *Calculus Based Trust (CBT)* is explained that they consider the costs and benefits obtained when conducting a form of transaction relationship with other people.
- 2) *Knowledge Bades Trust (KBT)* is explained that it is based on predictability by collecting information about other parties so as to avoid unwanted things
- 3) *Identification Based Trust (IBT)* is explained that it is based on the strength of a person's status in a group so that the greater the status one has, the greater the trust obtained.

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With a form of improvement in terms of the quality of the product or service provided, as well as by providing clear information, high status for an individual with sufficient cost and benefit it will increase the trust and inner attachment between the consumer to the product or service being offered. So that it becomes a strong foundation in building trust between the two parties. Basically, the consumer will dig deeply about how the performance and quality offered to help convince themselves of a business that involves them in it because basically every consumer has their insecure about every transaction that takes place. However, it becomes a special challenge in terms of e-commerce companies that bridge between consumers and sellers as well as consumer confidence in sending goods using third parties in the marketplace which will have an impact on consumer interest and the level of transactions that occur periodically in the marketplace. With a situation where e-commerce companies cannot touch and interact directly, e-commerce companies can use or make improvements in the quality of application services to consumers and maintain good communication with consumers, with good communication it will create convenience in transactions and foster trust between the two so that there is a long-term relationship. With an increase in trust in the marketplace, there will be an increase in transactions in the market place and trust will follow, including trust in third party services

2.1.2. Consumer Bonding

A form of attachment between the consumer relationship with the product or service provider needed. The consumer bond is defined as a company process in developing relationships between the company and its consumers

to maintain existing relationships and benefit both parties, then with a strong bond, consumers will find it difficult to turn to other competitors (Arantola, 2002). *Consumer bonding* is defined as a way for companies to create a form of bond with their consumers so that consumers feel they have a close relationship with the company. So as to create a sense of ownership or consumers feel the products or services available have become a part of the person that must be met (Chai, Deans, & Biggemann, 2012). There is no product or service that can provide service in accordance with the service that has been received, giving rise to a form of satisfaction that ends in the emergence of a sense of trust given to the company. So when the consumer is able to settle for a product or service it will be very difficult to move because there will be a form of doubt about the quality and standards that meet what is needed because the consumer at this stage has not only bought the product but has given a self-image of a form of identity independently indirect. In the SCM itself the company is internally divided into three parts, namely (Arantola, 2002),

- 1) *Upstream supply chain management*, is an activity that relates to all distributors of raw materials which will be distributed through distribution channels as needed.
- 2) *Internal supply chain management*, is an activity related to the processing of products collected to a container that has been provided to go through a process of transformation into the output of the company and control product inventory.
- 3) *Downstream supply chain management*, is an activity that involves sending to end consumers where dealing with channeling relationships and establishing long-term relationships with consumers to continue to use services through shipping and professional services and creates consumer bonding directly to the consumer for the company.

By building a consumer bonding through downstream supply chain, it is necessary to carry out various redevelopments later, either through application tools provided by Tokopedia companies or through compliments of every service provided by the company so that a sense of being cared for by the company arises so that bonding is created with consumers. *Consumer bonding* has been formed, there will be an unconscious identity bonding with repeated use of the product and will lock the use of other products besides the product. If other products are used it will only be an additional option in meeting needs. So, it must be emphasized that apart from establishing a long-term relationship must be able to reach one subconscious awareness in terms of the correlation between consumer identity and the product being offered.

2.1.3. Consumer Satisfaction

Consumer satisfaction is an impact of the fulfillment of consumer interests by the company where consumers get results that meet the standards. *Consumer satisfaction* is a form of strategy carried out by companies in order to be able to retain and attract new consumers. *Consumer satisfaction* is the level of people's feelings after comparing the perceived performance with expectations (Kotler & Armstrong, 2018). The high level of satisfaction is measured by the Commitment of consumers who do not switch products to competitors, while the low level of *consumer satisfaction* is very easy to move from the main product to competing products where with high levels of *consumer satisfaction* keep coming back to meet the interests and needs that are needed and have been established a form of good relations for both. Satisfaction itself is the result of hard work and evaluation coupled with readjustment to obstacles and continuous innovation so as to create a service that meets consumer needs with good and give more than what was expected. Kotler (2006) states that satisfaction is a sense of satisfaction or disappointment after using and making comparisons with other products to the expectations expected by consumers after going through the process. If the performance is above the standard then the consumer feels happy whereas if below the standard the consumer will feel disappointed and will eliminate the level of consumer confidence (Kotler & Armstrong, 2018).

Consumer satisfaction itself can be defined by various types based on various types of reasons behind it so that there is no definite standard of *consumer satisfaction* itself (Suchánek, Richter, & Králová, 2014). Service quality will greatly affect reciprocity with *consumer satisfaction*, consumer will experience one of three levels namely,

- 1) If the performance is below expectations, then consumers will feel disappointed with the pre-existing expectations.
- 2) If the performance is as expected, then consumers will feel satisfied and fulfilled the expectations that have been formed.
- 3) If the performance is above expectations, then consumers will feel very satisfied or happy with results that exceed expectation.

The three factors, these three things have a positive and negative impact on *consumer satisfaction* itself and have a significant effect on the satisfaction of the consumers themselves and also depend on the profile of the company, especially *e-commerce* companies that provide services as an intermediary party between consumers and sellers and the level of service providers that are unique in providing services because they are difficult to measure.

2.1.4. Logistic Service Quality

Currently, logistics companies and Tokopedia companies are included in one of the sectors that is developing in terms of increased security and tracking of cargo shipments to avoid damaged loads or lost in the shipping process. Logistic service quality is a company effort to respond to the needs and desires of consumer goods and services optimally so that it is on time to the hands of consumers (Samal, 2019). Logistic service quality is a scale to measure the quality of logistics services (Hardiyansyah & Budiman, 2019). Over time the logistics companies are exposed to demands for fast and efficient delivery of goods so the company must be able to adapt in order to provide services that are in line with the availability of existing assets to develop in line with growing market demand. Especially after Indonesia was hit by a Covid-19 pandemic, trade has begun to shift to online where shipping of goods is one of the biggest pillars of Tokopedia in addition to payment methods and other fintech features that are starting to appear online trading (Espinal & Andrés, Montoya, 2017). Logistics companies will indirectly be affected by this, but with this pandemic also having a negative impact where customs fees also raise up so that the costs to be incurred are getting bigger, therefore this has become a major form of challenge that logistical companies in Indonesia must go through, especially accompanied by the continued increase in Covid-19 sufferers where companies must use technology in organizing and delivery methods which must be sterile and maintained up to the hands of consumers. Service quality is successfully carried out, it leads to consumer satisfaction which ends in consumer retention where the company tries to keep consumers loyal to the use of the product and with the offers given by the company and increases the frequency of consumers (Purba et al, 2021).

2.2 Relationship between Variables

2.2.1. Relationship between Consumer Trust and Logistic Service Quality

Consumer trust and logistic service quality have an understanding where *consumer trust* itself has the notion that *consumer trust* is an assessment of a person's relationship with other persons in a certain or uncertain environment (Hur, Ahn, & Kim, 2011). Meanwhile, *logistic service quality* means that *logistic service quality* is a company effort to respond to the needs and desires of consumer goods and services optimally so that it is on time to the hands of consumers. Based on the definition, the authors concludes that with a form of trust from consumers that the company responds to, it can become a foundation in creating value for service quality itself so that the greater the trust that is formed, the greater the quality of service that can be felt by customers (Granzin, Painter, & Valentin, 1997). Trust is formed in other parties can be indicated through two dimensions, namely recommending and unwillingness to switch to other brands. Last, hipotesis in studyis *consumer trust* effects on *logistic service quality*.

2.2.2. Relationship between Consumer Bonding and Logistic Service Quality

Consumer bonding and logistic service quality also have a different meaning where *consumer bonding* itself is a consumer bond itself is defined as a company process in developing relationships between the company and its consumers to maintain existing relationships and benefit both parties. While *logistic service quality* is a company effort to respond to the needs and desires of *consumer goods* and services optimally so that it is on time to the hands of consumers (Arantola, 2002). Based on the definition obtained, a form of service quality will not be formed if there is no interaction between the two parties so that a form of experience occurs through an ongoing relationship so that the relationship that arises will affect the creation of service quality (Chai et al., 2012). Bonding can be indicated as having an effect if there is a sense of attachment to a brand in carrying out a function so that with the attachments that arise, the value creation of the quality of services provided is affected by the existing bonding value. Hipotesa-2: *consumer bonding* effect on *logistic service quality*.

2.2.3. Relationship between Consumer Satisfaction and Logistic Service Quality

Consumer Satisfacton and logistic service quality also have a different understanding where *consumer satisfaction* itself is a *Consumer satisfaction* is a form of strategy carried out by companies in order to be able to retain and attract new consumers for a longterm relationship while *logistic service quality* is a company effort to respond to the needs and desires of consumer goods and services optimally so that it is on time to the hands of consumers (Yumurtacı Hüseyinoğlu, Kotzab, Köstepen, & Halaszovich, 2020). Based on the definition obtained, a form of service quality must be based on consumer satisfaction where consumers who are satisfied with the service can show the intention of a form of service quality. In other journals it is stated that satisfaction affects service quality which is indicated by the desire to make repeat purchases. Hipotesa-3: *consumer satisfaction* effect on *logistic service quality*.

3. Methods

Data analysis performed was a reliability test, a validity test, and a hypothesis test. For reliability testing, researchers used Cronbach Alpha reliability. Reliability Cronbach Alpha describes the reliability of a sum or average of several measurements where the number of measurements may represent a number of raters, occasions, alternative forms, or questionnaire items (Bonett & Wright, 2015). A test is said to be reliable if it minimizes measurement errors so that the error is not highly correlated with the actual score and at the same time, the relationship between the true score and the observed one must be strong.

As for testing the validity used by researchers is construct validity. Construct validity testifies to how well the results obtained from the use of the measure fit the theories around which the test is designed (Sekaran & Bougie, 2016a). Sekaran & Bougie (2016) also explained that construct validity is assessed through convergent and discriminant validity. They explained that convergent validity is established when the scores obtained with two different instruments measuring the same concept are highly correlated, and discriminant validity is established when, based on theory, two variables are predicted to be correlated, and the scores obtained by measuring them are indeed empirically found to be so. They also stated that validity can thus be established in different ways.

Based on the problems and possible causality relationships between variables, authors compile the research model as figure 2.

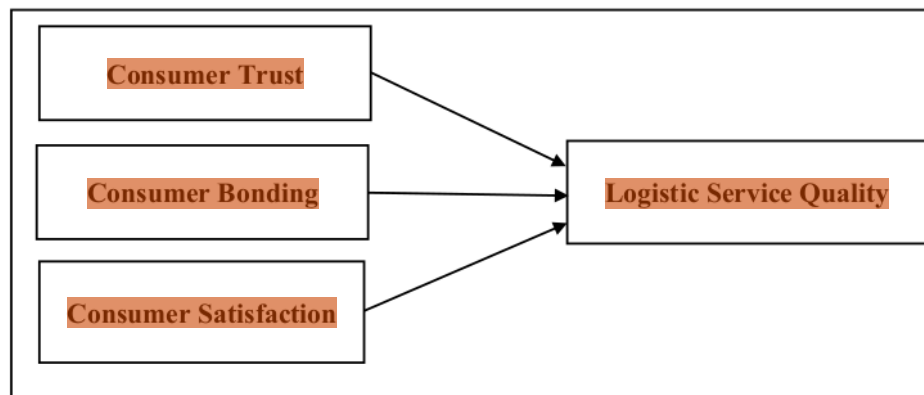


Figure 1 Research Model

The purpose of this study is to analyze impact consumer trust (CT), consumer bonding (CB), and consumer satisfaction (CS) towards logistic service quality (LSQ). Based on the basic framework of this regression model, the applied regression model for this study (Greene, 2018) is

$$LSQ = \beta_0 + \beta_1 CT + \beta_2 CB + \beta_3 CS \quad (1)$$

Subsequently a calculation made by estimating the suitability of the econometric model that is the magnitude of the R-squared and F-test with a significance level of 5%.

Based on the theoretical estimates for each parameter to achieve the desired model conditions in mathematical equations are as follows.

$$\beta_1 = \frac{\partial LSQ}{\partial CT} > 0, \beta_2 = \frac{\partial LSQ}{\partial CB} > 0 \quad \text{and} \quad \beta_3 = \frac{\partial LSQ}{\partial CS} > 0 \quad (2)$$

Based on the calculus equation, the partial test of each independent variable is one way. Consumer trust (CS), influences logistic service quality (LSQ) in the same direction, consumer bonding (CB) influences on logistic service quality (LSQ) in the same direction and consumer satisfaction (CS) influences on logistic service quality (LSQ) in the same direction. Thus, the value of each parameter β is expected to be positive.

While the partial testing of each independent variable on the dependent variable is carried out by t-test with a significance level in this study amounting to 5%.

By using the null hypothesis (H_0) and alternative hypothesis (H_1) for partial testing on the β_1 parameter as follows:

$H_0 : \beta_1 = 0$, consumer trust (CT) does not affect logistic service quality (LSQ)

$H_1 : \beta_1 > 0$, consumer trust (CT) affects logistic service quality (LSQ) in the same direction

The null hypothesis (H_0) and the alternative hypothesis (H_1) for partial testing on the β_2 parameter are as follows
 $H_0 : \beta_2 = 0$, consumer bonding (CB) does not affect logistic service quality (LSQ)
 $H_1 : \beta_2 > 0$, consumer bonding (CB) influences logistic service quality (LSQ) in the same direction.
 The null hypothesis (H_0) and the alternative hypothesis (H_1) for partial testing on the β_3 parameter are as follows
 $H_0 : \beta_3 = 0$, consumer satisfaction (CS) does not affect logistic service quality (LSQ)
 $H_1 : \beta_3 > 0$, consumer satisfaction (CS) influences logistic service quality (LSQ) in the same direction.

4. Result and Discussion

After obtaining primary data from the research question ¹⁶, the data will be test for its validity and reliability. Result of data processing of validity and reliability as follow in ^{table 1}.

Table 1. Result of Reliability and Validity Test.

5 Item	Obs	Sign	item-test	item-rest	average	alpha
			correlation	correlation	interitem correlation	
ct1	244	+	0.6732	0.6056	0.3116	0.8637
ct2	244	+	0.5867	0.5069	0.3202	0.8683
ct3	244	+	0.5836	0.5034	0.3205	0.8685
ct4	244	+	0.3582	0.2564	0.3429	0.8796
cb1	244	+	0.6072	0.5300	0.3182	0.8672
cb2	244	+	0.6945	0.6302	0.3095	0.8625
cb3	244	+	0.5982	0.5199	0.3190	0.8677
cb4	244	+	0.4748	0.3825	0.3313	0.8740
cs1	244	+	0.5431	0.4580	0.3245	0.8706
cs2	244	+	0.6220	0.5469	0.3167	0.8665
cs3	244	+	0.5988	0.5205	0.3190	0.8677
cs4	244	+	0.5188	0.4309	0.3269	0.8718
lsq1	244	+	0.7818	0.7327	0.3008	0.8576
lsq2	244	+	0.6911	0.6263	0.3098	0.8627
lsq3	244	+	0.7175	0.6569	0.3072	0.8613
Test scale					0.3185	0.8752

Source: Data Processing

¹⁴ Decision making in the reliability test is the Cronbach's Alpha value ¹⁷ of $0.875 > 0.60$, so the questionnaire is declared reliable or consistent. The validity testing based on Stata software shown in table 1. The item-test correlation on the table 1 is also explain result of the validity based on r-table, which in this research all item-test correlation that more than value correlation r-table.

Based on the proposed econometrics model, we do data processing in 244 observations. By using linear regression and robustness feasibility, the result of data processing is as follows in table 2.

Table 2 Result of Regression for Logistic Service Quality

Linear regression		Number of obs	=	244
		F(3, 240)	=	241.52
		Prob > F	=	0.0000
		R-squared	=	0.7607
		Root MSE	=	.31072

LSQ	Coef.	Robust Std. Err.	t	P> t	[95% Conf. Interval]	
CT	.5613727	.0751293	7.47	0.000	.4133757	.7093697
CB	.6945786	.0742332	9.36	0.000	.5483469	.8408104
CS	.0385417	.0495051	0.78	0.437	-.0589783	.1360618
_cons	-1.422287	.2773972	-5.13	0.000	-1.968731	-.8758429

Source: Data Processing

Based on the data processing in logistic service quality (LSQ) are influenced by independent variables in the model. The test results for the proposed model that the results of the value of F-test = 241.52 and probability F = 0.00 smaller than the significance level of 5%, we reject the null hypothesis. The independent variable consumer trust (CT), consumer bonding (CB) and consumer satisfaction (CS) simultaneously influence the logistic service quality (LSQ). Therefore, authors can arrange the econometric equation.

$$LSQ = -1.422 + 0.56 CT + 0.69 CB + 0.04 CS \quad (3)$$

The partial analysis shows that the results of the t-test on the variable consumer trust (CT), consumer bonding (CB) and consumer satisfaction (CS) reject the null hypothesis and the direction of the positive coefficient. The value of this positive coefficient parameters supports to the theory. Every 1 unit increase in consumer trust (CT) will increase the logistic service quality (LSQ) by 0.56 in Likert scale. Every 1 level increase in consumer bonding (CB) will increase the logistic service quality (LSQ) by 0.69 in Likert scale. Last, every 1 level increase in consumer satisfaction (CS) will increase the logistic service quality (LSQ) by 0.04 in Likert scale

5. Conclusion

After we saw result and discussion, all activities have been influenced by using technology, especially in terms of meeting needs in society. Because trust only arise if there is an interaction between consumers with the company, so that it becomes the basis of a sustainable relationship through a good form of experience. Trust is a dependence on several personal organizational factors which consist of integrity, honesty, and heart. Trust is a form of consumer emotional commitment to something. Therefore, effort to increase consumers trust influence logistic services quality significantly.

Firm should provide service in accordance with the service that has been received, so giving rise of satisfaction that ends in the emergence of a sense of trust given. So when the consumer is able to settle for a product or service it will be very difficult to move because there will be a form of doubt about the quality and standards of competitors products. Therefore, effort to increase consumers bonding increase on logistic services quality significantly.

While the consumer satisfaction variable did not reach significance in influencing logistics service quality, but the sign of the parameter coefficient was positive and in accordance with the theory. It is likely that the data are not normally distributed in the case of this study. However, the consumer satisfaction variable cannot be simply eliminated in this research. Maybe consumer satisfaction will have a significant effect on logistics service quality in other cases.

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