ASSESSING THE RELATIONSHIP BETWEEN PERFORMANCE AND CUSTOMER SATISFACTION ON LAST MILE DELIVERY OF 3RD LOGISTICS PROVIDERS

Abstract

The third party last mile delivery logistics providers which has been an ancillary support to the online retail industry. The existence and growth of 3PL function is mainly identified with following attributes: 1) Reliability 2) Assurance 3) Tangible 4) Empathy 5) Responsiveness. In Today’s economy business growth results these five attributes play a major role in the increase in demand in term of cost reduction, on time service in the complete process of supply chain. The existence of these attributes are supported by reviewed literature. All the online buyers are acquiring services from the last mile delivery capabilities mostly through acquisition happening in the E commerce Sector. Through theoretical approach it is observed that the companies have been paying huge amount of claims to E Commerce industries due to various problems in the service of these 3PL providers which has led to reducing performance levels. To concretize the factors questionnaire were distributed to sample size of 50 respondents of various online buyers with respect to a single 3PL provider in Udupi District. Due to lack of understanding of what is last mile delivery and what implies on the development of appropriate performance measurement system. Surveys completed in the rural and urban area the mode of communication was a barrier in this survey. This survey has identified several gaps that 3PL firm don’t measure logistics performance with respect to the last mile delivery for the above mentioned attributes. These factors will be required to measure the performance of the services provided by the 3PL to the entire geography and also will assess the quality of performance of last mile delivery providers and helps them to identify opportunities for significant improvement across this sector.

Key Words: Last Mile Delivery, Logistics, 3PL Performance, Customer Satisfaction, E Commerce