

A STUDY ABOUT QUALITY OF LOGISTICS SERVICES IN FREIGHT FORWARDING AT LOURDS FORWARDING PVT LTD

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

SHERELL AUXILIA S
Register No.41410289



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MAY - 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SHERELL AUXILIA S 41410289** who carried out the project entitled "A Study about quality of Logistics services in Freight Forwarding at Lourds Forwarding Private Limited" under my supervision from January 2023 to March 2023.

Dr. BLESSIE PATHMU, B. Com; MBA; Ph.D.

Internal guide

External Guide

Dr. BHUVANESWARI G
Dean – School of Management Studies

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Iepipiaar Nagar, Rajiv Gandhi Sala:
Chennai-600 119

Submitted for Viva voce Examination held on 06.05.2023

Internal Examiner

External Examiner



LOURDS FORWARDING PRIVATE LIMITED

CB License No. R-434/2017CBS
(An ISO 9001:2015 Certified Company)



DATE: 31/03/2023

TO WHOMSOEVER IT MAY CONCERN

Sub: Academic Project Completion letter

We like to confirm that Ms. Sherell Auxilia S (41410289), who is doing MBA in Sathyabama Institute of Science and Technology, Chennai, has successfully completed the Project in Operations Specialization in our concern titled **“A Study about Quality of Logistics services in Freight forwarding”** from 05/01/2023 to 31/3/2023.

During this period, her conduct and behavior was observed to be good

We wish success in all the future endeavors.

Sincerely,

For LOURDS FORWARDING PVT LTD



Business Address : New # 118, Old # 273, 1st Floor, Thambu Chetty Street, Chennai - 600 001.

Phone : 044 - 2521 1621, 4855 0351

PAN : AADCL4333K GST : 33AADCL4333K1ZM

E-mail : francis.irudayaraj@lourdsforwarding.in website : www.lourdsforwarding.in

✦ *We deliver your thoughts* ✦

DECLARATION

I **SHERELL AUXILIA S (41410289)** hereby declare that the Project Report entitled **“A Study about quality of Logistics services in Freight Forwarding at Lourds Forwarding Private Limited”** done by me under the guidance of **DR. BLESSIE PATHMU** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

Sherell
SHERELL AUXILIA S

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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SHERELL AUXILIA S

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ABSTRACT

The concept of logistics service quality in freight forwarding which represents the services provided to the actual customers or consumers of the organization.

Logistics service quality in freight forwarding is a measure of how well a delivered service matches the customers' expectations. Generally, the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer.

The study is based on the services provided by an organization. The study is about what kind of services an organization provides to its internal and external customer for customer satisfaction. So, that they may retain long term relationship with their customers.

The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive. The outcome of using quality practices is:

- Understanding and improving of operational processes
- Identifying problems quickly and systematically
- Establishing valid and reliable service performance measures
- Measuring customer satisfaction and other performance outcomes

In this study we are using primary data. Here primary data is used to collect information from the respondents.

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

Logistics service quality in freight forwarding involves a comparison of expectations with performance. According to Lewis and Booms (1983) logistics service quality in freight forwarding is a measure of how well a delivered service matches the customers' expectations.

Generally, the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer.

The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive. The outcome of using quality practices is.

- Understanding and improving of operational processes
- Identifying problems quickly and systematically
- Establishing valid and reliable service performance measures
- Measuring customer satisfaction and other performance outcomes

Logistics service quality in freight forwarding is a business_administration's term and describes the degree of achievement of an ordered service.

In this connection, objective and subjective logistics service quality in freight forwarding can be distinguished.

- Objective logistics service quality in freight forwarding is the concrete measurable conformity of a working result with the previous defined benefit; since the measurability is remarkable dependent on the definition's accuracy, a measurable quality criterion easily can turn out as a subjective one.

- Subjective logistics service quality in freight forwarding is the customers perceived conformity of the working result with the expected benefit; this perception is overlayed with the customer's original imagination of the service and the service provider's talent to present his performance as a good one.

Moreover, a defined result can turn out as unreachable. Then the best possible achievable result would be the objective ideal result, but subjective still be an unsatisfactory result of a service.

Logistics service quality in freight forwarding can be related to service potential, service process or service result. In this way for example, potential quality can be understood as the co-worker's qualification, process quality as the speed of the generated service and result quality as how much the performance matched the customer's wishes.

CRITERIA OF LOGISTICS SERVICE QUALITY IN FREIGHT FORWARDING

A customer will have an expectation of service determined by factors such as recommendations, personal needs, and past experiences. The expectation of service and the perceived service result may not be equal, thus leaving a gap.

Ten determinants which may influence the appearance of a gap were described by Parasuraman, Zeithaml and Berry.

1. **Competence** is the possession of the required skills and knowledge to perform the service. For example, there may be competence in the knowledge and skill of contact personnel, knowledge and skill of operational support personnel and research capabilities of the organization.

2. **Courtesy** refers to factors such as politeness, respect, consideration and friendliness of the contact personnel; consideration for the customer's property and a clean and neat appearance of contact personnel.

3. **Credibility** refers to factors such as trustworthiness, believability and honesty. It involves having the customer's best interest at heart. It may be influenced by company name, company reputation and the personal characteristics of the contact personnel.

4. Security represents the customer's freedom from danger, risk or doubt including physical safety, financial security and confidentiality.

5. Access refers to approachability and ease of contact. For example, the waiting time is not excessive and there are convenient hours of operation and a convenient location.

6. Communication means both informing customers in a language they are able to understand and also listening to customers. A company may need to adjust its language for the varying needs of its customers. Information might include for example, explanation of the service and its cost, the relationship between services and costs and assurances as to the way any problems are effectively managed.

7. Knowing the customer means making an effort to understand the customer's individual needs, providing individualized attention, recognizing the customer when they arrive and so on.

8. Tangibles are the physical evidence of the service, for instance, the appearance of the physical facilities, tools and equipment used to provide the service; the appearance of personnel and communication materials and the presence of other customers in the service facility.

9. Reliability is the ability to perform the promised service in a dependable and accurate manner. The service is performed correctly on the first occasion, the accounting is correct, records are up to date and schedules are kept.

10. Responsiveness refers to the willingness of employees to help customers and to provide a prompt timely service, for example, mailing a transaction slip immediately or setting up appointments quickly.

"Logistics service quality in freight forwarding is a focused evaluation that reflects the customer's perception of specific dimensions of service: reliability, responsiveness, assurance, Empathy, tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of logistics service quality in freight forwarding, product quality, and price as well as situational factors and personal factors.

1. The **external customer** is someone who signs a check, pays our employer, and ultimately makes our paycheck possible. External customers have choice, and if they don't like your product or service can take their business elsewhere.

2. An **internal customer** or **internal service provider** can be anyone in the organization. An internal customer can be a co-worker, another department, or a distributor who depends upon us to provide products or services which in turn are utilized to create a deliverable for the external customer. In general, internal customers don't have a choice. For example, if the sales department doesn't like accounting's credit policies, they can't fire that department and hire another.

Great (external) customer service creates customer satisfaction, customer loyalty, and customer retention. So why all the fuss about internal customers, especially when retention is not an issue?

Outstanding internal customer service is simply good business. Internal customer service can flourish only in high communication environment. To create positive internal customer service, all departments work together cooperatively, agree on processes and procedures, and negotiate expectations. Like gears meshing in sync, interdependent business units meet each others' needs, work productively together to meet common goals, and deliver high quality products and service to the external customer.

The focus on developing effective internal customer service helps organizations cut costs, increase productivity, improve interdepartmental communication and cooperation, boost employee morale, align goals, harmonize processes and procedures, replace interdepartmental competition with interdepartmental cooperation and deliver better service to the external customer. Excellent service to the external customer is dependent upon healthy internal customer service practices.

MODELS OF LOGISTICS SERVICE QUALITY IN FREIGHT FORWARDING

There are two main models:

- Logistics service quality in freight forwarding Model of Grönroos: Grönroos says that the expectations of the customer depend on the 5 determinants market communication, image, word of mouth, customer needs and customer learning. Experiences depend on the technical quality (what/ outcome) and the functional quality (how/process), which is filtered through the image (who). Both expectations and experiences can create a perception gap.
- GAP Model of Parasuraman, Zeithaml and Berry the model says that the expected service is influenced by the word-of-mouth, the personal needs, experience and also by the external communication to customers. A perception gap can appear between the expected service and the perceived service. This gap is called the GAP 5 (also called the logistics service quality in freight forwarding gap); it occurs if the customer is not satisfied and depends on the other 4 gaps.

The perceived quality depends on the external communication to customers and the service delivery. The GAP 4 (also called the communication gap) is appearing between the external communication to customers and the service delivery. It appears when promises do not match the delivery. The service delivery depends on the logistics service quality in freight forwarding specifications. If they are not match each other the GAP 3 (also called the service performance gap) appears.

The logistics service quality in freight forwarding specifications depend on the management perceptions of customer expectations, where the management perceptions of customer expectations influence the external communication to customers. The GAP 2 (also called the standards gap) occurs between the management perceptions of customer expectations and the logistics service quality in freight forwarding specifications if the wrong quality standards were consulted.

The biggest gap, the GAP 1 (also called the marketing information gap) occurs between the management perceptions of customer expectations and the expected

service. It appears because the service provider does not know what the customer expects.

KEY FACTORS CONTRIBUTING TO THE GAPS

GAP 1: Not knowing what customers expect:

- Lack of marketing research orientation
- Inadequate upward communication
- Too many levels of management

GAP 2: The wrong logistics service quality in freight forwarding standards:

- Inadequate management commitment to logistics service quality in freight forwarding
- Perception of infeasibility
- Inadequate task standardization
- Absence of goal setting

GAP 3: Service performance gap:

- Employee role ambiguity
- Employee role conflict
- Poor Employee job fit
- Poor Technology job fit
- Inappropriate evaluation and reward systems
- Lack of empowered service employees
- Lack of teamwork

GAP 4: When promises do not match delivery:

- Inadequate horizontal communication
- Tendency to overpromise

GAP 5: customer satisfaction:

- depends on gap 1-4

- The greater the gap the lower the customer satisfaction, because expectation and perception do not match.

THEORITICAL PRESPECTIVE OF LOGISTICS SERVICE QUALITY IN FREIGHT FORWARDING

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio-psychology, anthropology, and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

- Behavior occurs either for the individual, or in the context of a group (e.g., friend's influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).
- Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal
- Consumer behavior involves services and ideas as well as tangible products.
- The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

1.2 - INDUSTRY PROFILE

Introduction

Logistics is essential for the economy of a country. It pertains to the general method of controlling how resources are obtained, housed, and delivered to their ultimate location. Determining the efficiency and accessibility of potential distributors and suppliers is part of logistics management. It is a differentiating sector that can largely affect any country's exports, thereby adding a significant competitive edge, with the underlying assumption of a robust logistics sector. The logistics industry comprises all supply chain activities, mainly transportation, inventory management, flow of information and customer service. It determines the success of not only the country's supply chain but also influences it on a global scale. The effectiveness of logistics helps to determine the degree of ability that enterprises can keep up with demand.

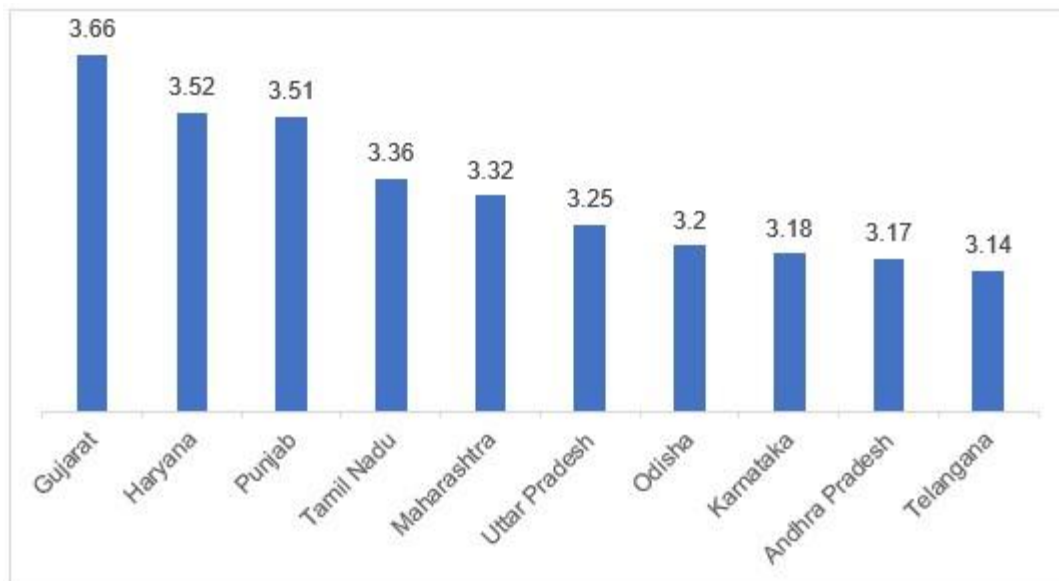
Overview of India's Logistics Sector

India's logistics are estimated to account for about 14.4% of GDP. More than 22 million people rely on it for their income. The Department of Commerce's logistics division for India was established on 7th July 2017 and was given the responsibility of the Integrated Development of Logistics Sector. The Special Secretary to the Government of India is at the helm of the division and has been assigned the responsibility for the development of an action plan to facilitate the overall development of the logistics sector through policy changes, procedure improvements, identification of bottlenecks and gaps, and adoption of technology. Overall, India's logistics sector consists of 37 export promotion councils, 40 Participating Government Agencies (PGAs), 20 government agencies, 10,000 commodities and 500 certifications.

In 2019, the Indian logistics sector was valued at Rs. 15.1 lakh crore (US\$ 190 billion). The unorganized sector amounts to 99% of the logistics sector that includes owners of less than five trucks, brokers or transport companies' affiliates, small-scale warehouse owners, customs brokers and freight forwarders, among others. The global indices reflect the progress and developments in trade-related logistics over the years. The development of the logistics sector is also reflected by the fact that India scored 90.3% in the United UNESCAP's Global Survey on Digital and

Sustainable Trade Facilitation conducted in 2021, which is an exceptional improvement from the score it secured in 2019 of 78.5%, brought about by gains in the scores of five important indicators. The score has shown a consistent improvement, with scores of 63.4% and 67.7% secured in 2015 and 2017, respectively.

LEADS 2021 Overall State-wise Rankings (Top 10)



Source: Ministry of Commerce and Industry

Government's Role Towards the Development of the Logistics Sector

The government has initiated various steps to boost the logistics sector, such as follows:

- **National Logistics Policy:** The government has planned to release the National Logistics Policy. The planning of the strategy involved detailed conversations on the supply and demand sides with all central ministries and takes a broad view of the sectors defining precise action points. The proposed policy's objective is to boost the nation's economy and corporate competitiveness by establishing an integrated, seamless, effective, dependable, green, sustainable and cost-efficient logistics network that makes use of best-in-class tools, procedures and qualified personnel. The policy aims to reduce the logistics cost, which stands at 14% of GDP to 9-10%. The strategy will establish a single-window e-logistics market and emphasize developing skills, competitiveness, and employment for MSMEs.

- **National Logistics Law:** A national logistics law has been drafted and is under consultation. Through a unified legal framework for the paradigm of One Nation, One Contract, it would support the One Nation, One Market objective and provide a flexible regulatory environment (single bill of lading across modes). The law's provisions will make it possible to assign a distinct logistics account number in place of cumbersome registration processes.
- **Logistics Master Plan:** This initiative is in the works which takes a geographical strategy as opposed to an industry approach. Several projects and activities will be integrated into the plan to expand the mix of intermodal and/or multimodal transportation. Coordinated construction of relevant infrastructure (gas and utility pipelines, optical fiber cable networks) is planned to prevent problems in the future. An Inter-Ministerial Committee will be used to supervise the master plan's execution. The state and local logistics strategies will be created in coordination and cooperation with the federal plans.
- **National Multimodal Facilities and Warehousing:** In order to promote intermodal and Multimodal Logistics Parks (MMLPs) as a separate class of infrastructure and to encourage efforts with a national registry of multimodal facilities to enable price discovery, ensure optimal utilization, and support planned development, the National Grid of Logistics Parks and Terminals is being planned. Furthermore, the government has begun to devise certain standards and guidelines that will be implemented for the development of warehousing. The government plans to optimize procedures for obtaining clearances that make the procedure of establishing warehouses more efficient, along with setting up a system for rating and certifying those warehouses for excellence.
- The logistics division has designed a digitization initiative to provide an integrated IT foundation that would boost productivity, reduce wasteful travel and provide a slick user experience. The standards for the National Logistics Platform (iLOG) are currently being finalized in conjunction with the Ministry of Electronics and Information Technology (MEiTY). The iLOG will work to integrate a single platform for the various IT solutions that have been developed by various stakeholders, including logistics service providers, purchasers, and central and state government agencies such as customs, Directorate General of Foreign Trade (DGFT), railways, ports, airports, inland waterways and coastal shipping.

- **National Logistics Workforce Strategy:** For the integrated skill development of professionals in the logistics sector, the government is developing a national logistics workforce strategy. Building on the framework of skill development centres already in place, which are currently based on modes of transportation, it is planned to enable cross-sectoral exchange of ideas and best practices as well as create a workforce of professionals who will be the primary force behind the development of logistics in the nation. The approaches include a coordinated effort to analyse and address present and future skill needs, mainstreaming logistics education and training in regular formal education from school through post-graduate level, and introduction of a Certified Logistics Professional (CLP) scheme, and to incentivize the engagement of such professionals. The Driver Employment and Empowerment Programme is one of the strategies, and it aims to lower logistics costs by making truck driving a desired career due to the severe scarcity of truck drivers.

Road Ahead

The initiatives taken by the government will lead to the progress of the logistics sector. The integration in the form of a multi modal network of transport and warehousing will lead to increased efficiency in the transportation and storage of goods throughout the country. By focusing on the digital aspect, the government's aim is to upgrade the existing system that will lead to faster, better communication with fewer errors that will benefit the sector significantly. The plan has a strong monitor system with periodic audits in order to check the implementation of policies and application of required corrective measures. With the aforementioned initiatives, India intends to raise its ranking in the Logistics Performance Index to 25 and cut bring down the logistics cost from 13% to 8% of GDP, leading to a reduction of approximately 40%, within the next five years. These goals were set by the National Logistics Policy. This would guarantee the logistics industry acts as a growth engine and a major factor in upgrading India to a US\$ 5 trillion economy.

1.3 COMPANY PROFILE

- Established in the year 2017, “LOURDS FORWARDING PRIVATE LIMITED” is an ISO (9001: 2015) Certified Company and Recognized by AEO from Customs Board, they are a reputed organization headed by Qualified Customs Person with 30 years of experience, engaged in providing remarkable Clearance, Transportation & Warehousing Services.
- The quality-approved services offered by the organization are executed by their diligent professionals with an utmost precision after proper planning and understanding the exact requirements of offered projects to meet the numerous requirements of their esteemed customers.
- They also offer all their services in different verticals and technical specifications, which can also be customized as per the client’s requirements and demands. Owing to some salient feature such as client centric approach, timely execution and cost-effectiveness, these services are highly appreciated by their valuable Clients.
- The sincere professionals working with them are highly engaged in quality testing all our services and providing best-in-class services to ensure its timely deliverables. Their trusted organization also has a quality control facility which is helpful in thoroughly checking all their services before rendering it to their clients.
- The services they offer are provided as per the exact demands and requirements of their prestigious clients. Owing to their fair business dealings and ethical business practices, they have been able to earn a huge client base.

MISSION / VALUES

Lourds Forwarding Private Limited is dedicated to understanding customer expectations and identifying and developing opportunities that enhance customer supply chain strategies. Their operating philosophy is founded on maintaining the highest level of quality service in the most efficient manner possible. They are committed to continuous process improvement through leadership, innovation, and technology.

VISION

Lourds Forwarding Private Limited is a third-party logistics market leader delivering world class Customs Clearance solutions.

QUALITY POLICY

Lourds Forwarding Private Limited provide their customers with world class Logistics solutions in a manner that meets the customer's needs, while placing the highest emphasis on integrity, quality, leadership, and efficiency in all that they do.

PRODUCT PROFILE

1. Entry Procedures
2. Tariff Treatment
3. Custom clearance
4. Transportation
5. Warehousing
6. Engineering services
7. Trade agreement
8. Valuation and compliance
9. Anti-dumping and refunds
10. Marking of imported goods

1.4 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To analyze and study about the quality of logistics services in freight forwarding at Lourds Forwarding Pvt Ltd.

SECONDARY OBJECTIVES

- To study about the service that is provided by the company to their external customers.
- To study the effectiveness of the quality of services provided to the external clients.
- To evaluate the factors that has an effect on the external quality of services.

- To give the appropriate suggestions this can be applied to improve the services quality.

1.5 NEED FOR THE STUDY

- The right logistics service can create value by accommodating customer's delivery requirements in a cost-effective manner.
- Customers build relationship with the organization that provides great value and tends to stay in a relationship with the existing supplier.
- Achieving a customer satisfaction through excellent service quality is one of the vital factors of logistics service quality
- Increased quality in relational and operational logistics can be very important in establishing a positive long-term relationship with the customer.

1.6 SCOPE OF THE STUDY

- In today's rapidly changing environment, clients are the main asset for any organization, no matter whether they are internal clients like employees or the external clients like other companies.
- The sample size is only 130 so the sample may not be truly representative of the total population.
- Chennai is the site where this study will be conducted.
- The study will be conducted for a total of three months.

CHAPTER II

REVIEW OF LITERATURE

Milorad Kilibarda, Svetlana Nikolicic (2016) highlight the Measurement of logistics service quality in freight forwarding companies in Serbian market. The research is based on the SERVQUAL model and surveys. The methodology for measuring the quality of logistics services in freight forwarding companies is developed. Based on the proposed methodology, the empirical research was conducted. The study includes 120 logistics professionals dealing with import and export trade flows who thereby use the services of freight companies. The verification of the SERVQUAL instrument, results and hypotheses are conducted using the factor analysis and ANOVA.

Sheng Teng Huang, Emrah Bulut (2019) study to improve service quality of international freight forwarders and explore practical business solutions to enhance customer service level. Freight forwarder usually acts as an agent to source logistics service for shipper and work closely with carriers such as shipping line and airline companies. This business is characterized by lower capital investment and entry barrier comparing with carriers, and most of their major customers are small or medium size manufactures or traders. Providing high quality service to enhance customer satisfaction is the key mission since competition is extremely severe. This paper empirically investigates the leading freight forwarders to find important customer requirements in East Asian region such as Japan, Korea, and Taiwan. Furthermore, the feature of the study by using quality function deployment approach would not only identify key technical measures but also explore meaningful business solutions as direction of quality improvement. The finding reveals key customer requirements are cheaper agency fees, door to door ability and instant response, and the key technical measures are customer relationship management, overall information system, service point and network.

Agnieszka Czajkowska (2015) states the combination of factors such as properly organized logistics process, lack of nonconformities, transport damages avoiding and transport in accordance Just in Time idea significantly reduces costs and

streamlines the entire production process. This paper proposes the quality management tool for the logistics services assessment based on the results obtained in the selected company operating in Eastern Europe. Customers' expectations and perceptions were compared using the SERVQUAL method that concerns the service quality assessment in five areas such as: materiality, reliability, promptness, competency and empathy. The research method SERVQUAL allows assessing the service quality level and identifying company areas that requires corrective actions within the improvement process.

Sabine Limbourg, Ho Thi Quynh Giangjan (2016) highlight the cost minimization is a key objective in managing logistics services. In this context, a growing interest in quality improvement can be observed. However, service quality is hard to quantify as it is a function of varying customer perceptions over time, of the measurement process and of the analysis of the data gathered. This study examines the logistics service quality by scales developed according to SERVQUAL instrument. A survey of 200 customers of logistics service providers (LSP) was conducted in Da Nang City. The data analysis shows that LSPs in Da Nang city need to improve Research and Development and to develop Customer Care programs.

Hyun Mi Jang; Kyriaki Mitroussi (2013) state that the objective of this research is to explore the role of logistics service quality in generating shipper loyalty, considering relationship quality in the unique context of container shipping. This is to fill the gaps revealed in the current understanding of ocean carrier–shipper relationships, particularly the lack of studies attempting to investigate shippers' future intentions to use the same carrier as opposed to the previous studies that focused on carrier selection criteria or on shippers' satisfaction with the service attributes. Soft concepts such as customer loyalty and logistics service quality have been increasingly explored in a variety of industries to offer further insight into the relationship issues. However, it was discovered that relatively few studies on this topic have been conducted in the context of maritime transport. The theoretical model is tested on data collected through a postal questionnaire survey of 227 freight forwarders in South Korea. Structural equation modeling (SEM) is employed to rigorously examine relationships among the extensive set of key variables simultaneously in a holistic manner. The findings demonstrate that container

shipping lines should develop a high level of logistics service quality as well as relationship quality in order to attain higher (beyond mere satisfaction) levels of shippers' loyalty.

Milorad Kilibarda, Slobodan Zecevic & Milorad Vidovic (2012) present a new approach and model for measuring the service quality with the aim of creating an offering of logistic providers. In contrast to existing models, which mainly measure the quality of already-realized logistic services, the model proposed here is capable of measuring logistic service quality during the phase of designing and creating the logistic offering. The methodology proposed is based on the technique of multi-attribute decision-making and includes three basic steps: modelling and determination of the demands for quality of logistic services; creation of the offering; and assessment of the degree of fulfilment of the customers' demands based on the quality of the logistic service offered. The model is tested through a case study in which the quality of the logistic service of a Belgrade company that organizes and realizes international transport is measured.

Wolfgang Kersten (2010) state that the purpose of the paper is to analyse empirically the causal relationships between quality management, service quality and business success in German logistics companies. This paper develops a measurement instrument of logistics service quality by combining conceptual approaches from service marketing with quality indicators from operations management. This measure is verified through factor analysis on a sample of 229 German logistics providers. Relationships between logistics service quality, quality management and business success are investigated in a structural equation model. The results support measuring logistics service quality by the three dimensions: service potential, process, and outcome. The effect of quality management on these constructs is confirmed. Likewise, the positive effect of service quality on business success is confirmed, with the notable exception of outcome quality. Logistics service providers should devote more attention to quality management than they currently do. To enhance quality, they should focus their efforts on service potential and the service process. This paper offers them a way to measure these quality dimensions.

Ahimbisibwe, Arthur Omudang, Stephen Tusiime, Wilson Tumuhairwe, Ronald (2016) examines the relationships between IT capability, IT adoption, logistics service quality and performance of third-party logistics firms in Uganda. The study was prompted by the delays in customs clearance; bureaucratic systems and lengthy cargo forwarding processes largely of manual nature that are evident among the activities of the third-party logistics providers in Uganda. This could be attributed to lack of IT capability, low IT adoption and poor logistics service quality. A cross sectional data was collected from a sample of 80 registered Clearing and forwarding firms in Uganda selected from a population of 109 firms using a simple random sampling technique. Data was collected using a close ended questionnaire. The results indicate significant positive relationships between IT capability, IT adoption, logistics service quality and performance of third-party logistics firms. Findings also revealed that IT adoption and logistics service quality are significant predictors of the performance of the third-party logistics providers. However, IT capability was found not to be a significant predictor of performance of third-party logistics providers. Findings further revealed that IT adoption was a better significant predictor of the performance of third-party logistics providers than logistics service quality. The research recommends that clearing and forwarding firms in Uganda need to adopt IT quicker and increase logistics service quality in order to improve on the performances of their clearing and forwarding operations especially in the areas of documentation, cargo tracking, warehousing, and shipment operations.

Simona Bolis, Rico Maggi (2003) presents the results of a microanalysis of freight transport demand in a logistics context. Current research concentrates, with few exceptions, on shippers' choice of a transport mode. However, in a global context, shippers' behavior must be conceived as a complex decision, which considers transport mode choice as only a part of a firm's logistics strategy. Since no data exist to directly estimate the marginal values for different qualities of transport and logistics services, a stated preference approach is applied. Adaptive stated preference experiments were performed for twenty-two firms in Italy and in Switzerland. The experimental results—forty hypothetical binary choices per firm—were completed by background information on the firms' long-term logistics strategies. The results confirm the relevance of the logistics context (e.g., JIT strategies on the supplier's or customer's side) for transport demand. The calculated

marginal values of time and characteristics (reliability, frequency, etc.) provide important insights and permit generalized costs in freight transport models to be recalibrated.

Theodore P. Stank Ph.D., Thomas J. Goldsby Ph.D., Shawnee K. Vickery Ph.D. (2011) examines the relationships among three dimensions of logistics service performance (operational, relational, and cost performance), customer satisfaction, customer loyalty, and market share. Perceptions of customers of third-party logistics (3PL) providers are used to assess 3PL performance constructs. Of the three dimensions of service performance, relational performance is the single most important factor in engendering customer satisfaction. The research supports the strong relationship between customer satisfaction and loyalty identified in previous studies. It also establishes an empirical link between customer loyalty and a measure of market share that is anchored by objective, secondary data.

Rudolf Leuschner, Douglas M. Lambert (2012) study the linkage between logistics performance and overall firm performance has received attention in the literature for more than 30 years. However, researchers have not investigated if differences in performance between primary and secondary suppliers affect customer satisfaction and the percentage of business allocated to suppliers. In this research, primary suppliers received more than four times as much business as the secondary suppliers. We investigated the impact of the Marketing Mix on customer satisfaction and share of business for primary suppliers and secondary suppliers, and identified differences between the two groups, using multigroup structural equation modeling. The results indicate that perceived performance on logistics attributes significantly affects customer satisfaction and the percentage of business that is allocated to primary and secondary suppliers, which is key information for developing competitive strategies. Our research findings challenge the practice of providing service levels to customers based on current revenue or profitability which does little to convince customers, who are using a company as secondary source, to make it the primary supplier.

Shashank Rao, Thomas J. Goldsby, Stanley E. Griffis, Deepak Iyengar (2011)

study the Internet retailing industry continues to grow rapidly. Several Internet retailers are, however, struggling to retain customers due to the high level of competition among incumbents. We propose that customer satisfaction with the order fulfillment process is an important determinant of overall customer satisfaction with the retailer, as well as with the extent of customer retention enjoyed by the retailer. This paper offers a new concept for electronic logistics service quality and investigates the relationship between the quality of online fulfillment and the ensuing retention of customers, using archival data on 260 online retailers. The structural equation model results indicate that satisfaction with the physical distribution quality and cost are positively related with customer's purchase satisfaction and customer retention. Additionally, the results indicate that while purchase satisfaction is a strong indicator of customer retention, underlying drivers of purchase satisfaction do not have nearly the same impact on customer retention directly as they have on purchase satisfaction.

Mohammed Rafiq Ph.D. (2011) reports the testing and validation of the LSQ instrument (Mentzer, Flint, and Kent) in the context of the third-party logistics industry in the UK. Despite its importance, with the major exception of Mentzer and colleagues, the development and measurement of the Logistics Service Quality construct (LSQ) has been relatively under researched. The 3PL setting was considered a logical progression for testing the instrument versus the original in-house logistics service provider. The study is based on a cross sectional mail survey of the customers of third-party logistics service providers.

Beth R. Davis Ph.D. (2011) study the extant literature and a qualitative study of buyer-seller relationships, an exploratory model of the relationship between supply chain power, dependence, satisfaction, and loyalty is developed and presented. Four fundamental objectives are accomplished through this research and presented here. The first was to use a qualitative method to gain a deeper understanding of the logistics service driven loyalty that exists between suppliers and customers. The second was to develop a more thorough understanding of the gap in logistics service expectations between a supplier and their customers. The third objective was to

examine how the power/dependence relationship affects both customer service expectations of the parties, and the actual logistics service delivered by the supplier. Finally, this research is intended to build a basis for future quantitative research of loyalty in supplier/customer relationships.

Evi Hartmann (2011) study the use of logistics outsourcing and the degree of competition in the logistics service industry have significantly increased over the past decade. In order to reach and maintain an important role in such a business environment, logistics service providers (LSPs) must find ways to achieve competitive advantage. In this regard, the role of flexibility as a potential source of competitive advantage for an LSP is unclear, as empirical research on flexibility in an industrial services context and specifically in logistics outsourcing relationships is lacking. Therefore, using the resource-based view theory as the theoretical foundation, this study develops a conceptual model of flexibility as a capability of an LSP and its impact on customer loyalty, a central outcome for LSPs in a competitive business environment. Further, taking a relational as well as a knowledge perspective with respect to the antecedents of flexibility, the relational capability collaboration and the knowledge resources supply chain partner insight and communication are integrated into the model. Finally, the relationships of collaboration as a capability with knowledge resources as well as with customer loyalty are considered. This study analyzes 155 logistics outsourcing relationships using a survey method and partial least squares structural equation modeling to empirically assess the proposed relationships. The results reveal that LSP flexibility is a strong driver of all core dimensions of customer loyalty (i.e., retention, extension, and referrals) and thus a source of competitive advantage for LSPs. Further, collaboration positively influences LSP flexibility and the loyalty dimensions, supporting its significant role in a supply chain relationship. Finally, knowledge resources have a positive effect on LSP flexibility as well as on collaboration, indicating the importance of such resources in facilitating crucial capabilities.

Thao Phuong Vu, David B. Grant, David A. Menachof (2019) explores different stakeholder perceptions of logistics service quality in Hai Phong, Vietnam, one of the country's most important port complexes and largest logistics hubs. Semi-

structured interviews were conducted with customers, logistics service providers and port operators. Fourteen important variables were found with delivery time and shipment condition perceived by all groups as most important. Variables related to human factors were considered important by customers but not by logistics service providers. The paper contributes to our knowledge of what logistics service quality entails in a developing country that is lower on a logistics maturity scale, such as Vietnam, and provides managers with insights on what logistics service quality factors to address to enhance customers' perceptions regarding their expectations.

Irene Gil-Saura Affiliation , Gloria Berenguer-Contri Affiliation (2018) focuses on analyzing the determinants of satisfaction (service quality, perceived value), as well as its possible influence on customer loyalty of freight forwarders to freight transport service providers (by road/maritime/air) in Spain. To this end, we propose a causal model tested using information from 205 freight forwarders collected through personal interviews. The model was estimated using the Partial Least Squares (PLS) approach. Moreover, the existence of differences in the perceptions on the analyzed variables between transport modes is tested through ANOVA. Results show that service quality has an influence on customer satisfaction, both directly, as well as through perceived value. In turn, it is confirmed the relationship between satisfaction with the transportation company and customer loyalty. Furthermore, there are significant differences in quality dimensions and satisfaction between transport modes. This study confirms the importance of service quality and perceived value to promote the link between chain actors: freight forwarder and transport service provider. The main aim of this research is to go deeper into the study of satisfaction and loyalty of freight forwarders to freight transport service providers. Findings provide evidence about differences in the dimensionality of service quality between B2C and B2B settings and, even in the latter, differences between freight forwarding services and other industries are observed. The present paper is one of the few studies that obtains relevant information about several transport modes simultaneously and the findings reinforce the notion that perceptive processes in each of them are different.

Gamze Arabelen and Hasan Tolga Kaya (2021) study the Globalization and complex supply chain networks have been affecting Logistics Services Providers' (LSPs) service delivery and service expectations. Logistics Service Quality (LSQ) is becoming a more important aspect for LSPs and logistics service customers. In recent years, there has been an increase in the studies on service quality in logistics. Researchers have been trying to identify aspects of LSQ and its dimensions in order to create a measurement model that could be used in overall logistics services. However, there is still neither a unified nor agreed LSQ measurement model in the literature and researchers have been debating continuously on the proposed models. This paper targets to investigate and suggest LSQ measurement dimensions obtained from previous studies by analyzing the findings within a systematic approach and improving the findings with semi-structured interviews. In this study, systematic literature analysis has been conducted to research papers published in selected academic databases with specific keyword and keyword cluster searches to identify the related articles published within a specified period. Papers have been selected in accordance with the predefined criteria. As a result, a total of 59 articles have been determined for the search criteria and the findings obtained were analyzed. Most frequently used research trends and methods on service quality in logistics have been identified. In addition, the most frequently used LSQ dimensions and factors have been reviewed. Moreover, the most frequently used service quality approaches and measurement models have been analyzed. The results received from systematic literature review have been composed and dimensions have been identified. Semi-structured interviews with LSPs and customers of LSPs in Germany-based companies have been conducted to strengthen the findings gained from systematic literature review. 5 LSQ dimensions and 24 factors have been formed with the help of semi-structured interviews. This paper represents the basis for further research for empirical studies and can be used as a guideline for quality management practices in logistics applications and transport.

Nonglak Limsomkiat, Assadej Vanicchinchai (2019) The objectives of this paper is to 1) explore the levels of satisfaction of shippers on service quality of international freight forwarders based on SERVQUAL model with an additional cost dimension, and 2) investigate the relationship between shipper perception on service quality of

international freight forwarders and the shippers' company performance. 237 valid questionnaires were collected from managers of exporting companies in the furniture business. Descriptive statistics, t-test, importance-performance analysis, and multiple regressions were applied to analyze data. It was found that service cost had highest mean scores in both perception and expectation, while tangible had lowest mean values in both perception and expectation. There were significant differences between perceptions and expectations on every service quality dimension. Most dissatisfied service dimensions were service cost, reliability, responsiveness, empathy, assurance, and tangible, respectively. Responsiveness had significant positive impact on shipper performance, while tangible had significant negative effect on shipper performance.

Duc Nha Le, Hong Thi Nguyen, Phuc Hoang Truong (2020) aims to validate five determinants of service quality and to examine the service quality-customer satisfaction link in the port logistics service industry of a developing and transitional economy. First, the research reviews literature pertinent to service quality and customer satisfaction. Second, it uses both qualitative and quantitative methods through focus group discussion and direct interviews with 212 respondents who are the employees of firms that have been using port logistics service provided by Cat Lai Port, Ho Chi Minh City, Vietnam. Finally, the multivariate analysis is subsequently employed to analyze data obtained from surveys by structural equation modeling (SEM) technique. Findings indicate that port logistics service quality is positively determined by five factors including responsiveness, assurance, reliability, tangibles, and empathy. In addition, port logistics service quality exerts positive influence on customer satisfaction. Most noticeably, as embedded in the tangibles component, technological advancements appear to enhance service quality which ultimately satisfies customers in the port logistics service industry.

CHAPTER III

RESEARCH METHODOLOGY

3.1 RESEARCH – AN OVERVIEW:

Research is a scientific and systematic search for pertinent information on a specific topic. The advanced learner's dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Redman and Moray define research as "a systematized effort to gain new knowledge." Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody, research comprises of defining and redefining problems, formulating hypothesis or suggested solution; collection, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.2 RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied. The researcher should know the research techniques, the research methodology, how to develop certain tests, how to calculate the mean, median, mode or chi-square, how to apply a particular research technique, which methods are relevant and which are not, what would they mean and indicate and why. Researchers should understand the assumptions underlying the various techniques. Hence, research methodology has various dimensions and research methods constitute a part of research methodology.

3.3 RESEARCH DESIGN:

Research design is the decision regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. It can be defined as the arrangement of conditions for collection and analysis of data in a manner that aims to combine the relevance to the research purpose to the economy procedure. Research design is needed because it facilitates the smooth

sailing of the various research operations, thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, time and money. In fact, research design has a great bearing on the reliability of the results arrived at end as such constitutes the firm foundation of the entire edifice of the research work.

3.4 DATA COLLECTION:

There are two types of data:

- Primary data
- Secondary data

PRIMARY DATA are those which are collected afresh and for the first time and thus happen to be original in character.

SECONDARY DATA, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.

The methods of collecting primary and secondary data differ since; primary data are to be originally collected, while in the case of secondary data, the nature of data collection work is merely that of compilation.

FOR THIS STUDY:

In this study, primary data has been collected directly from the respondents using a questionnaire.

3.5 RESEARCH INSTRUMENT:

QUESTIONNAIRE:

A questionnaire is sent to the persons concerned with the request to answer the question and return the questionnaire. The questionnaire consists of a number of questions printed in a definite order on a form or set of forms. The questionnaire is mail to respondents who are expected to read and understand the questions and write down the reply in the space lent for the purpose in the questionnaire itself. The respondents have to answer the questions on their own

In this study, a questionnaire was used to collect data from the sample.

SAMPLE SIZE: The sample size is 130.

CHAPTER IV

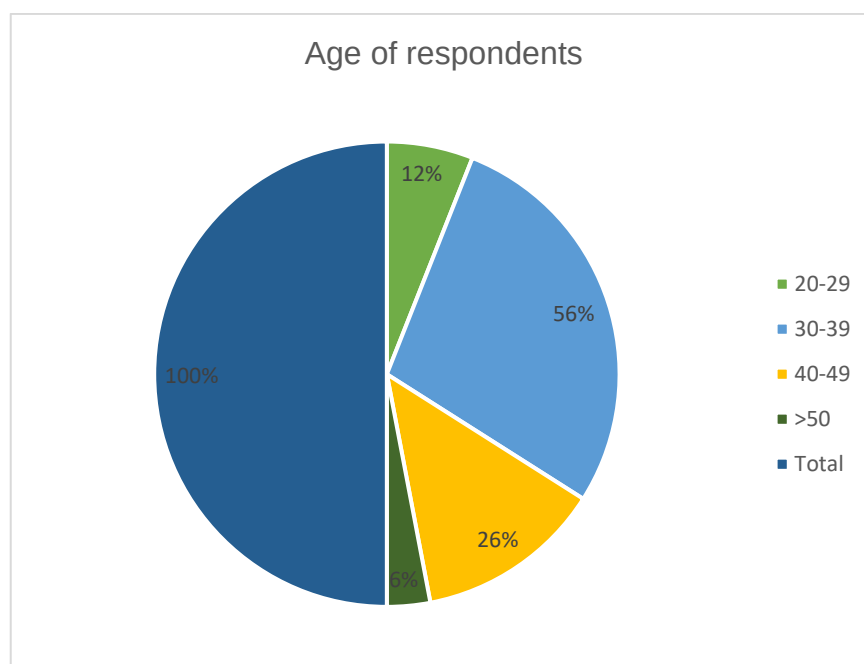
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1: Table showing Age of the Clients

Age of the respondents	No of respondents	Percentage
20-29	15	12%
30-39	73	56%
40-49	34	26%
>50	8	6%
Total	130	100%

Source: Primary data



4.1.1: Chart showing Age of the Clients

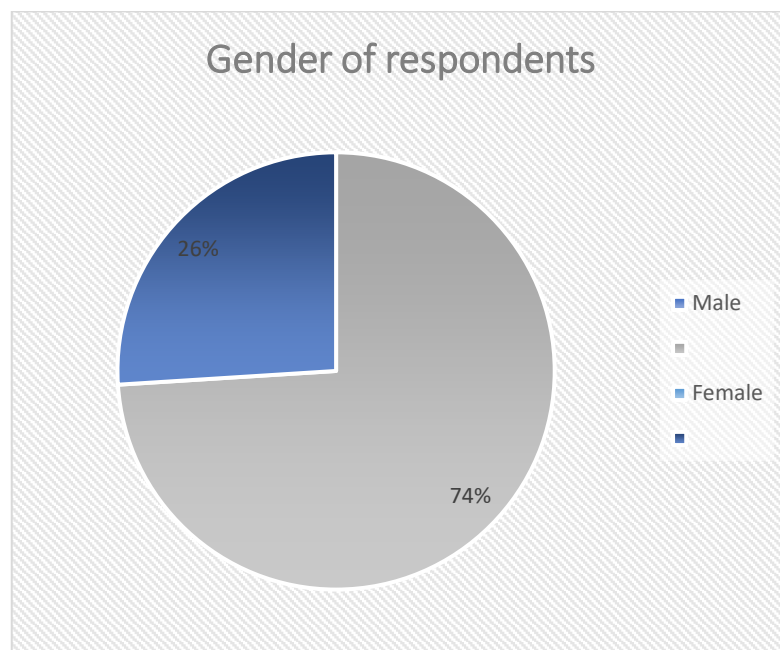
Interpretation:

From the above chart it is interpreted that 56% of respondents are between the age 30-39, 26% between the age 40-49, 12% between the age 20-29 and 6% above the age of 50.

4.1.2: Table showing Gender of the clients

Gender	No of respondents	Percentage
Male	96	74%
Female	34	26%
Total	130	100%

Source: Primary data



4.1.2: Chart showing Gender of the clients

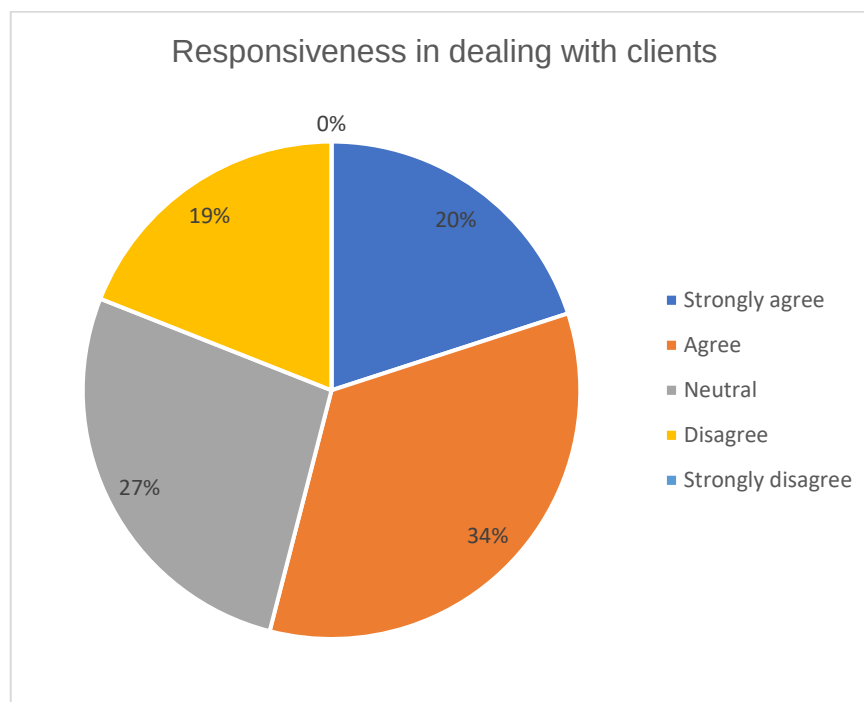
Interpretation:

From the above table it is interpreted that the number of male respondents is 74% and female respondents is 26%.

4.1.3: Table showing Responsiveness in dealing with clients

Options	Respondents	Percentage
Strongly agree	26	20%
Agree	44	34%
Neutral	35	27%
Disagree	25	19%
Strongly disagree	0	0%
Total	130	100%

Source: Primary data



4.1.3: Chart showing Responsiveness in dealing with clients

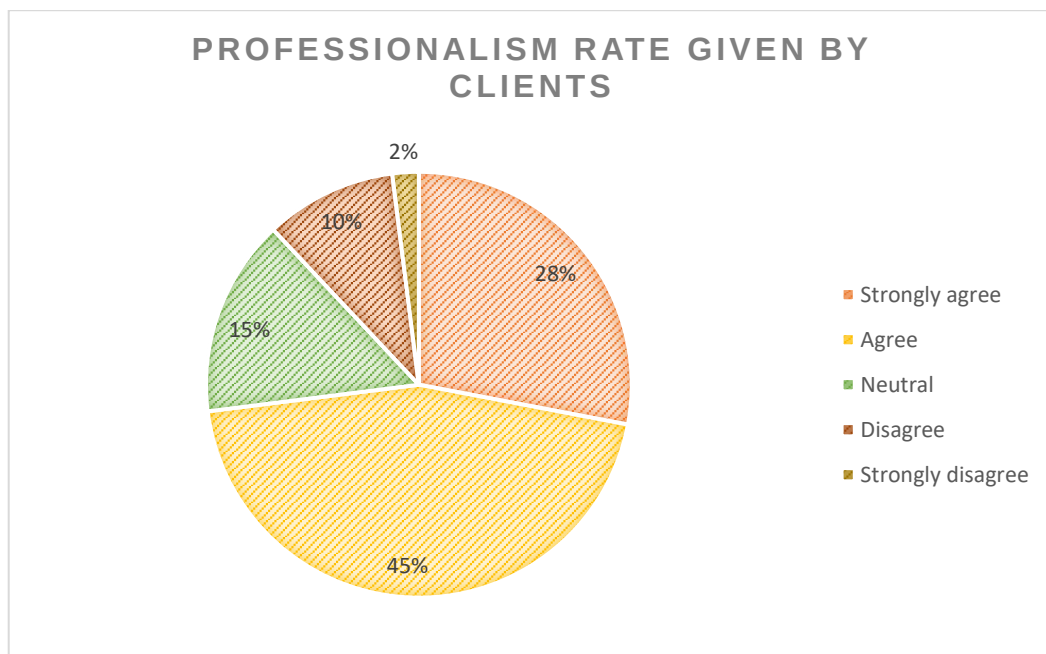
Interpretation:

From the above chart it is interpreted that 34% of the respondents agree, 27% stay neutral, 20% strongly agree, 19% disagree and 0% strongly disagree with responsiveness in dealing with the clients.

4.1.4: Table showing Professionalism rate given by clients

Options	Respondents	Percentage
Strongly agree	36	28%
Agree	58	45%
Neutral	20	15%
Disagree	13	10%
Strongly disagree	3	02%
Total	130	100%

Source: Primary data



4.1.4: Chart showing Professionalism rate given by clients

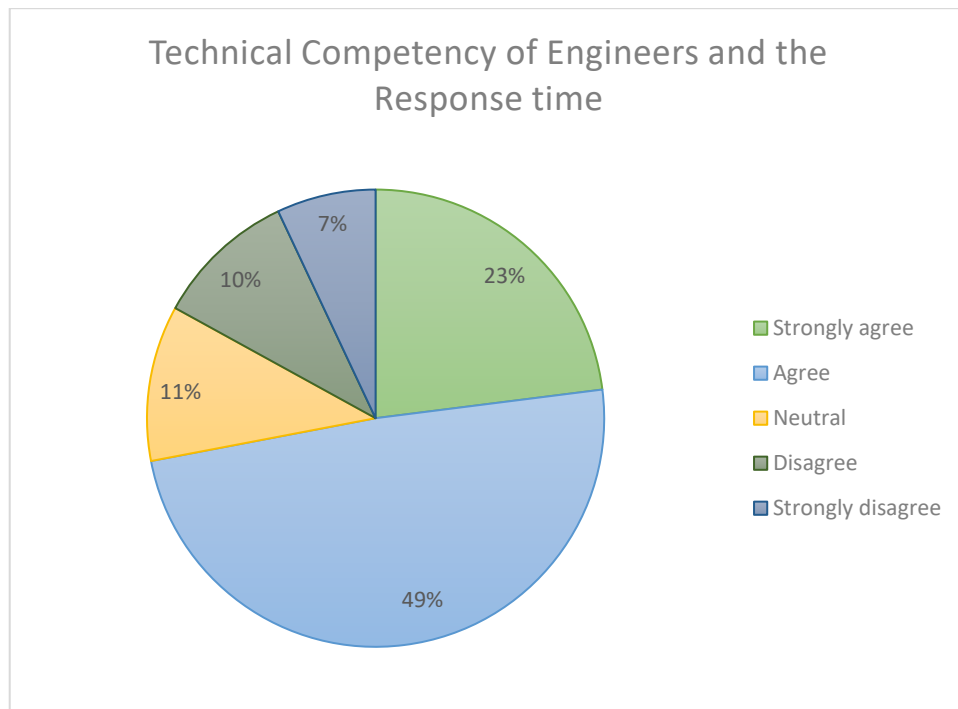
Interpretation:

From the above chart it is interpreted that 45% of the respondents agree, 28% strongly agree, 15% stay neutral, 10% disagree and 2% strongly disagree with the professionalism rate for Lourds Forwarding Pvt Ltd.

4.1.5: Table showing Technical Competency of Engineers and the Response time

Options	Respondents	Percentage
Strongly agree	30	23%
Agree	64	49%
Neutral	14	11%
Disagree	13	10%
Strongly disagree	9	07%
Total	130	100%

Source: Primary data



4.1.5: Chart showing Technical Competency of Engineers and the Response time

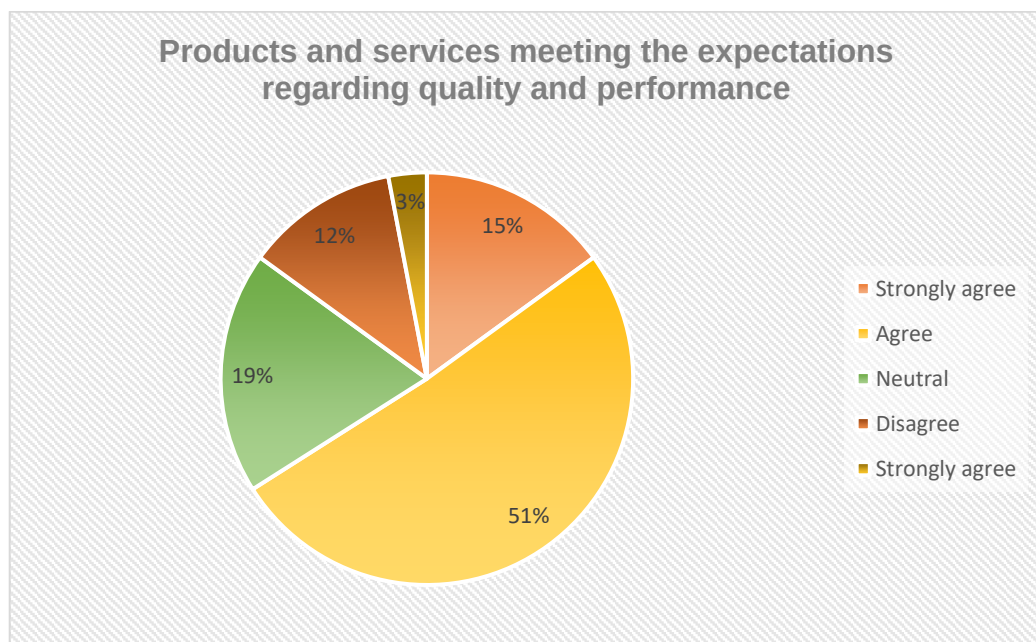
Interpretation:

From the above chart it is interpreted that 49% of the respondents agree, 23% strongly agree, 11% stay neutral, 10% disagree and 7% strongly disagree with technical competency of engineers and response time.

4.1.6: Table showing the products and services meeting the expectations regarding quality and performance

Options	Respondents	Percentage
Strongly agree	19	15%
Agree	66	51%
Neutral	25	19%
Disagree	16	12%
Strongly agree	4	3%
Total	130	100%

Source: Primary data



4.1.6: Chart showing the products and services meeting the expectations regarding quality and performance

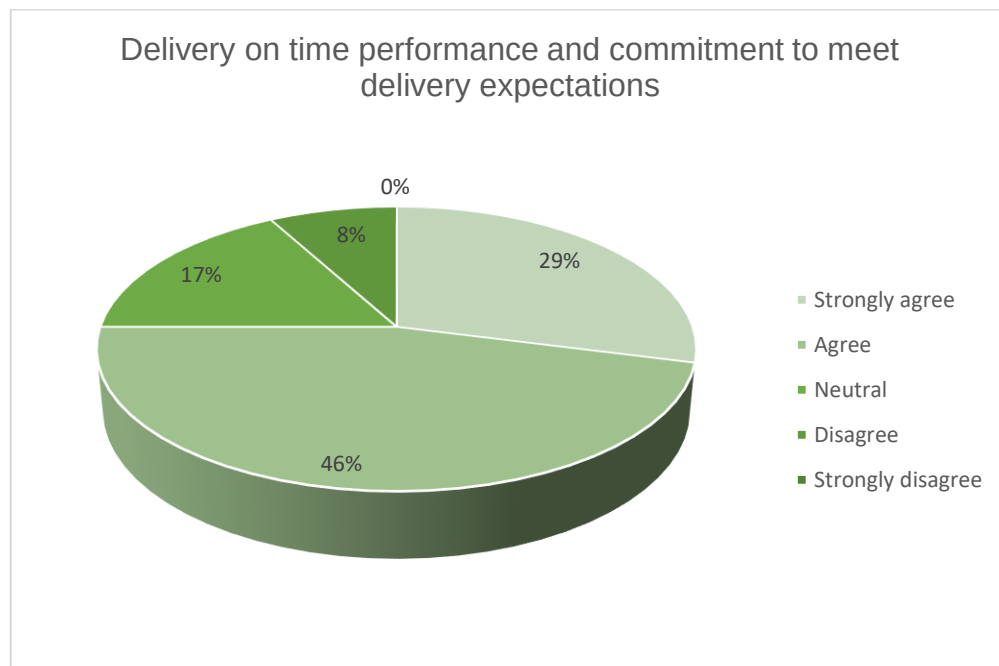
Interpretation:

From the above chart it is interpreted that 51% of the respondents agree, 19% stay neutral, 15% strongly agree, 12% disagree and 3% strongly disagree with the products and services meeting the expectations regarding quality and performance.

4.1.7: Table showing the delivery on time performance and commitment to meet delivery expectations

Options	Respondents	Percentage
Strongly agree	38	29%
Agree	60	46%
Neutral	22	17%
Disagree	10	08%
Strongly disagree	0	0%
Total	130	100%

Source: Primary data



4.1.7: Chart showing the delivery on time performance and commitment to meet delivery expectations

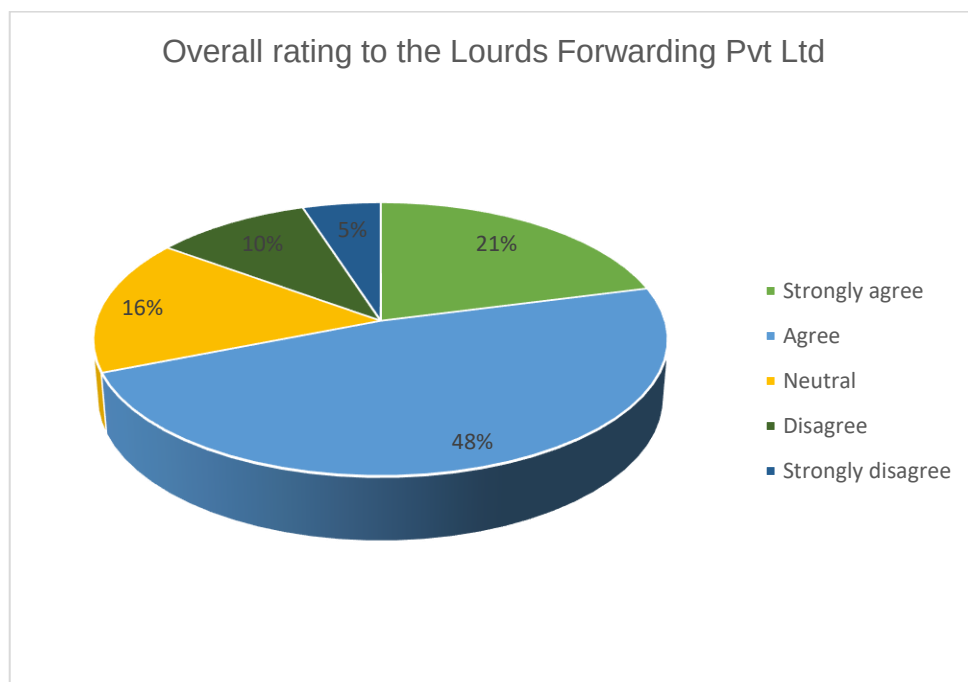
Interpretation:

From the above chart it is interpreted that 46% of the respondents agree, 29% strongly agree, 17% stay neutral, 8% disagree and 0% strongly disagree with the delivery on time performance and commitment to meet the delivery expectations.

4.1.8: Table showing Overall rating to the Lourds Forwarding Pvt Ltd

Options	Respondents	Percentage
Strongly agree	27	21%
Agree	62	48%
Neutral	21	16%
Disagree	13	10%
Strongly disagree	7	05%
Total	130	100%

Source: Primary data



4.1.8: Table showing Overall rating to the Lourds Forwarding Pvt Ltd

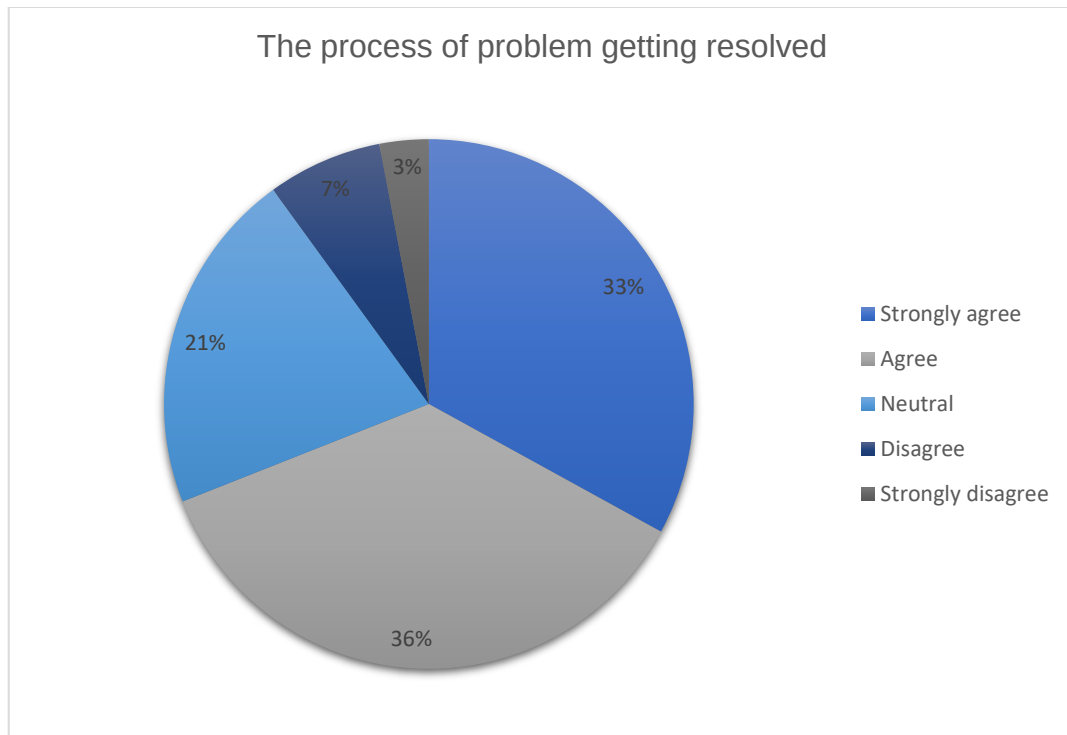
Interpretation:

From the above chart it is interpreted that 48% of the respondents agree, 21% strongly agree, 16% stay neutral, 10% disagree and 5% strongly disagree with the overall rating to the Lourds Forwarding Pvt Ltd.

4.1.9: Table showing the process of problem getting resolved

Options	Respondents	Percentage
Strongly agree	43	33%
Agree	47	36%
Neutral	27	21%
Disagree	9	7%
Strongly disagree	4	3%
Total	130	100%

Source: Primary data



4.1.9: Chart showing the process of problem getting resolved

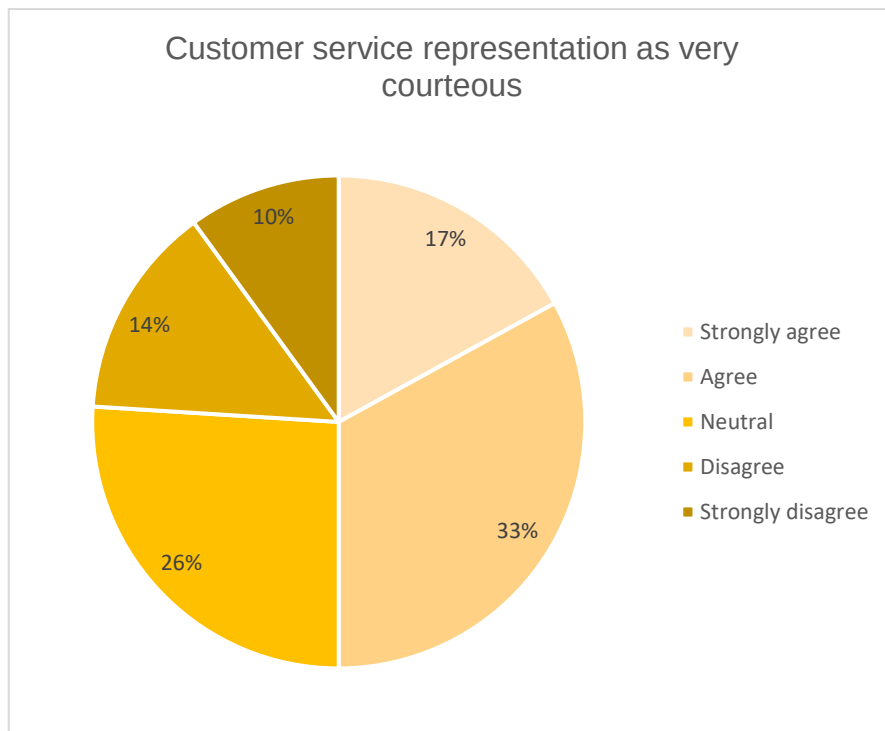
Interpretation:

From the above chart it is interpreted that 36% of the respondents agree, 33% strongly agree, 21% stay neutral, 7% disagree and 3% strongly disagree with the process of problem getting resolved.

4.1.10: Table showing Customer services representation as very courteous

Options	Respondents	Percentage
Strongly agree	22	17%
Agree	43	33%
Neutral	34	26%
Disagree	18	14%
Strongly disagree	13	10%
Total	130	100%

Source: Primary data



4.1.10: Chart showing Customer services representation as very courteous

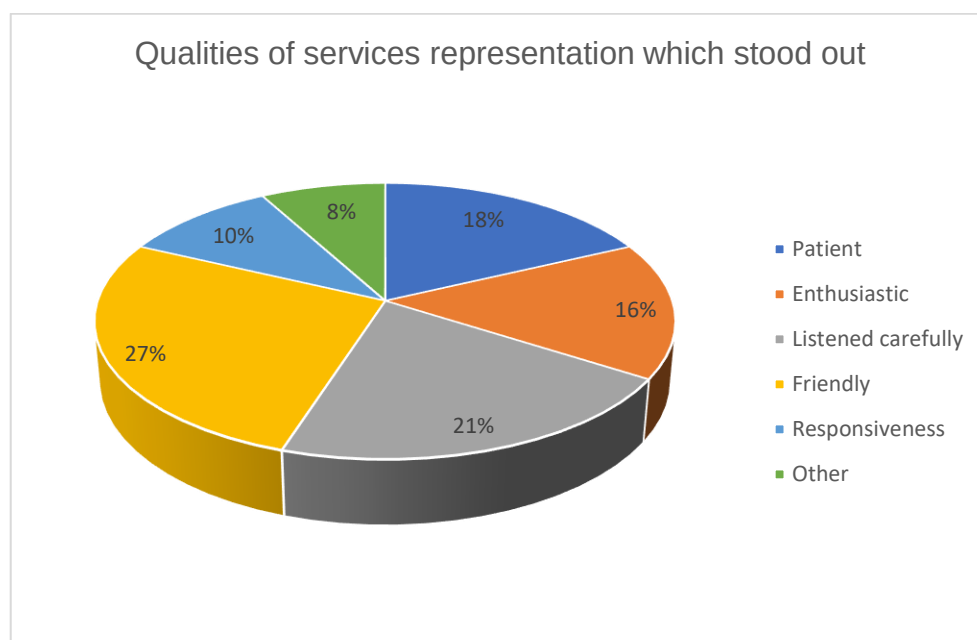
Interpretation:

From the above chart it is interpreted that 33% agree, 26% stay neutral, 17% strongly agree, 14% disagree and 10% strongly disagree with the Customer services representation as very courteous.

4.1.11: Table showing Qualities of the services representation which stood out

Options	Respondents	Percentage
Patient	23	18%
Enthusiastic	21	16%
Listened carefully	27	21%
Friendly	35	27%
Responsiveness	13	10%
Other	11	08%
Total	130	100%

Source: Primary data



4.1.11: Chart showing Qualities of the services representation which stood out

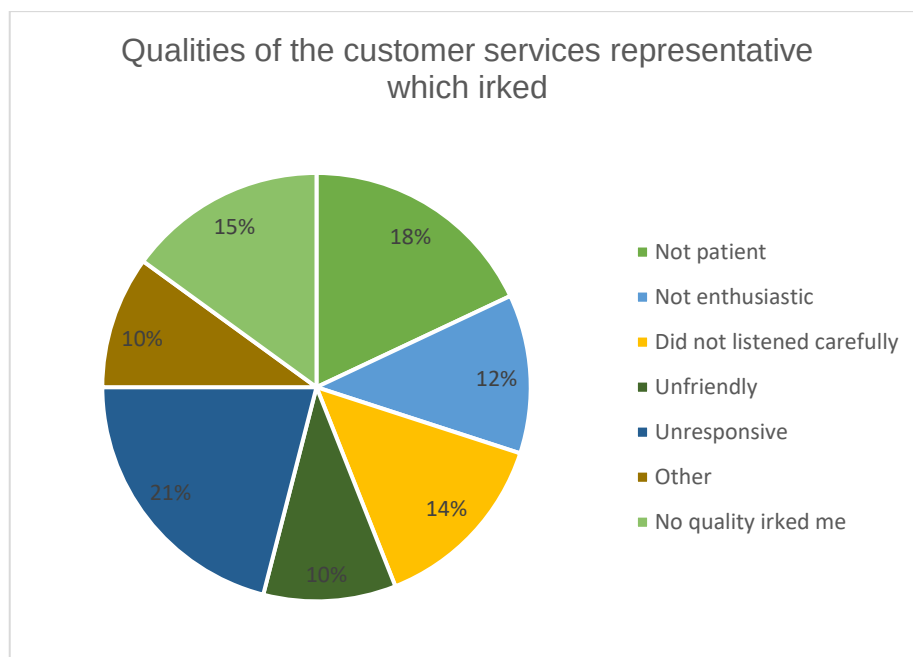
Interpretation:

From the above chart it is interpreted that 27% of the respondents felt that we are friendly, 21% voted for listened carefully, 18% voted for patient, 16% voted for enthusiastic, 10% for responsiveness and 8% for other.

4.1.12: Table showing Qualities of the customer services representative which irked

Options	Respondents	Percentage
Not patient	23	18%
Not enthusiastic	16	12%
Did not listened carefully	18	14%
Unfriendly	13	10%
Unresponsive	27	21%
Other	13	10%
No quality irked me	20	15%
Total	130	100%

Source: Primary data



4.1.12: Chart showing Qualities of the customer services representative which irked

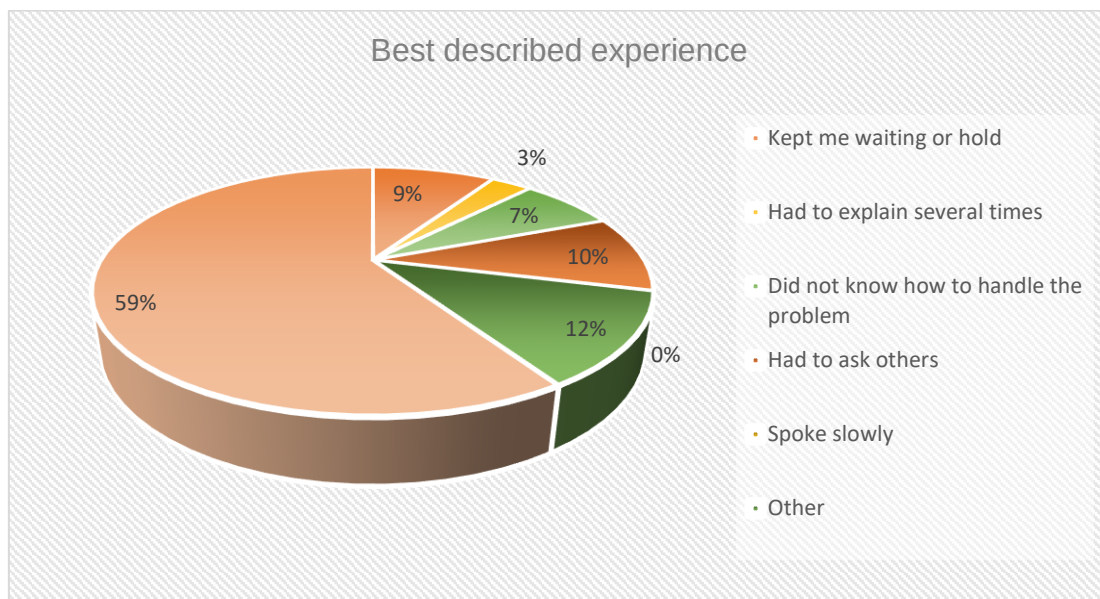
Interpretation:

From the above chart the qualities of the customer services representation which irked them is interpreted as follows: 21% of the respondents voted for unresponsive, 18% for not patient, 15% for no quality irked me, 14% for not listened carefully, 12% for not enthusiastic and 10% for unfriendly and other reasons.

4.1.13: Table showing Best described experience.

Options	Respondents	Percentage
Kept me waiting or hold	12	09%
Had to explain several times	4	03%
Did not know how to handle the problem	9	07%
Had to ask others	13	10%
Spoke slowly	0	0%
Other	16	12%
No improvement needed	76	59%
Total	130	100%

Source: Primary data



4.1.13: Chart showing Best described experience.

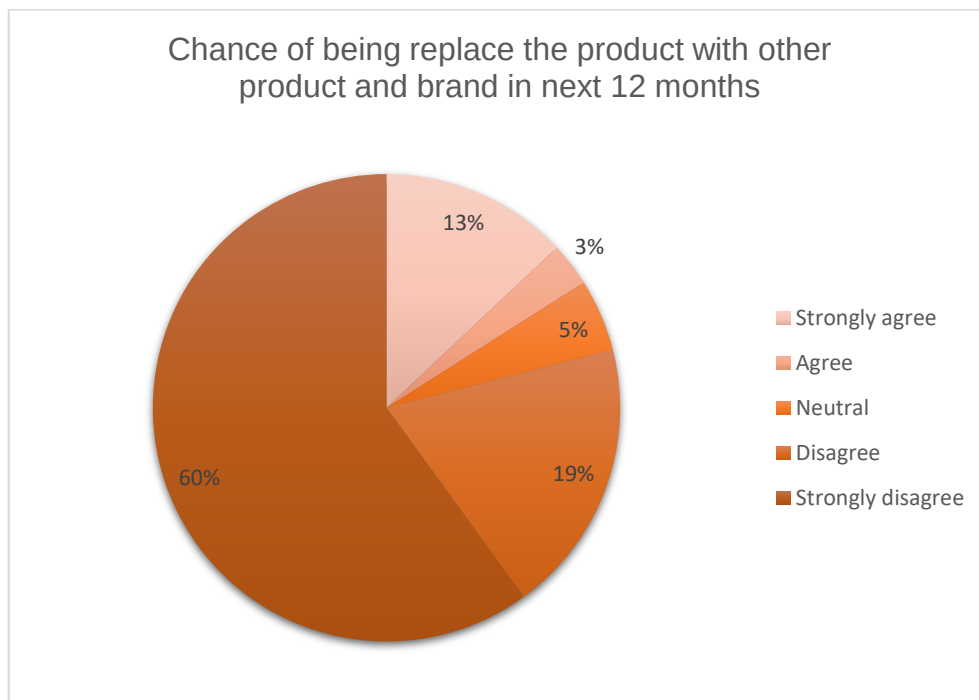
Interpretation:

From the above chart, the best described experience is interpreted as follows. 59% of the respondents say no improvement is needed, 12% for other, 10% had to ask others, 9% kept them waiting or hold, 7% did not know how to handle the problem, 3% had to explain several times and 0% for spoke slowly.

4.1.14: Table showing Chance of being replace the product with other product and brand in next 12 months

Options	Respondents	Percentage
Strongly agree	17	13%
Agree	4	03%
Neutral	6	05%
Disagree	25	19%
Strongly disagree	78	60%
Total	130	100%

Source: Primary data



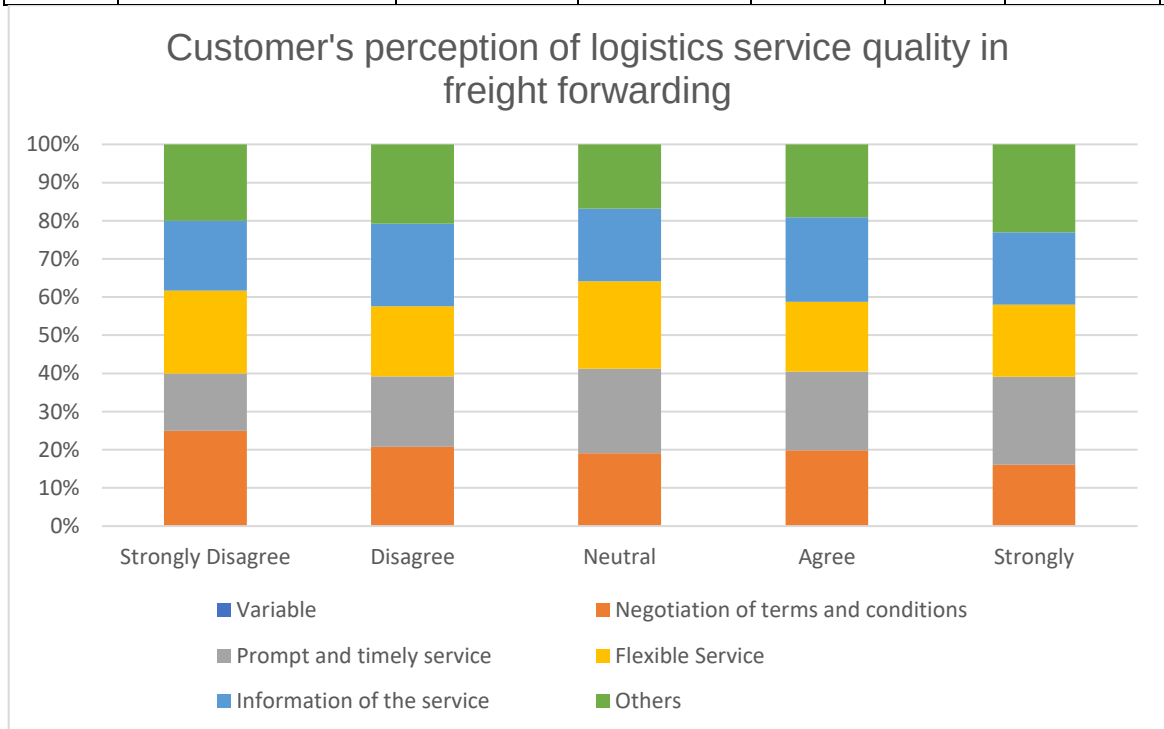
4.1.14: Chart showing Chance of being replace the product with other product and brand in next 12 months

Interpretation:

From the above chart it is interpreted that 60% of the respondents strongly disagree, 19% disagree, 13% strongly agree, 5% stay neutral and 3% agree for the chance of being replace the product with other product and brand in next 12 months.

4.1.15: Table showing List of customer's perception of Logistics service quality in freight forwarding.

S.No	Variable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
1	Negotiation of terms and conditions	30	26	25	26	23	130
2	Prompt and timely service	18	23	29	27	33	130
3	Flexible Service	26	23	30	24	27	130
4	Information of the service	22	27	25	29	27	130
5	Others	24	26	22	25	33	130



4.1.15: Chart showing List of customer's perception of Logistics service quality in freight forwarding.

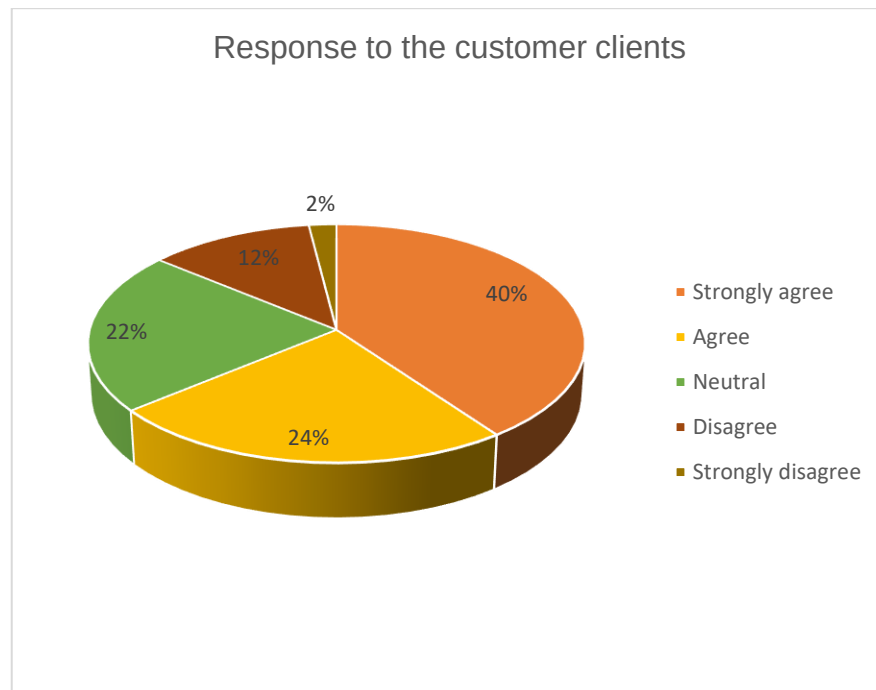
Interpretation:

- 1.Negotiation of terms and conditions – From the above table, it is interpreted that 30% of the respondents strongly disagree, 26% disagree and agree, 25% neutral and 23% strongly agree.
- 2.Prompt and timely service – From the above table, 33% of the respondents strongly agree, 29% neutral, 27% agree, 23% disagree and 18% strongly disagree.
- 3.Flexible service – From the above table, 30% of the respondents voted for neutral, 27% strongly agree, 26% strongly disagree, 24% agree and 23% disagree.
- 4.Information of the service – 29% of the respondents agree, 27% disagree and strongly agree, 25% neutral and 22% strongly disagree.
- 5.Others – 33% of the respondents strongly agree, 26% disagree, 25% agree, 24% strongly disagree, 22% neutral.

4.1.16: Table showing Response to the customer complaints.

Handling of complaints	No of respondents	Percentage
Strongly agree	52	40%
Agree	31	24%
Neutral	29	22%
Disagree	16	12%
Strongly disagree	2	2%
Total	130	100%

Source: Primary data



4.1.16: Chart showing Response to the customer complaints.

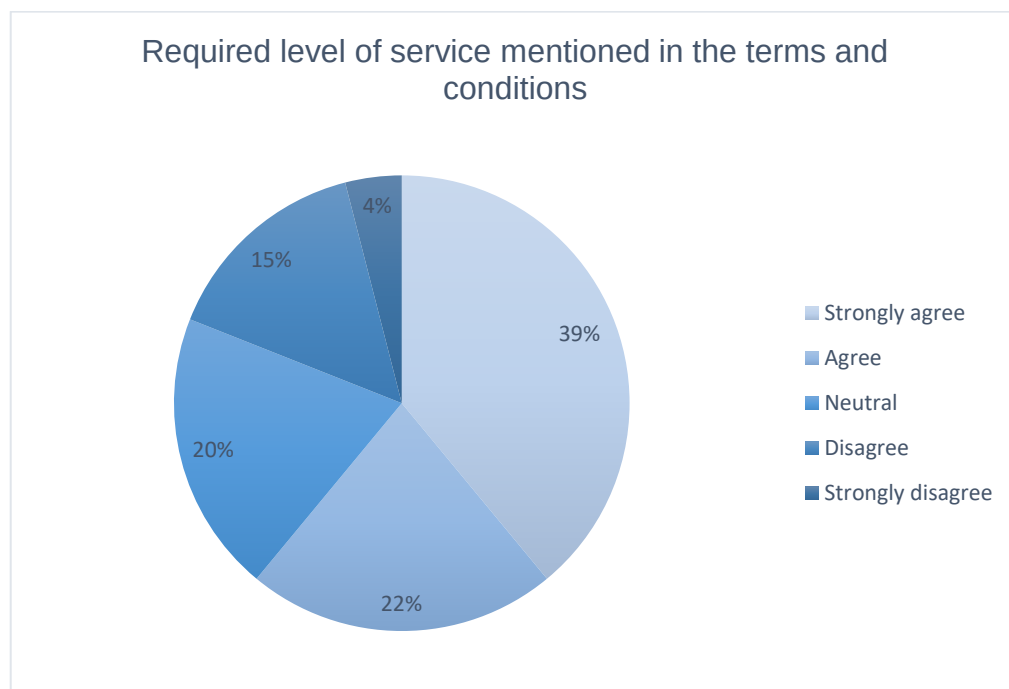
Interpretation:

From the above chart it is interpreted that 40% of the respondents strongly agree, 24% for agree, 22% stay neutral, 12% disagree and 2% strongly disagree with response to customer complaints.

4.1.17: Table showing Required level of service mentioned in the terms and conditions.

Required level of service	No of respondents	Percentage
Strongly agree	50	39%
Agree	29	22%
Neutral	26	20%
Disagree	20	15%
Strongly disagree	5	4%
Total	130	100%

Source: Primary data



4.1.17: Chart showing Required level of service mentioned in the terms and conditions.

Interpretation:

From the above chart it is interpreted that 39% of the respondents strongly agree, 22% for agree, 20% stay neutral, 15% for disagree and 4% for strongly disagree with the required level of service mentioned in the terms and conditions.

4.2 ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (H₀):

There is no relationship between the products and services that meet the quality expectations of the clients and the timely performance that meet the delivery expectation of the clients.

Alternate hypothesis (H₁):

There is relationship between the products and services that meet the quality expectations of the clients and the timely performance that meet the delivery expectation of the clients.

ANOVA

4.2.1 Table showing the details of products and services that meet the quality expectations of clients

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.308	4	5.827	404.647	.000
Within Groups	1.800	125	.014		
Total	25.108	129			

Calculated value = 404.647

Tabulated value = 2.46

$F = F_{cal} > F_{tab}$ $F=404.647 > 2.46$

Hence, the Alternate hypothesis [H₁] is accepted.

Interpretation:

Since p value is $0.000 < 0.05$, we reject null hypothesis and accept alternate hypothesis. Hence, there is relationship between the products and services that meet the quality expectations of the clients and the timely performance that meet the delivery expectation of the clients.

4.3 CHI SQUARE TEST

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H₀):

There is no relationship between the responsiveness in dealing with the clients and the professionalism rate given by the clients.

Alternate hypothesis (H₁):

There is a relationship between the responsiveness in dealing with the clients and the professionalism rate given by the clients.

4.3.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.501 ^a	9	.000
Likelihood Ratio	169.586	9	.000
Linear-by-Linear Association	90.540	1	.000
N of Valid Cases	130		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.54.

$$\text{Degree of Freedom} = (r-1) * (c-1) \\ = 3*3 = 9$$

$$\text{Calculated value} = 165.501$$

$$\text{Tabulated value} = 16.919$$

$$Z = Z_{\text{cal}} > Z_{\text{tab}}$$

$$Z = 165.501 > 16.919$$

Hence, the Alternate hypothesis [H₁] is accepted

Interpretation:

Since p value is $0.000 < 0.05$, we reject null hypothesis and accept alternate hypothesis. Hence, there is relationship between the responsiveness in dealing with the clients and the professionalism rate given by the clients.

4.4 KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

Alternate hypothesis (H1):

There is negative relationship between the overall rating to the organization and the customer services representation as very courteous.

4.4.1 Correlations

	Table showing the overall rating to the Organization	Table showing the customer services representation as very courteous
Table showing the overall rating to the Organization	1	.857**
Pearson Correlation		.000
Sig. (2-tailed)		130
N	130	130
Table showing the customer services representation as very courteous	.857**	1
Pearson Correlation	.000	
Sig. (2-tailed)	130	130
N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

r= .857

Interpretation:

Since r value is $0.857 > 0.05$, we accept null hypothesis and reject alternate hypothesis. Hence, there is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

5.1 FINDINGS OF THE STUDY

External logistics service quality in freight forwarding:

- 34% of the respondents said that the responsiveness in dealing with clients is good and no one said that it is poor.
- 45% of the respondents said that the organization is having a good professionalism and only 2% said that the professionalism is highly dissatisfactory
- 49% of the respondents said that the technical competency of engineers and the response time is good and only 7% said that it is bad.
- 51% of the respondents said that they are satisfied with the products and services meeting the expectations regarding quality and performance and 3% say it is very poor.
- 46% of the respondents said that delivery on time performance and commitment to meet delivery expectations is good and 8% said it is dissatisfactory.
- 48% of the respondents said that over all Lourds Forwarding Pvt Ltd is good and 5% said that they are highly dissatisfied.
- 36% of the respondents said that they are satisfied with the process followed by the organization to resolve the problem and 3% said it is very poor.
- 33% of the respondents said that they agree with the customer services representation and 10% are strongly disagreeing.
- 27% of the respondents said that being friendly is the quality of the services representation which stood out and minimum of 8% said other.
- 21% of the respondents said that unresponsive is the quality of the services representation which irked and 10% said being unfriendly and other as the reason for irked.
- 59% of the respondents said that no improvement needed for the best described experience and 0% said spoke slowly as a reason.
- 60% of the respondents said that they will never have the chance of changes the product with other product and brand in next 12 months and only 3% say that there is high chance.
- 30% of the respondents said that they strongly disagree with negotiating terms and conditions and only 23% say that they strongly agree with the negotiating the terms and conditions

- 18% of the respondents said that they strongly disagree with prompt and timely service and only 33% say that they strongly agree with prompt and timely service
- 26% of the respondents said that they strongly disagree with flexible service and only 27% say that they strongly agree with flexible service
- 22% of the respondents said that they strongly disagree with the information of the service and only 27% say that they strongly agree with information of the service
- 24% of the respondents said that they are not satisfied with the other service and only 33% say that they are satisfied with the other service
- 40% of the respondents said that their complaints are being handled in a very friendly manner and 2% of them Strongly disagree that their complaints are being ignored
- 39% of the respondents said that they Strongly agree with the level of service provided was according to the terms and condition and only 4% of the respondents Strongly disagree with it

5.2 SUGGESTIONS

- Paying attention to bad processes that stop good people. Bringing the voice of the customer into the horizontal key business processes and identifying the process deliverables in customer terms.
- Listen to the needs of the customers and do the favor to them to the ultimate level, this can be one way to satisfy the customer's needs and providing them the best logistics service quality in freight forwarding they expect.
- The customer wants the basic services to be provided to them.
- They expect fundamentals not fanciness; they expect performance, not empty promises.
- Customers judge the dimensions of responsiveness, assurance, empathy, and tangibles during the service delivery process: hence, these are process dimensions. Reliability, judged following the services, is an outcome dimension.

5.3 LIMITATIONS OF THE STUDY

- The study is confined to a short period. This would not picture the exact position of company.
- The results made using the statistical technique are expected outcomes and not the fact.
- Every company will be having their own factors and situation. The findings of the study could be taken only as guidelines and cannot be applied directly to other companies.

5.4 CONCLUSION

Now days clients are the first preference of all the companies whether they are internal or the external. They expect some of the services from the company, which should be up to the mark when it comes to quality. The clients are expecting the quality in the service which they are getting from the organization. Sometimes the organization is able to meet the expectations and sometimes the organizations fail to meet the expectations. It is a high time when the organizations must take some important steps to improve the quality of the service they provide to their clients.

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ANNEXURE I – QUESTIONNAIRE

1. Name
2. Age of respondents
a) 20-29 b) 30-39 c) 40-49 d) above 50
3. Gender
a) Male b) Female
4. What do you think about the responsiveness in dealing with you?
a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly disagree
5. How do you rate the professionalism?
a) strongly agree b) agree c) neutral d) disagree e) strongly disagree
6. If you receive any technical support, how did you find the technical competency of our engineers and the response time?
a) Strongly agree b) agree c) Neutral d) Disagree e) Strongly disagree
7. What do you think about our products and services in Lourds Forwarding Pvt Ltd and did they meet your needs and expectations regarding quality and performance?
a) Strongly agree b) agree c) neutral d) disagree e) strongly disagree
8. How is the delivery on time performance and our commitment to meet your delivery expectations from Lourds Forwarding Pvt Ltd?
a) strongly agree b) agree c) neutral d) disagree e) strongly disagree
9. How do you rate Lourds Forwarding Pvt Ltd overall?
a) strongly agree b) agree c) neutral d) disagree e) strongly disagree
10. The process of getting your problem resolved from Lourds Forwarding Pvt Ltd is:
a) strongly agree b) agree c) neutral d) disagree e) strongly disagree

11. The customer services representation in Lourds Forwarding Pvt Ltd is very courteous:
- a) strongly agree b) agree c) neutral d) disagree e) strongly disagree
12. Which of the following qualities of the services representation stood out (as being superior) in Lourds Forwarding Pvt Ltd?
- a) patient b) enthusiastic c) listened carefully d) friendly e) responsive f) other
13. What qualities of the customer services representative irked you in Lourds Forwarding Pvt Ltd?
- a) not patient b) not enthusiastic c) did not listened carefully e) unresponsive
f) other g) no quality irked me
14. What would best describe your experience, when you called Lourds Forwarding Pvt Ltd?
- a) kept me waiting or hold b) had to explain several times c) did not know how to handle the problem d) had to ask others e) spoke slowly f) other g) no improvement needed
15. Over next 12 months, how likely are you to replace your product with another product or brand?
- a) strongly agree b) agree c) neutral d) disagree e) strongly disagree

16. Please rate the importance of the following ten logistics service quality in freight forwarding dimensions in Lourds Forwarding Pvt Ltd, by giving rates from 1-10. Insert your rate in the answer box provided.

S.NO	VARIABLES	RANK
1	Access to overall services	
2	Responsiveness to your needs	
3	Communication style and information	
4	Humanness in dealing with you	
5	Security of your care	
6	On time delivery	
7	Competence in overall service delivery	
8	Reliability of overall service delivery	
9	Equity of overall service delivery	
10	Tangibles: up to date range of physical facilities	

17. Rate the following question

S.NO	VARIABLES	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
1	Negotiation of terms and conditions					
2	Prompt and timely service					
3	Flexible service					
4	Information of the service					
5	Others					

18. How your complaints are constructively handled.

a) strongly agree b) agree c) neutral d) disagree e) strongly disagree

19. The required level of service is delivered, with clearly stated terms and conditions.

a) strongly agree b) agree c) neutral d) disagree e) strongly disagree

20. Do you have any comments or suggestions that would help us improve our quality of customer services in Lourds Forwarding Pvt Ltd?

ANNEXURE II – RESEARCH ARTICLE

A STUDY ABOUT QUALITY OF LOGISTICS SERVICES IN FREIGHT FORWARDING AT LOURDS FORWARDING PVT LTD

Dr. Blessie Pathmu, B. Com; MBA; Ph.D.,
School of Management studies, Sathyabama Institute of Science and Technology, Chennai, Tamilnadu

Ms. Sherell Auxilia S, Student
Sathyabama Institute of Science and Technology, Chennai, Tamilnadu

ABSTRACT

Logistics service quality in freight forwarding is a measure of how well a delivered service matches the customers' expectations. Generally, the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer. The study is based on the services provided by an organization. The study is about what kind of services an organization provides to its internal and external customer for customer satisfaction. So, that they may retain long term relationship with their customers.

INTRODUCTION

Logistics service quality in freight forwarding involves a comparison of expectations with performance. According to Lewis and Booms (1983) logistics service quality in freight forwarding is a measure of how well a delivered service matches the customers' expectations. Generally, the customer is requesting a service at the service interface where the service encounter is being realized, and then the service is being provided by the provider and in the same time delivered to or consumed by the customer. The main reason to focus on quality is to meet customer needs while remaining economically competitive in the same time. This means satisfying customer needs is very important for the enterprises to survive.

REVIEW OF LITERATURE

Duc Nha Le, Hong Thi Nguyen, Phuc Hoang Truong (2020) aims to validate five determinants of service quality and to examine the service quality-customer satisfaction link in the port logistics service industry of a developing and transitional economy. First, the research reviews literature pertinent to service quality and customer satisfaction. Second, it uses both qualitative and quantitative methods through focus group discussion and direct interviews with 212 respondents who are the employees of firms that have been using port logistics service provided by Cat Lai Port, Ho Chi Minh City, Vietnam. Finally, the multivariate analysis is subsequently employed to analyze data obtained from surveys by structural equation modeling (SEM) technique. Findings indicate that port logistics service quality is positively determined by five factors including responsiveness, assurance, reliability, tangibles, and empathy. In addition, port logistics service quality exerts positive influence on customer satisfaction.

Milorad Kilibarda, Svetlana Nikolicic (2016) highlight the Measurement of logistics service quality in freight forwarding companies in Serbian market. The research is based on the SERVQUAL model and surveys. The methodology for measuring the quality of logistics services in freight forwarding companies is developed. Based on the proposed methodology, the empirical research was conducted. The study includes 120 logistics professionals dealing with import and export trade flows who thereby use the services of freight companies. The verification of the SERVQUAL instrument, results and hypotheses are conducted using the factor analysis and ANOVA.

OBJECTIVES OF THE STUDY

- To study about the service that is provided by the company to their external customers.
- To study the effectiveness of the quality of services provided to the external clients.
- To evaluate the factors that has an effect on the external quality of services.
- To give the appropriate suggestions this can be applied to improve the services quality.

NEED FOR THE STUDY

- The right logistics service can create value by accommodating customer's delivery requirements in a cost-effective manner.
- Customers build relationship with the organization that provides great value and tends to stay in a relationship with the existing supplier.
- Achieving a customer satisfaction through excellent service quality is one of the vital factors of logistics service quality
- Increased quality in relational and operational logistics can be very important in establishing a positive long-term relationship with the customer.

SCOPE OF THE STUDY

- In today's rapidly changing environment, clients are the main asset for any organization, no matter whether they are internal clients like employees or the external clients like other companies.
- The sample size is only 130 so the sample may not be truly representative of the total population.
- Chennai is the site where this study will be conducted.
- The study will be conducted for a total of three months.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is a science of studying how research is done scientifically. The various steps that are generally adopted by a researcher in studying the research problem along with the logic behind them are studied.

RESEARCH DESIGN

The research design for a particular problem usually requires consideration of many factors. Researchers should use facts or information already available. Researchers must analyze the facts to critically evaluate the material.

SOURCES OF DATA

Primary data has been collected directly from the respondents using a questionnaire.

TOOLS FOR ANALYSIS

- Percentage analysis
- One-way Anova classification
- Chi-Square Test
- Karl Pearson's Correlation

PERCENTAGE ANALYSIS

Table showing Responsiveness in dealing with clients

Options	Respondents	Percentage
Strongly agree	26	20%
Agree	44	34%
Neutral	35	27%
Disagree	25	19%
Strongly disagree	0	0%
Total	130	100%

Source: Primary data

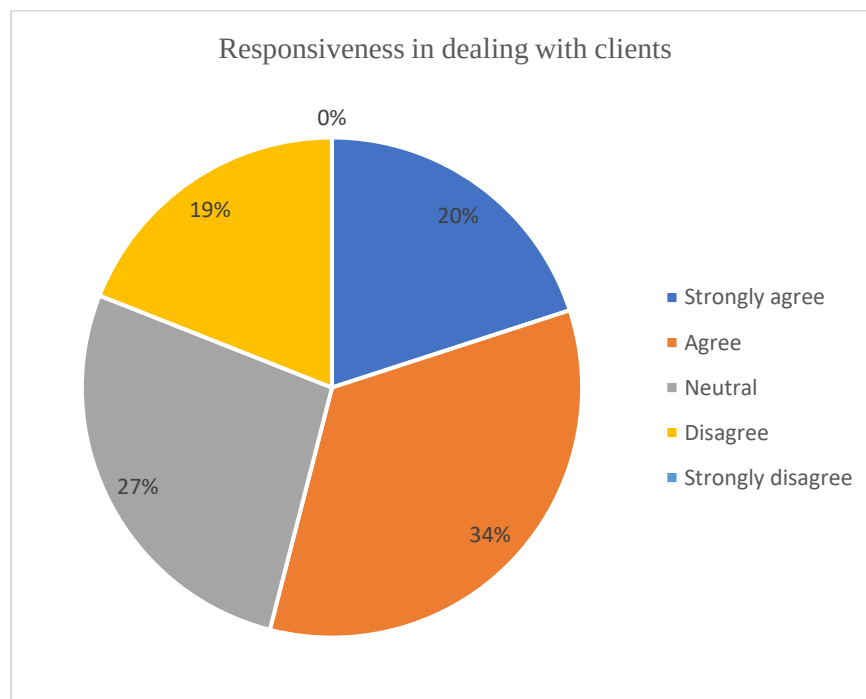


Chart showing Responsiveness in dealing with clients

Interpretation:

From the above chart it is interpreted that 34% of the respondents agree, 27% stay neutral, 20% strongly agree, 19% disagree and 0% strongly disagree with responsiveness in dealing with the clients.

Table showing Customer services representation as very courteous

Options	Respondents	Percentage
Strongly agree	22	17%
Agree	43	33%
Neutral	34	26%
Disagree	18	14%
Strongly disagree	13	10%
Total	130	100%

Source: Primary data

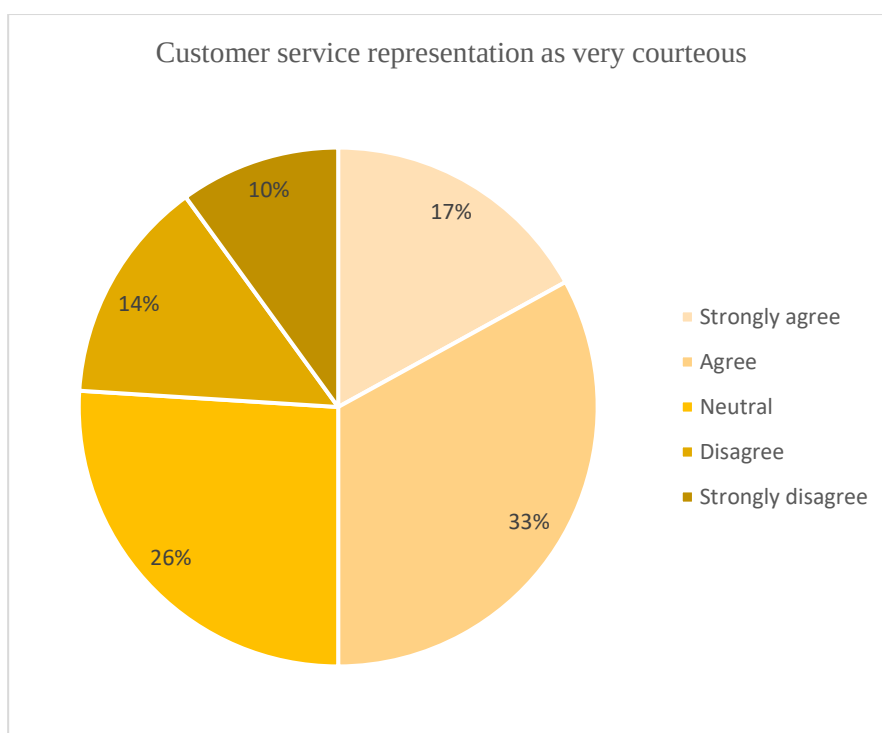


Chart showing Customer services representation as very courteous

Interpretation:

From the above chart it is interpreted that 33% agree, 26% stay neutral, 17% strongly agree, 14% disagree and 10% strongly disagree with the Customer services representation as very courteous.

CHI SQUARE TEST

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (H₀):

There is no relationship between the responsiveness in dealing with the clients and the professionalism rate given by the clients.

Alternate hypothesis (H₁):

There is a relationship between the responsiveness in dealing with the clients and the professionalism rate given by the clients.

4.3.1 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	165.501 ^a	9	.000
Likelihood Ratio	169.586	9	.000
Linear-by-Linear Association	90.540	1	.000
N of Valid Cases	130		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.54.

$$\text{Degree of Freedom} = (r-1) * (c-1) \\ = 3 * 3 = 9$$

Calculated value = 165.501

Tabulated value = 16.919

Z = Z_{cal} > Z_{tab}

$$Z = 165.501 > 16.919$$

Hence, the Alternate hypothesis [H₁] is accepted

Interpretation:

Since p value is 0.000 < 0.05, we reject null hypothesis and accept alternate hypothesis. Hence, there is relationship between the responsiveness in dealing with the clients and the professionalism rate given by the clients.

KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H₀):

There is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

Alternate hypothesis (H₁):

There is negative relationship between the overall rating to the organization and the customer services representation as very courteous.

Correlations

		Table showing the overall rating to the Organization	Table showing the customer services representation as very courteous
Table showing the overall rating to the Organization	Pearson Correlation	1	.857**
	Sig. (2-tailed)		.000
	N	130	130
Table showing the customer services representation as very courteous	Pearson Correlation	.857**	1
	Sig. (2-tailed)	.000	
	N	130	130

** . Correlation is significant at the 0.01 level (2-tailed).

$r = .857$

Interpretation:

Since r value is $0.857 > 0.05$, we accept null hypothesis and reject alternate hypothesis. Hence, there is positive relationship between the overall rating to the organization and the customer services representation as very courteous.

FINDINGS OF THE STUDY

- 34% of the respondents said that the responsiveness in dealing with clients is good and no one said that it is poor.
- 33% of the respondents said that they agree with the customer services representation and 10% are strongly disagreeing.
- 48% of the respondents said that over all Lourds Forwarding Pvt Ltd is good and 5% said that they are highly dissatisfied.
- 59% of the respondents said that no improvement needed for the best described experience and 0% said spoke slowly as a reason.

SUGGESTIONS

- Listen to the needs of the customers and do the favor to them to the ultimate level, this can be one way to satisfy the customer's needs and providing them the best logistics service quality in freight forwarding they expect.
- They expect fundamentals not fanciness; they expect performance, not empty promises.
- Customers judge the dimensions of responsiveness, assurance, empathy, and tangibles during the service delivery process: hence, these are process dimensions. Reliability, judged following the services, is an outcome dimension.

CONCLUSION

Now days clients are the first preference of all the companies whether they are internal or the external. They expect some of the services from the company, which should be up to the mark when it comes to quality. The clients are expecting the quality in the service which they are getting from the organization. Sometimes the organization is able to meet the expectations and sometimes the organizations fail to meet the expectations. It is a high time when the organizations must take some important steps to improve the quality of the service they provide to their clients.

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