

ABSTRACT

The main purpose of this study was to explore the relationship between logistics service performance and customer satisfaction. In this research, logistics operation, cost, and relational performance are defined. A synthesis of the logistics, operations literature forms the basis of a conceptual model relating the operational, cost, and relational determinants of logistics service performance to customer satisfaction.

To meet the study's requirements, a questionnaire survey was designed. The target population was TTT's current customers and a sample size of 284 respondents was calculated and randomly selected. The results indicate a significant impact of logistics service performance on customer satisfaction. The logistics relational performance dimension of logistics service performance shows the highest impact on customer satisfaction. Furthermore, logistics cost performance and logistics operational performance also provide a significant impact on customer satisfaction.

Finally, TTT can use these results to manage the budget for improving customer satisfaction by giving more importance to the logistics relational performance dimension and by following the recommendations. This research will help TTT's manager to understand its performance and level of customer satisfaction in order to improve its logistics service performance, which will help to improve its reputation, help to gain market share, and also help to make the company a success.