

ABSTRACT

The main purpose of the study was to explore the relationship between logistics service quality, customer satisfaction and customer behavioral intention to respond to the logistic service providers. Mentzer's nine-dimensional model of logistics service process was used to assess service quality provided by **Zhongshou** Third-Party logistics service provider. The nine-dimensions of Mentzer's model include personnel contact quality, order release quantities, information quality, ordering procedures, order accuracy, order condition, order quality, order discrepancy handling and timeliness. The research was conducted using primary data. Questionnaires were sent to 86 User Companies of **Zhongshou** logistics service provider across mainland China.

Results of the study indicated that there are significant relationships between logistics service quality, customer satisfaction and behavioral intention. However, only personnel contact quality and timeliness dimensions were found to have positive significant effect on customer satisfaction, and only information quality and timeliness significantly affect behavioral intention.