

Research in Logistics Capability of The Third-party Logistics Service Provider Based on Customer Satisfaction

ABSTRACT: The third-party logistics service providers need to enjoy a high level of customer satisfaction degree to keep a stable source of orders. However, it is difficult for the enterprises to answer how to build a logistics capability which could maximize the customer satisfaction degree.

On the base of studying a lot of academic articles, By analyzing the operation process of the third-party logistics service providers, the concept of logistics capability is analyzed from the perspective of customer satisfaction and a study of the relationship between the customer satisfaction and logistics capability is made in this paper.

Based on the analysis, a index system of constructing logistics capability is built, and how to improve the index is analysed. The concept model about constructing logistics capability to maximize the customer satisfaction degree is made. Furthermore, with the Kuhn-Tucker method, a program about how to construct logistics capability to maximize the customer satisfaction is made, with the purpose of contribute to the decision of the third-party logistics service providers.

At the end, an example shows how to construct logistics capability that maximizes the customer satisfaction. In the example, SPSS and MATLAB software are used, which shows the process of the utilize of the model completely.

KEYWORDS: logistics capability; customer satisfaction; logistics service level; marginal utility