

The Customer Loyalty in International Logistics Market: A Case for NVOs

陳昭華, 李惠瑜

Transportation Technology and Logistics Management

Management

erchen@chu.edu.tw

Abstract

This study focused on comprehending what vital factors do affect the loyalty of the customers of international logistics service providers (ILSPs) for the purpose in providing suggestions for sustainable business operations. A non-vessel-owned common carrier (NVO) headquartered in Taiwan whose customers were stratified and randomly sampled for questionnaire survey to collect necessary data. The customer loyalty problem was tackled by first developing a conceptual framework and then being analyzed empirically using structural equation modeling method. Causal hypotheses regarding the customer loyalty of NVOs were established based on their attributes, related literatures as well as theories. Empirical results reported that customer satisfaction and switching cost each has positive relationship with customer loyalty; service quality has a positive influence on customer satisfaction and indirect positive influence on customer loyalty in the NVO market. Moreover, there exists a positive relationship between customer satisfaction and switching cost. Finally, research and managerial implications are discussed for practical operations.

Keyword : Customer loyalty, International logistics market, Logistics service provider, NVO