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**IMPACT OF INFORMATION SHARING AND LOGISTICS
INTEGRATION ON CUSTOMER SATISFACTION: A CASE
STUDY OF 3RD PARTY LOGISTIC SERVICES MANAGEMENT**



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ABSTRACT

This study investigates the relationship between information sharing, logistics integration and customer satisfaction in 3rd party logistic services management of twin cities in Pakistan. This study has considered information sharing and logistics integration as independent variables. Whereas, customer satisfaction is used as the dependent variable. However, 3rd party logistic services management in twin cities of Pakistan is the sector chosen to investigate the relationship between variables mentioned above. Quantitative research method was used as primary data was collected through adoptive structured questionnaire based on 5 Likert scale. The responses were recorded from 300 respondents (3rd party logistic services management in twin cities of Pakistan) through convenience sampling technique. Responses recorded were analyzed through statistical tests such as correlation and regression by using SPSS Software. The results indicate that information sharing and logistics integration positively impacts customer satisfaction in 3rd party logistic services management in twin cities of Pakistan. Based on the findings of this study, information sharing and logistics integration have positive impact on customer satisfaction in 3rd party logistic services management of twin cities in Pakistan. Conclusively, change in information sharing and logistics integration brings a definite change in customer satisfaction in 3rd party logistic services management of twin cities in Pakistan, as customer satisfaction increases with the increase in information sharing & logistics integration and vice versa.

Key Words: Supply Chain, Supply Chain Management, Supply Chain Management Practices, Information Sharing, Logistics Integration, Customer Satisfaction, etc.

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