INFLUENCE OF THIRD-PARTY LOGISTICS ON CUSTOMER SATISFACTION AT KARACHI SHIPYARD & ENGINEERING WORKS

BY

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Abstract

This study investigated the influence of Third Party Logistics (3PL) on customer satisfaction at Karachi Shipyard and Engineering Works (KS&EW). KS&EW has a unique significance in the country as it is undertaking a number of projects related to ship building and is indeed a complete ship-building and ship-repair industry. By adopting deductive approach, hypotheses were developed and a research instrument was prepared in the form of a well-structured questionnaire, on a Likert scale of 1 – 5. Quantitative data was collected from 250 respondents with the help of this questionnaire. The primary data was then treated by applying Chi square statistical tool with the help of Statistical Package for Social Sciences (SPSS), version 22. Although all hypotheses have been accepted, the results have indicated a varying degree of influence of different variables on customer satisfaction. The study is considered to be highly useful for management of KS&EW in understanding the impact of Third Party Logistics (3PL) on customer satisfaction. Logistics is a period based movement, and time based aggressive methods include the improvement of a comprehensive way to deal with the inner and outside store network. The study can be equally helpful for the other large industrial organizations involved in manufacturing and repair work. Based on the weak areas identified through analysis, clear and pertinent remedial measures have been recommended to KS&EW to understand the issues related to 3PL activities.

Keywords: Customer Satisfaction, Service Quality, Increased Productivity, Cost Reduction, Information Availability, On-time Order Delivery

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