

Determinants Affecting Customers' Satisfaction Based on Logistics Services: A Case Study of Logistics Companies in Vietnam

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Abstract - This study aims to determine the factors affecting customer satisfaction with logistics enterprises' logistics services in Vietnam. Data collected through survey questionnaires sent to customers who are currently using the services of businesses. Research has shown eight factors affecting customer satisfaction, including tangible factors, reliability, guarantee, empathy, responsiveness, perceived price, customer relationship service, and relationship quality-these eight factors measured through 35 observed variables. The author had conducted a study the Data from 750 customers related to 50 logistics companies in Vietnam. The author used the SEM model for Data analysis. The author had the factors affecting customer satisfaction that will help businesses better understand customer needs and then have a strategy to improve customer satisfaction.

Keywords: Customer, satisfaction, logistics Services, chain, company, and LHU.

1. Introduction

Logistics affects almost all human activities, whether directly or indirectly. Few business activities have as significant an impact on society's living standards as logistics [24]. As consumers, we almost only realize the role of logistics when problems arise, as in the following cases: Via the Internet, a person buys a birthday gift for a family member, but the facility delivered too late even though the seller has committed to delivery on time [2], [14].

A product advertised in the weekend newspaper, the consumer wanted to buy it, but the product was not available at a local retail store [8], [16].

Managers used a shipment of medicine and food to aid victims of a natural disaster in a foreign country. Still, the cargo was not delivered to those in need because

of insufficient transport and storage means or was not suitable [17], [25].

The company shut down a car factory due to strike workers having to suspend parts and equipment critical to just-in-time operation.

An order was mistakenly delivered to another customer; it took several days to fix the problem, the replacement had to be paid by airmail, incurring costs for the seller [12].

Typically, we do not think about the role of logistics in life. Only when problems arise do we think about logistics. Fortunately, the above appearing for delivery logistics (Delivery Logistics) or commercial logistics (Trade Logistics) are only exceptions, not rules [18].

Due to the acute effects of logistics on society, industries, organizations, and individuals, we must approach logistics overview [25]. The article summarizes some issues: Logistics basics, system approach in the logistics, understanding the role of logistics for the social life and each organization, translating the importance of management. Integrated logistics and proposals in the logistics industry's current development in our country [1], [23].

Based on the above reasons, the author gives the research goal to determine critical factors affecting customers' satisfaction based on logistics companies' logistics services in Vietnam. The author had some recommendations to improve customers' satisfaction in logistics services.

2. Literature Review

2.1 Customer satisfaction (SAT)

Customer satisfaction defined satisfaction as the customer's emotional response to the difference between what is expected and what is perceived, related to fulfilling a need, a goal, or specific desires [3], [7]. The result clarifies that customers will not be

satisfied if they find that a product or service's quality does not meet their expectations [3]. On the contrary, the customer will be happy if the quality and expectations match; And when the rate exceeds expectations, customers will be delighted and excited [13].

2.2 Tangible (TAN)

Tangible factors are understood as the visible appearance of a service. It could be modern equipment, eye-catching facilities, and premises; customer care staff are neatly dressed and have a professional style; and attractive materials and products associated with the service [4], [28]. Based on the concept mentioned above and studies, the author gives hypothesis H1 following:

Hypothesis H1: Tangible (TAN) positively impacts the customers' satisfaction at logistics companies in Vietnam.

2.3 Reliability (REL)

Reliability refers to a service provider's ability to provide a service accurately and reliably. This factor reflected the credibility of a business in the field of service provision [3], [22]. In other words, does the company provide good service at the right time and in the right way as promised? This factor also shows how credible the business is in dealing with customer service issues and ensuring records' accuracy [5], [15]. Based on the concept mentioned above and studies, the author gives hypothesis H2 following:

Hypothesis H2: Reliability (REL) negatively impacts the customers' satisfaction at logistics companies in Vietnam.

2.4 Responsiveness (RES)

The enterprise's responsiveness is the willingness to provide services quickly and accurately, proactively informing customers about service time. The enterprise's responsiveness to respond to customer requests for prompt service; and the degree of flexibility and flexibility in finding optimal solutions for problems that arise unexpectedly [3], [16]. Based on the concept as mentioned earlier and studies, the author gives hypothesis H3 following:

Hypothesis H3: Responsiveness (RES) positively impacts the customers' satisfaction at logistics companies in Vietnam.

2.5 Guarantee (GUA)

Service capacity is defined as reputation, competence, and safety when performing forwarding services. Customer service officers play an essential role in

assuring customers of the service provided [6], [9]. With extensive knowledge and professional attitude, these employees can help customers feel safe and confident during the transaction, thereby showing customers courtesy and advice, the wise question [7], [22]. This factor is the expectation of businesses in the service sector to ensure the best service quality. Based on the concept as mentioned above and studies, the author gives hypothesis H4 following:

Hypothesis H4: Guarantee (GUA) positively impacts the customers' satisfaction at logistics companies in Vietnam.

2.6 Empathy (EMP)

Empathy is that customers need to be cared for, noticed, and understood with the business's services [6]. A clear example of empathy is convenient working hours, easy access to customer service staff, and facilities' use whenever a customer needs it [5], [21]. Once again, customer service agents play an essential role in conveying empathy, including, but not limited to, caring for the customer, understanding customer needs, always prioritize the interests of customers, work with customers with a caring attitude, and flexibly change service according to customer requirements [6], [9]. Based on the concept mentioned above and studies, the author gives hypothesis H5 following:

Hypothesis H5: Empathy (EMP) positively impacts the customers' satisfaction at logistics companies in Vietnam.

2.6 Service price (PRI)

Result from view perceived price as an important factor in customer satisfaction [6]. Meanwhile, customer satisfaction is related to assessing service quality and factors such as the quality of products. Relevance, price, situation, and individual characteristics [10], [13]. The service quality is not sufficient to achieve customer satisfaction and retain customers because the customer is always aware of the costs, profits, and trade-offs [19]. In general, the lower the perceived price, the more satisfied the customer is with the service/product price and the entire transaction [7]. Based on the concept as mentioned above and studies, the author gives hypothesis H6 following:

Hypothesis H6: Service price (PRI) positively impacts the customers' satisfaction at logistics companies in Vietnam.

2.7 Customer relationship service (CRS)

Customer relationship service is also defined as a series of activities to improve customer satisfaction

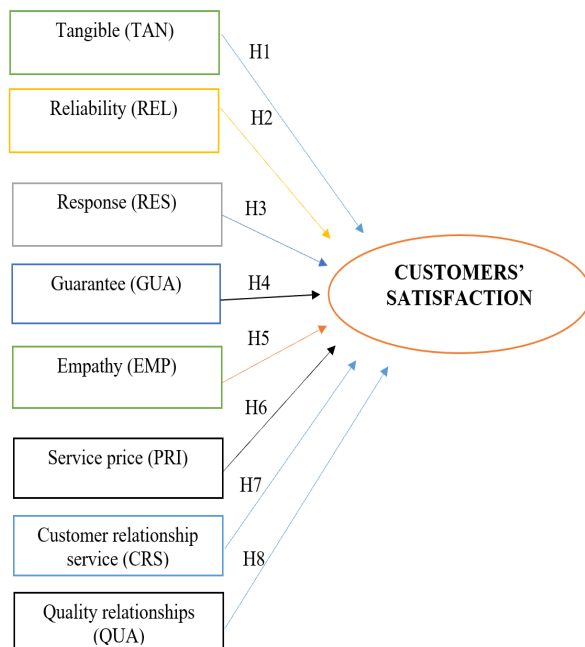
pointed out. The customer relationship service's specific activities include personal assistance, the ability to respond, contact the right people, after-sales activities, and understand the client's business, product knowledge, and capture information about new products [20], [27]. Based on the concept as mentioned above and studies, the author gives hypothesis H7 following:

Hypothesis H7: Customer relationship service (CRS) positively impacts the customers' satisfaction at logistics companies in Vietnam

2.8 Quality relationships (QUA)

The relationship quality includes many intangible values that increased products and services; and creates an expected exchange of information between the seller and the buyer [9], [26]. In other words, the quality of the relationship is related to the customer's perception of how well the customer is meeting the customer's expectations, predictions, goals, and desires related to the entire relationship [21]. And relationship satisfaction is the two factors that influence the relationship's quality [5], [23]. Based on the concept as mentioned above and studies, the author gives hypothesis H8 following:

Hypothesis H8: Quality relationships (QUA) positively impacts the customers' satisfaction at logistics companies in Vietnam



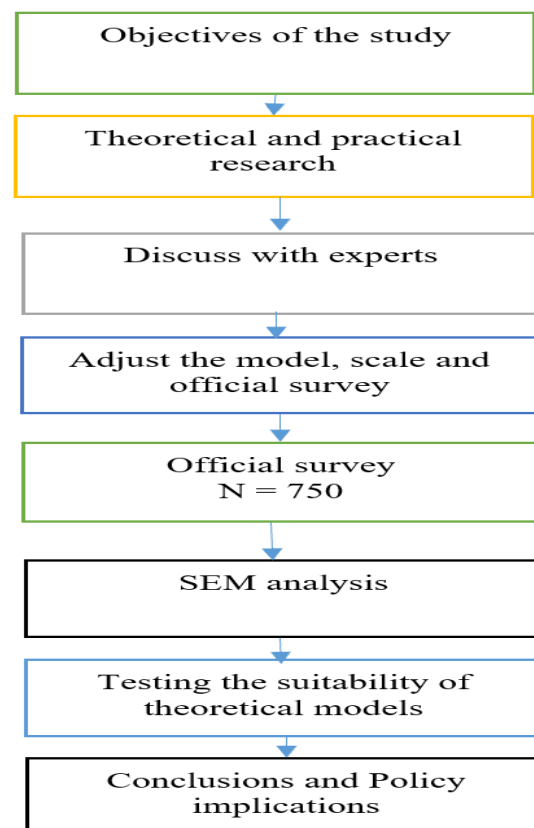
(Source: Researcher proposed)

Figure 1. A research model for factors affecting customers' satisfaction based on logistics services of logistics companies in Vietnam

3. Methods of Research

The research uses a combination of primary and secondary data in qualitative and quantitative analysis. Before doing qualitative and quantitative research, the author conducted preliminary research using secondary data to describe the study area and evaluate trends [11].

Qualitative research is carried out to model and supplement, and explain the results from quantitative data. Quantitative studies assess the reliability of the scale and test hypotheses. These research results are the basis for evaluating the factors affecting customer satisfaction and recommending many policies. The author's research process for factors affecting customers' satisfaction based on logistics services of logistics companies in Vietnam following:



(Source: Researcher proposed)

Figure 1. A research process for factors affecting customers' satisfaction based on logistics services of logistics companies in Vietnam

Step 1: Research overview: the author had performed a desk study with secondary data from previous studies on customer satisfaction. In this step, the author studied the theories from classical to modern

and selected service quality theory as the research paper's foundation.

Step 2: Preliminary research: the author used secondary data from related studies and other secondary data to assess customer satisfaction and describe the site characteristics.

Step 3: Qualitative research: This step aims to screen and test and determine the relationships between the original theoretical model variables and further explain the quantitative research results [11].

Interviews were conducted in 6/2020-11/2020 with the method of direct interview and telephone interview. The object chosen to interview is the director or deputy director in charge of the business. Interview and discussion time from 30-45 minutes.

The pilot survey was conducted by interviewing directly through questionnaires for 50 enterprises with 750 customers (but 694 samples processed). The purpose of this is to standardize terminology and correct wording errors and interview methods to get the best survey results before a large model is launched [11].

After conducting qualitative research and testing, the author had selected the research model and the scales of the variables in the model (this content is detailed).

4. Research Results

Testing Cronbach's alpha for factors affecting customers' satisfaction based on logistics services of logistics companies in Vietnam following:

Table 1. Testing of Cronbach's alpha for the factors affecting customers' satisfaction

	Items	Cronbach's alpha
	Tangible (TAN)	0.967
TAN1	The transaction counter conveniently designed and supporting customers to deliver and receive records	0.946
TAN2	The enterprise's electronic registration system is user-friendly use	0.962
TAN3	The enterprise's electronic document system is easy to use	0.967
TAN4	Complete website of the business customer merchandise information	0.950
	Reliability (REL)	0.908
REL1	Customers always receive guidance and assistance help promptly when having problems related to goods need shipping	0.898
REL2	The business employees always give customers clear, accurate, and timely feedback on issues related to the regulations shipping process	0.875
REL3	Customers trust the business consistently to provide accurate and timely records	0.906
REL4	Goods are arranged and delivered on time	0.870
REL5	Customers receive timely confirmation invoices and exactly	0.885
	Responsiveness (RES)	0.940
RES1	The company always satisfies all difficulties and customers' complaints	0.910
RES2	Time for customers to wait for their short transactions	0.891
RES3	The company has a 24-hour hotline	0.936
	Guarantee (GUA)	0.864
GUA1	Enterprises have flexible policies for particular/unexpected requests from customers	.811

Currently with 750 customers via questionnaires are questioned directly or indirectly by mail, email, or online survey. Scale and testing of models and research hypotheses Research for quantitative evaluation carried out from August to November 2020 [11].

Step 4: Research results and recommendations: The objective of quantitative research is to test the research model's hypotheses on the relationship between customer satisfaction factors. The author collected information processed by SPSS 20.0 and Amos software to evaluate the scale's value and reliability; test research models and research hypotheses.

The purpose of confirmatory factor analysis (CFA) helps the author to clarify: (1) Unilaterality, (2) Reliability of scale, (3) Convergence value, and (4) Difference value [11].

A research model considered relevant to the data if Chi-square testing is P-value > 5%; CMIN/df ≤ 2.0, some cases CMIN/df maybe ≤ 3.0 or < 5.0; GFI, TLI, CFI ≥ 0.9. However, according to recent researchers' opinions, GFI is still acceptable when it is more significant than 0.8; RMSEA ≤ 0.08. Apart from the above criteria, the test results must also ensure synthetic reliability > 0.6; the Average variance extracted must be greater than 0.5. This index is the basis for proposing governance implications [11].

GUA2	The employees of the business have skills and necessary business knowledge when dealing with unexpected service requests	.825
GUA3	Business employees talk to telephone client with polite and professional manners	.858
GUA4	The company staffs are always courteous and considerate, and warm to customers	.813
Empathy (EMP)		0.951
EMP1	Employees of the business are happy to deal with unexpected customer requests outside of working hours	.930
EMP2	Employees of the business always keep customers informed of problems the goods are shipped	.935
EMP3	The company's staff proactively and actively informs customers about changes in the shipping process	.946
EMP4	The company employees continually strive to build good relationships and pay attention to the needs of each customer	.931
Service price (PRI)		0.879
PRI1	Businesses offer competitive prices for essential services	0.849
PRI2	Prices for additional business services are very reasonable	0.811
PRI3	Unexpected requests are reasonably charged	0.878
PRI4	The service price is very competitive	0.842

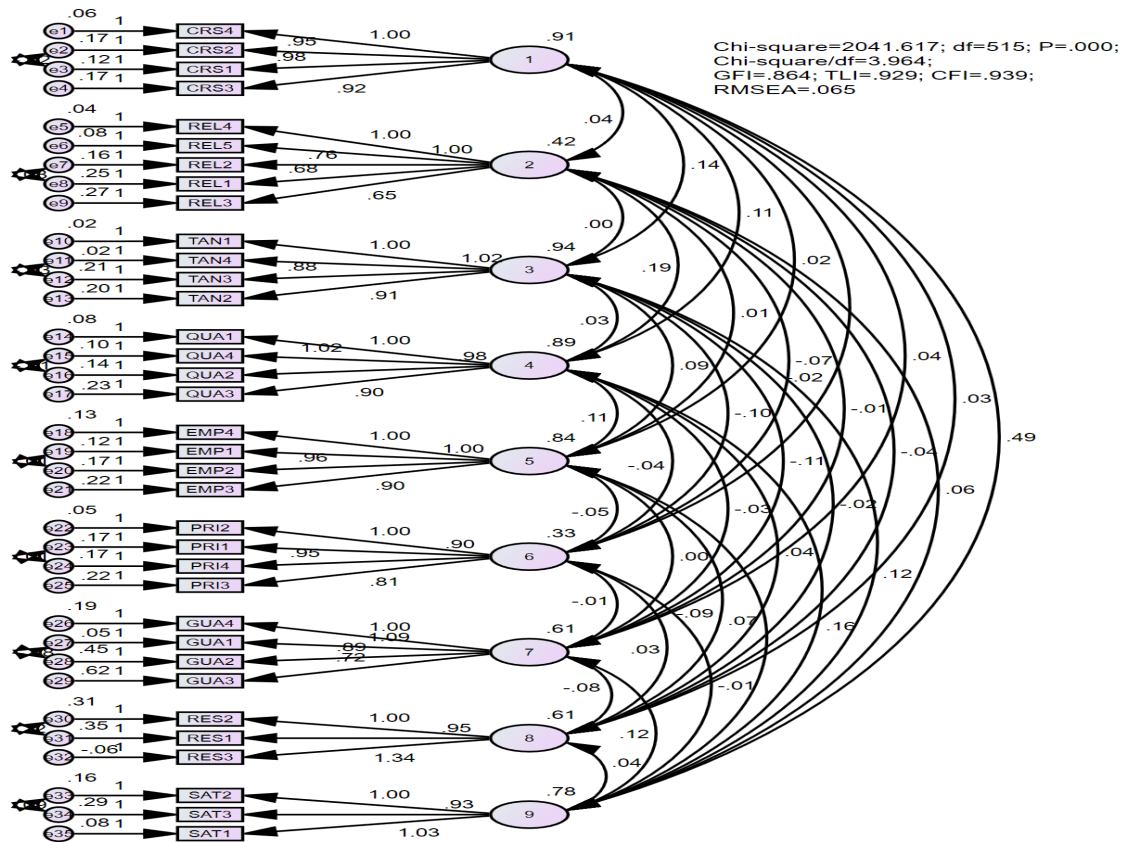
Table 1. Continued

Customer relationship service (CRS)		0.961
CRS1	Employees of the business regularly communicate with customers through meetings, visits, and seminars	0.948
CRS2	Customers are satisfied with the way employees handle customer complaints	0.954
CRS3	The business reviews the customer comments and gives timely feedback or takes appropriate action to resolve	0.953
CRS4	Enterprises always consider customers as strategic friends	0.937
Quality relationships (QUA)		0.960
QUA1	Employees understand the needs of customers	0.938
QUA2	Enterprises are always interested in the benefits of customer	0.948
QUA3	Enterprises see customers as a reliable partner	0.960
QUA4	Businesses always create the best conditions for customers	0.942
Customer satisfaction (SAT)		0.940
SAT1	Customer satisfied with the quality of logistics services	0.921
SAT2	Customers will introduce to friends and relatives about logistics services	0.885
SAT3	Customers will continue to use logistics services in the future	0.929

(Source: Researcher proposed by SPSS 20.0)

Table 1 shows that performing data analysis and eight factors govern customer satisfaction, including tangible aspects, credibility, assurance, empathy, perceived price, and customer relationship service. And relationship qualities and are spread out in 35

variable elements. The proposed hypotheses are accepted. The relationship between the eight variables and customer satisfaction is positive.



(Source: Data processed by SPSS 20.0 and Amos)

Figure 2. Testing CFA for factors affecting customers’ satisfaction based on logistics services of logistics companies in Vietnam

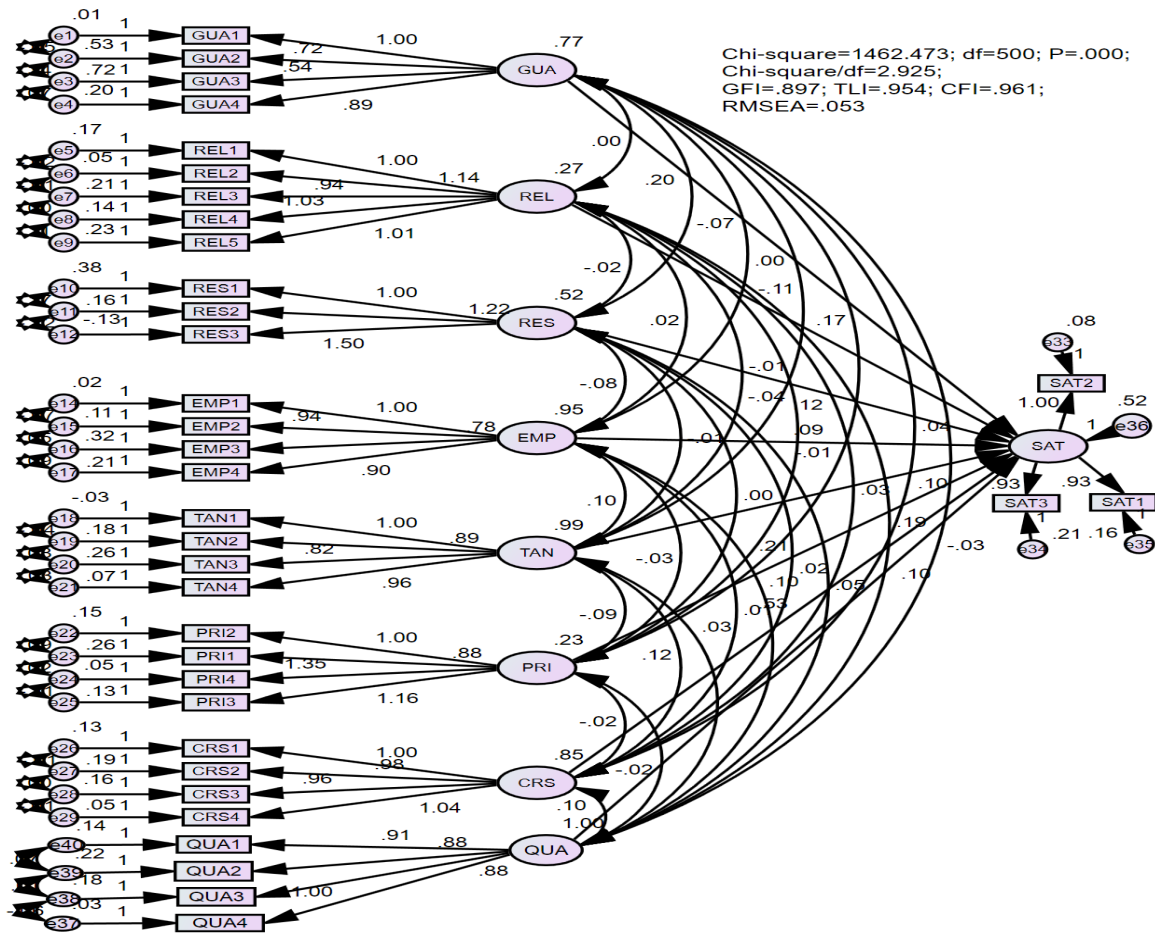
Table 2. Testing coefficients for factors affecting customers’ satisfaction based on logistics services of logistics companies in Vietnam

Relationships	Unstandardized Estimate	Standardized Estimate	SE.	CR.	P	Hypothesis
SAT <--- GUA	0.205	0.193	0.036	5.629	***	Accepted
SAT <--- REL	0.167	0.094	0.063	2.657	0.008	Accepted
SAT <--- RES	0.122	0.094	0.038	3.231	0.001	Accepted
SAT <--- EMP	0.088	0.092	0.031	2.859	0.004	Accepted
SAT <--- TAN	0.099	0.106	0.029	3.349	***	Accepted
SAT <--- PRI	0.213	0.111	0.060	3.534	***	Accepted
SAT <--- CRS	0.530	0.526	0.033	15.935	***	Accepted
SAT <--- QUA	0.095	0.102	0.032	2.993	0.003	Accepted

(Source: Data processed by SPSS 20.0, Amos)

Table 2 showed eight factors affecting customers’ satisfaction based on logistics services of logistics companies in Vietnam with a significance level of 0.01. The article has extracted analysis results into eight factors with the total extracted variance of 83.8%

(> 50%), the male scale accepted. KMO coefficient = 0.803 in the range of $0.5 \leq KMO \leq 1$, factor analysis is appropriate. Bartlett testing with Sig. = 0.000 represents a high level of significance.



(Source: Data processed by SPSS 20.0, Amos)

Figure 3. Testing SEM for factors affecting customers’ satisfaction based on logistics services of logistics companies in Vietnam

Table 3. Testing coefficients of Bootstrap (N = 15.000) for factors affecting customers’ satisfaction based on logistics services of logistics companies in Vietnam

Parameter	SE	SE-SE	Mean	Bias	SE-Bias
SAT <--- GUA	0.045	0.001	0.200	-0.005	0.001
SAT <--- REL	0.063	0.001	0.161	-0.006	0.001
SAT <--- RES	0.043	0.001	0.110	-0.012	0.001
SAT <--- EMP	0.034	0.001	0.076	-0.012	0.001
SAT <--- TAN	0.031	0.000	0.094	-0.005	0.001
SAT <--- PRI	0.078	0.001	0.187	-0.026	0.002
SAT <--- CRS	0.041	0.001	0.529	0.000	0.001
SAT <--- QUA	0.036	0.001	0.093	-0.002	0.001

(Source: Data processed by SPSS 20.0, Amos)

Table 3 showed that the bootstrap test results are very good with a sample of 15.000 customers. These results indicated that eight factors affecting customers’ satisfaction based on logistics services of logistics companies in Vietnam with a significance level of 0.01. This study showed that the research concept scales are satisfactory; from the preliminary research

results, the author had not adjusted the model and built a scale for the official study.

5. Conclusions

Customer satisfaction has been an essential concept in both academic projects and business practice.

Especially in today's fiercely competitive and globalized environment, customer satisfaction needs to pay more attention. In this respect, the research has provided readers with insight into customer satisfaction in supply chain management services, one of the dynamic yet developing services of the post-market to meet import and export of Vietnam.

The customer satisfaction factor is of paramount importance in seasonal nature, such as supply chain management. Demonstrating capacity and stable performance in the service delivery process is what customers expect from the business. The quantitative results also show that customer relationship service (CRS) is one of the prerequisites that customers will consider when choosing a logistics service provider; therefore, customer satisfaction is also associated with this variable. This result is the first element of trust that every service provider must strive to establish with its customers. Finally, eight factors affecting customers' satisfaction based on logistics services of logistics companies in Vietnam with a significance level of 0.01. Based on that results, the author had Policy implications following:

6. Policy implications

The logistics service companies in Vietnam should take the following recommendations:

(1) Customer relationship services also contribute to customer satisfaction. It includes the activities and investments a company makes to build and strengthen customer relationships. This factor reflects the strategy to get closer to the customer. If the customer relationship services are not performed consistently, the company cannot have a good relationship with the customer. Through the survey results, we can see that customers are interested in the level and way the company conducts activities that interact with them; And if customers' expectations are not met, their satisfaction level will surely drop.

(2) Assurance and empathy are the two factors that determine customer satisfaction in the model. The characteristic "Assurance" measures the professionalism and expertise that employees show to customers, and "empathy" refers to the employee's attitude and constant concern for customers during the transaction time. Both of these features are generated by the employee and perceived and evaluated by the customer simultaneously. The service is delivered and through the day-to-day interaction between employees and customers.

(3) Customers will not be satisfied if employees do not show them the necessary dedication/qualifications or do not provide professional services. This factor is even more true when unexpected problems arise, and customers need flexibility and advice from employees to help them settle those issues. Showing empathy with customers is about establishing and maintaining positive relationships with them.

(4) The enterprise should have a common characteristic related to the customer service staff's quality. Whether that quality manifested by competence and courtesy in service delivery, flexibility in handling problems, or active and consistent dynamics in customer care, It also depends on the customer service staff, who interact directly with the customers through daily transactions. Their qualities, experience, and skills will be even more valuable when something goes wrong.

(5) Customer care is also an act of carefully considering the customer's interests during the transaction period. In particular, the customer should be at the heart of every business decision. Above all, the relationship's high quality comes from the service provider's enthusiasm and proactiveness in maintaining that relationship's continuity over time.

(6) In the context of rising inflation, cost-cutting is always the top priority of every business. This factor means that customers will find a balance between service quality and reasonable price. But it is not just the service price; the perceived price here should also be understood as the customer's perception of the total cost of a service, the additional assistance, and unexpected requests in cases where it is not. Unforeseen.

(7) The logistics companies in Vietnam should develop the customer service sector undergoing a significant change and is becoming increasingly crucial in logistics enterprises. No longer seen as "sunk cost" in the enterprise, customer support teams are currently the main factor helping to promote the development of the business and interacting with customers to build relationships. have a good relationship with them.

(8) In addition to human resources, it is necessary to improve foreign languages' technology to meet the integration. Logistics enterprises need to invest in facilities, upgrade and expand the warehouse system, and load equipment. The transportation and other support services developed; Joint venture with domestic and foreign enterprises to connect and expand its service network and worldwide to create

foreign market output and improve staff's professional ability to enhance business activities' competitiveness.

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