



A STUDY ON SERVICE QUALITY OF FREIGHT FORWARDERS

D. Sasikumar* M. Riaz Ahmed**

**II MBA Measi Institute of Management, Chennai.*

**Assistant professor, Measi Institute of Management, Chennai.*

Abstract

The purpose of this paper is to improve service quality of freight forwarders and explore practical business solutions to them. Freight forwarder is the one who carried out the flow of shipment and goods from two destinations. This business is characterized by lower capital investment and entry barrier comparing with carriers, and most of their major customers are small or medium size manufactures or traders. Providing high quality service to enhance customer satisfaction is the key mission since competition is extremely severe. This paper empirically investigates the freight forwarders to find important customer requirements.

Introduction

Businesses that export products often must contend with numerous challenges in shipping their goods to end customers. In many cases, such businesses hire specialists known as "freight forwarders" to help them overcome these obstacles. A freight forwarder is an individual or company that dispatches shipment via asset based carriers and books or otherwise arrange space for those shipments.

Objectives

- To study on service quality by freight forwarder.
- To analyse the impact of service quality dimension and customer experience

Review of Literature

Phuong Nguyen described about Evaluating the quality of sea-freight services in a freight forwarding firm in Finland – 2018 found out that BWS's customers were relatively happy with the sea services with the level of satisfaction was around four. This also means that the complete satisfaction from the customers has not been achieved and many improvements are highly

Prayag, G., 2007. Assessing international tourists' perceptions of service quality at Air Mauritius. Int. J. Qual. Reliab. Manage., 24: 492-514. found that structural service quality dimensions are context and culture-specific.

Research Methodology

The research method used is Quantitative research method. The population (customer freight forwarders in Chennai) is finite and the census technique is adopted. The sample size is 50. Various analysis like chi-square test, ANOVA, percentage analysis, correlation & regression tools are used for analysis.

Data Analysis and Interpretation

1. Testing significant difference between the service quality dimension and customer experience.

Null Hypothesis

There is no significant difference between the service quality dimension and customer experience



Alternative Hypothesis

There is significant difference between the service quality dimension and customer experience.

		Sum of Squares	df	Mean Square	F	Sig.
overall quality of service performance is good	Between Groups	2.710	3	.903	1.907	.142
	Within Groups	21.790	46	.474		
	Total	24.500	49			
understand and provide customized, specific need for you	Between Groups	.158	3	.053	.132	.941
	Within Groups	18.342	46	.399		
	Total	18.500	49			
resolve all complaints/solve problems satisfactorily	Between Groups	.286	3	.095	.163	.921
	Within Groups	26.834	46	.583		
	Total	27.120	49			
company website compass is easy to use	Between Groups	.683	3	.228	.888	.454
	Within Groups	11.797	46	.256		
	Total	12.480	49			
always deliver goods on time	Between Groups	.695	3	.232	.558	.645
	Within Groups	19.085	46	.415		
	Total	19.780	49			
always notify in advance about shipment progress	Between Groups	.652	3	.217	.443	.724
	Within Groups	22.568	46	.491		
	Total	23.220	49			

Inference

Here p values is greater than 0.05. Hence accept null hypothesis. There is no significant difference between the service quality dimension and customer experience.

2. Testing the association between the services supplied to your business and overall quality of service performance

Null Hypothesis (H₀):

There is no association between the services supplied to your business and overall quality of service performance.

Alternative Hypothesis (H₁):

There is association between the services supplied to your business and overall quality of service performance.

please select no.of.years that your business has been working * overall quality of service performance is good Cross tabulation						
Count						
		overall quality of service performance is good				Total
		disagree	neutral	agree	strongly agree	
please select no.of.years that your business has been working with Elite Global	UNDER 1 YEAR	0	1	7	5	13
	1-3 YEARS	0	3	15	2	20
	4-5 YEARS	0	5	4	2	11
	MORE THAN 5 YEARS	1	2	2	1	6
Total		1	11	28	10	50



Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.964 ^a	9	.036
Likelihood Ratio	14.466	9	.107
Linear-by-Linear Association	6.599	1	.010
N of Valid Cases	50		
a. 13 cells (81.3%) have expected count less than 5. The minimum expected count is .12.			

Inference

The Pearson chi square significant value is 0.036 which is lesser than 0.05. Hence reject null hypothesis. There is no association between the services supplied to your business and overall quality of service performance.

Findings of the Study

- Using Chi square test it is founded that there is no association between the services supplied to your business and overall quality of service performance.
- Using one way anova test it is founded that there is no significant difference between the service quality dimension and customer experience.

Suggestions and Conclusion

- Besides, some customers expected that freight forwarders could develop a simplified booking portal or continue utilizing traditional communication channels like emails or phone calls. Many small and medium size companies may not be equipped with modern technology, which can support the integration of new IT systems. Moreover, the fact that frequency of some customers' shipments was small made it unnecessary for them to start using a new and complicated IT solution. Thus, an easy to use and simple communicational channel would be more beneficial to the customers' operational control.
- In the addition to above ideas, customers also expected to have more active role in the communication among all parties involved. As the professional transport coordinator, freight forwarders should make sure to track information constantly from the trucker and the shipping lines in the matter of dimensions and weight details, loading and unloading schedule and other unplanned issues. Customers expected to be noticed about all details and changes as soon as possible so that they can acknowledge the upcoming events or have preparation for proper adjustments if needed.