

China's Third-Party Logistics Service Quality Management Improvement

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ABSTRACT. *This article based on third-party logistics service quality as the breakthrough point, from the perspective of customer demand, on the basis of the SERVQUAL scale is improved from three indicators, customer evaluation index, the enterprise service evaluation index, evaluation index and service process for existing third-party logistics providers and operators put forward opinions and Suggestions of strengthening the service quality management, improve the service quality of third-party logistics in our country at present.*

KEYWORDS: *Third-party logistics, Service quality, Customer demand*

1. Introduction

As the most important form of modern logistics, the third-party logistics is concerned and applied by more and more enterprises. In the process of third-party logistics operation, most enterprises pursue profit while quality management is seldom concerned. Compared with foreign countries, domestic logistics quality management still has a big gap.

Therefore, in order to strengthen the understanding of the quality management of third-party logistics, this paper combs the relevant literature on logistics quality management from 2010 to 2016, and sorts out, summarizes and summarizes the literature from the perspective of the quality of third-party logistics. Research on the related achievements of logistics quality in China, and make a prospect for the future development.

2. Concept research of third-party logistic

2.1. Definition of third-party logistics

According to the national standard "logistics terms", the third-party logistics is defined as the business mode of providing logistics services by logistics enterprises

other than suppliers and demanders. Business functions include transportation, storage, loading and unloading, handling, handling, packaging, circulation processing, distribution, information processing and other aspects. This is a broad concept. In a narrow sense, the third-party logistics enterprise refers to the business entity engaged in the logistics industry. Modern third-party logistics industry is not the continuation of the traditional transport industry, but a new cross-industry cross-sector, cross-region, permeability of the complex industry. However, many scholars hold different attitudes towards the definition of third-party logistics. Domestic scholar Wang Ziqin (2002) defined third-party logistics as the business model of providing logistics services to logistics enterprises other than suppliers (or consigners) and demander (or consignee) in modern logistics management [1].

Wu Jie and others think that the third-party logistics is the enterprise in order to achieve the goal of response to market demand, the main focus on the key business enterprise, the original deal with their own logistics activities in the form of contract entrusted to professional logistics company, at the same time through information system and logistics service enterprise keep close contact model [2].

Song Hua (2000) believe that third-party logistics is a series of personalized logistics services provided to users by intermediary organizations between cargo owners and transportation enterprises in a specific period of time according to a specific price, and this logistics service is based on modern electronic information technology [3].

2.2. Characteristics of third-party logistics

Domestic scholar Hua Zhongsheng (2009) pointed out that third-party logistics services have the following characteristics [4]:

(1) Imperceptibility

There are many intangible factors in the service elements of third-party logistics enterprises. In order to reduce the uncertainty brought by the imperceptibility of logistics services, such as personnel, equipment and price, etc.

(2) Inseparability

Logistics service production and consumption are carried out simultaneously, with the characteristics of inseparable production and consumption. Since the production and consumption of logistics services are carried out simultaneously, it is decided that the enterprise employees and customers who provide the service are the components of logistics services.

(3) Fuzziness

The definition of logistics service is not clear, which shows that the composition and quality level of logistics service provided by enterprises often change, and it is difficult to define it uniformly.

3. Theoretical research on service quality of third-party logistics

3.1. Logistics service quality theory

Jin Zhen (2000), a domestic scholar, believes that the quality of third-party logistics service is the collection of logistics services that enterprises can provide to meet the quality standards of service products, meet the needs of users, and let customers perceive. It is the real instant realization of the interaction between logistics enterprises and customers in the process of cooperation [5]. Domestic scholar Liang jian (2004), from the perspective of satisfaction, believes that the quality of third-party logistics service is the customer satisfaction of third-party logistics service, that is, the customer satisfaction degree of enterprise service [6].

Therefore, to do a good job in service quality research, third-party logistics enterprises should start from customer satisfaction, understand customer needs, and provide customers with the best service.

3.2. Research on service quality of foreign third-party logistics

Table 1 Research results of logistics service quality

Researchers	Logistics service quality dimension
SERVQUAL 1 988	Reliable, perceptibility, reaction, ensure, empathy
Neven Working Group (1989)	Delivery time, delivery flexibility, inventory level
Huiskonen&Pirttila (1998)	Expected service quality, Unitary service quality, Charming service quality
America Tennessee University 2001	Personnel communication, order release, information, order process, goods accuracy, goods soundness, goods quality, error handling, time
Bowersox, D 2002	Cost, customer service, productivity indicator, asset measure, quality, customer perception of the best implementation benchmark
Stank, Goldsby & Vickey 2003	Reliability, tangible, impact, assurance, transference, cost
Bienstock 2008	Idea-Expression Dichotomy

3.3. Research on service domestic logistics service quality

Table 2 Research results of domestic logistics service quality

Researchers	Logistics service quality dimension
Ma Shihua 2005	Response time, logistics cost, order punctuality and reliability
Xu Jian 2006	Service process, service capability, service performance
Wei Guochen 2008	Management system, logistics technology
“Requirements for service quality of third-party logistics” 2009	Plan design, information service, operation service, risk control, complaint handling
Li Yumin 2010	Service personnel quality, management means and methods, service attitude, information processing technology, service timeliness, management system

4. Development status of logistics service quality at home and abroad

4.1. Development status of foreign logistics service quality

Since the 1980s, the third-party logistics has gone through a stage of development. In Europe, especially the UK, the development of third-party logistics has reached a very mature stage. Logistics enterprises in the UK can be divided into two types according to their business forms: asset-based and asset-free. Asset-based mainly engaged in transport and warehousing business, no assets-based mainly engaged in freight forwarding and consulting business. On the whole, the proportion of asset-based enterprises is large, 76% in Europe, 67% in the United States and 80% in Japan, and it continues to rise. Enterprises in Europe and the United States that do not use third-party logistics are actively thinking about using third-party logistics services, while 62% of enterprises in Europe and 72% of enterprises in the United States will increase the use of third-party logistics. Industry experts estimate that the market size of the third-party logistics industry in the United States is as high as 420 billion dollars. Europe is \$950 billion [7].

Therefore, from the perspective of Europe, America and Japan, foreign third-party logistics services have great potential and high growth rate.

4.2. Development status of domestic logistics service quality

From 2009 to 2011, China's logistics presented a high-speed growth trend, and from 2012, the logistics industry began to enter a steady rise stage, indicating that China's logistics industry developed steadily and orderly.

According to the third and fourth survey reports of China's logistics market, production enterprises and businesses have high standards for logistics service quality. In addition, the service quality level of third-party logistics enterprises is far from meeting the requirements of production and commercial enterprises. In the fifth survey on the supply and demand situation of China's logistics market, the survey results of more than 3,800 co-logistics enterprises, manufacturing enterprises and commercial trade enterprises show that the satisfaction degree of manufacturing enterprises on third-party logistics has greatly improved, reaching 63%, but the satisfaction degree of commercial trade enterprises is only 25% [8]. That's to say, although the third-party logistics enterprises constantly pay attention to the requirements of service quality, they still have not produced good results.

4.3. Problems of service quality of domestic third-party logistics

(1) Logistics packaging is neglected. There is a misunderstanding on logistics packaging in China, believing that logistics packaging is disposable, so when packaging, it is simply packaged or even not packaged, and discarded after use, which is not included in the quality management system. China's third-party logistics enterprises rarely carry out secondary packaging of goods such as moisture, moisture and shock resistance.

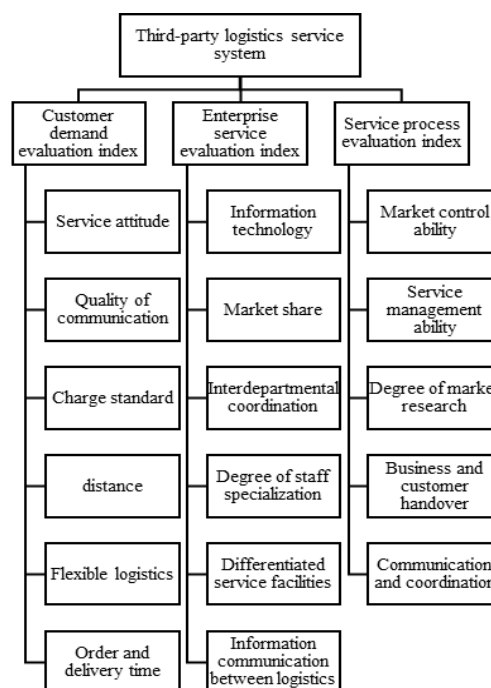
(2) Logistics enterprise informatization application degree is not high. In terms of infrastructure construction, the equipment level of third-party logistics enterprises is relatively low. Most links such as warehousing, transportation and distribution are mainly based on manual analysis information, lacking the application of automatic network, which cannot optimize the allocation of information and timely tracking of goods. In addition, many enterprises are unable to deliver goods on time, so it is difficult to deliver goods within the scheduled time. Customers do not respond in a timely manner, which results in low logistics organization efficiency, high distribution cost and reduced customer satisfaction. Among the logistics operation indicators in China, the transport timeliness rate is 86.7%, and the enterprises with information system only account for 39%. Therefore, in the information age, logistics information system becomes the bottleneck of the development of third-party logistics.

(3) Lack of logistics professionals. More and more scholars study logistics talents, which shows the shortage of logistics talents in China. At present, front-line operators lack professional knowledge and operational experience. Logistics enterprises rarely provide professional training mechanism, which results in bad service attitude, untidy clothes, violent sorting, and non-compliance with traffic rules among front-line employees in daily implementation, affecting corporate culture reputation. However, customers have a bad impression on them, and they will choose other enterprises because they think the service level is not high and the management is not standard. Therefore, the training system and management system of front-line personnel are indispensable, and the customer satisfaction will be greatly reduced.

5. Improvement of third-party logistics service quality index system

In view of the fact that most domestic researches on the service quality index system of third-party logistics are conducted by introducing mathematical analysis method on the basis of SERVQUAL scale, this paper proposes to study the current situation between customer demand and enterprise service from the perspective of customer demand, so as to construct the service quality of enterprise third-party logistics.

Table 3 Service quality system of third-party logistics



5.1. Suggestions for third-party logistics enterprises to improve service quality

(1) Improve the awareness of logistics service and correctly understand logistics. The essence of logistics service is to obtain customer satisfaction. Whether logistics can have a stable customer base depends on service quality to a large extent, not only in terms of hardware. Therefore, logistics enterprises should establish a good customer perception and customer service awareness based on customer demand, starting from service attitude, delivery time, charging standard and other indicators.

(2) Strengthen enterprise management and build advanced information technology. Introduce radio frequency technology, training system, etc., constantly

improve the enterprise logistics system from market share, degree of specialization and other aspects, and improve service standards.

(3) In the service process between enterprises and customers, strengthen the contact between enterprises and customers, facilitate customers to understand the goods in real time, improve the level of market research, customer-centric.

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