

Abstract

THE IMPACT OF LOGISTICS SERVICE QUALITY DIMENSIONS ON BUSINESS TO BUSINESS RELATIONSHIP QUALITY "An Empirical Study on Retailers in Egypt"

The conceptualization and measurement of service quality continues to play an important role in marketing. The industry of retailing start to grow up, number of authors have recognised that logistics service quality is becoming a vital tool for delivering superior logistics service performance and thus creating customer satisfaction , at the same time, considerable evidence has been accumulated that shows relationship quality is useful in the marketing channel context in driving customer retention .However, The main aim of this research is investigating the effects of the relationships among logistics service quality, customer satisfaction and relationship quality. This study attempted to identify the weakness and disadvantages in the relationship between the retailers' suppliers. A quantitative analysis that had been done through using a questionnaire – distributed through Alexandria retailers - discovered the differences and particularities linked to the part that received the service regarding the importance and perceived characteristics of logistical services. The results show that two dimensions of logistics service quality have a great effect on retailers' satisfaction It also supports the previous studies that Retailers satisfaction has a great affect on relationship quality dimensions, this research contributes to make a linkage between logistics service quality and retailer satisfaction as well as retailer satisfaction and relationship quality.