

Abstract

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Factors affecting retail b2b relationship quality in Egypt

Abstract Purpose - logistics service quality is becoming a vital tool for delivering superior logistics service performance and creating customer satisfaction. This paper examined the influence of logistics service quality dimensions (LSQ) on supplier's retailer satisfaction. While highlighting the importance of relationship quality with retailers satisfaction on improving the performance on suppliers – retailers relationship. Design/methodology - literature review was highlighted from many different approaches and perspectives for logistics service quality, customer satisfaction and Relationship quality, these approaches were used to derive the hypotheses that was used in the research , A quantitative analysis that had been done through using self administrative questionnaire collected 143 retailers – distributed in Alexandria - discovered the differences and particularities linked to the importance and perceived characteristics of logistical services . Findings - The results identified two dimensions of logistics service quality (Personnel Contact quality and timeliness) have a great effect on retailers' satisfaction, it was clear that a higher level of retailer satisfaction leads to high relationship quality. The validity and reliability tests were tested. Research limitations/implications - In this study the sample was only collected from Alexandria city which limit the generalisability of the research results Originality/value – This paper presented a framework of logistics service quality dimensions on supplier's retailer satisfaction while highlighting the importance of relationship quality with retailers satisfaction on improving the performance on suppliers – retailers relationship in the supply chain from business to business perspective.