

## **THE IMPACT OF SERVICE QUALITY ON SUPPLY CHAIN EFFICIENCY AT TRANSPORTATION INDUSTRY**

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### **ABSTRACT**

A nation's economy often reposes on the expansion of its manufacturing, agricultural, and service industries. Quality of service is crucial to maintaining a country's economic prosperity because the service industry is growing rapidly. The loss resulting from low sales is extremely simple to compute, but the loss resulting from poor service quality is very challenging. Good customer service always increased the client's faith in the business. Therefore, the current research is based on a theoretical framework combining service quality, and supply chain efficiency in transportation industry to theoretically examine the influence of service quality on supply chain efficiency. The findings revealed supply chain efficiency can be improved if quality of service meet the requirements of customer.

***Keywords:*** *Service Quality, Supply Chain Efficiency, Transportation Industry UAE.*

### **1. INTRODUCTION**

To promote sustainable economic development and competitiveness in emerging countries, it is increasingly acknowledged that efficient and effective transportation and storage of commodities,

information, and services are essential [1], [2]. Since sustainability is seen as a major future concern for many companies, it has been extensively studied in current research [3]–[5]. Consequently, businesses are beginning to implement sustainability policies when working with logistics service providers (LSPs), as effective logistics services are viewed as a competitive advantage due to their ability to lower overall costs and emissions while also improving the service quality of the buying company [6]–[9]. As a result, logistic service providers are under increasing pressure to integrate sustainable practices into their daily operations in order to deliver high-quality services [10], [11], make financial savings, and satisfy customers in transportation sector [12], [13]. It is crucial for transportation industry to improve service quality that in results with efficient supply chain and enhanced communication and business networking with the customer [14], [15]. Therefore, this research is focused to explore the service quality in transportation industry and its impact on supply chain efficiency.

## **2. THEORETICAL FRAMEWORK**

### *2.1. Service Quality*

The global business foundations are currently managing the highest standard of service quality in business especially when they are giving services and provider of the products in good manners [16]–[19]. The services quality meets the customer's expectation in industry where manufacturing of the quality goods and services highly keen to create the best competitiveness of the business organization in market [20]–[22]. The service quality goal would be achieved when business providing the quality of goods and items according to market needs and customer demands [23], [24].

The customer appreciation can be judge when product assume business beyond expectations [25], [26]. The service quality can be maintaining in transportation industry through quality service management transportation that is create the effective supply chain at every corner and destination [27]–[29]. Service quality of the supply chain industry thoroughly depending on the transportation mode of the organizations that they usually admired and used for their supply chain services at the time of delivery the objects [17], [30], [31]. The successful business orientation goals would be achieved when organizations have sufficient mode of transportation for their distribution and supply chain services for quality of the businesses [32]–[34].

## *2.2. Supply Chain Efficiency*

Supply chain is a network of the businesses in which the contract between business organizations and suppliers are held for better business progression [35], [36]. The supply chain is a systematic procedure of running the business at various corners in market [37], [38]. Without supply chain efficiency, the customers cannot get their required product from the shelves of the retail markets [39], [40]. The supply chain helps to businesses to improve their quality from raw material to effective product visibility and it's on time delivery towards the distributors who are waiting for availability of the product for market distribution [41]–[43].

The supply chain cannot be possible without transportation mode [44]–[46]. There are number of various transportation heads that are helping to businesses to decide the transportation for supply chain according to their product size and volume for its industrial safety and precautions [47]. Supply chain is a mode of communication and transportation is a tool of the communication among the businesses [48]–[50]. The transportation helps to supply chain to achieve its targets in effective ways [51], [52]. It is also helping to business organizations and their management to set their procurement and inventories management goals for further product design and development according to desires [53]–[55].

## *2.3. Transportation Industry*

The transportation industry is one of the goals of the businesses of global market that is continues placed its position in all kind of business sectors. Without transportation, there is no business activity would be happening even it is a mode of communication in business terms. The transportation creates the effective supply chain through manufacturing to distribution of the goods or items and create the future need of the products from suppliers. The suppliers have only transportation modes that helps them to achieve their target for business revenues through on- time delivery of the objects through various transportation modes. The transportation reserves in which roads, railway trains, maritime and air shipment is included. All kind of transportation create the effective supply chain management for businesses and the suppliers in very effective manners.

## **3. LITERATURE REVIEW**

### *3.1. Impact of Service Quality on Supply Chain Efficiency*

The service quality is a management tool that helps to business organizations to achieve their targets through quality of the products and services [56]–[58]. The service industry trying to create the production efficiency in sufficient manners that fulfill the required desire of the retail market for consumer goods [59]–[61]. The service industry creates the management of the business administration in which management trying to build strong business organizational targets to meet the need of the service industry and fulfill the possible service quality goals [62]–[64]. The service quality in businesses is a target that have to be achieved all business organizations and firms through managing their quality control management system and on- time product delivery according to its market needs [65]–[68]. The services quality is associated with business supply chain management who understand the need of the efficient supply of the goods and items through its distributors [69], [70].

The suppliers are the major part of the distribution industry who act as a middle part between the retailers and manufacturers [71]–[73]. The suppliers also helping to get the benefits of the supply chain efficiency through effective resources. The good service quality is based on effective supply chain methods and its effective ways [74]–[76]. The services that are build with the quality and fine manufacturing process required efficient supply chain [77], [78][79]. The supply chain playing an active role to provide the visibility of the product in market through their on- time delivery [80], [81]. It is also helping to manufacturers to sustain their managing inventories and build other production according to orders and demand [82]–[84].

The service quality helps to businesses to get best profitable margin through production of good quality products and items and their sufficient supply chain management in market and around the world [85]–[87]. The effective supply chain management also helps to businesses to expand their business provision through introducing their quality product towards various destinations and meet the target of the business through effective supply chain [88]–[90]. On fact, the entire business provision is depending on the supply chain goals and its effective distribution through various mode of transportations in industry that create the best and forceful part for businesses for their goods and items delivery to cater the customers of retail market [91], [92].

### *3.2. Impact of Service Quality on Transportation Industry*

The transportation sector is one of the biggest sources of economic circle of the industries where there is no any business operation can be held without transportation channels [93], [94]. The transportation industry creates the movement of the people and goods for industrial purposes [95]–[97]. The highly effective supply chain and distribution of the goods would be possible only through the transport and communication modes [98], [99]. The global business hub and production channels are managing huge cost on their transportation for effective supply chain management for aiming to achieve their service quality goals [100]–[102].

The service quality is a major task of the business organizations in which management of the businesses making all that efficient polices and strategic implementations that helps to generate the business revenues through the quality product and services that is only possible when manufacturing [103], production, distribution and retail market visibility can be achieved [104]–[107]. The transportation industry has a major impact on business management at global level [108]. Without movement of the people and goods, there is no business activity could be happening [109]. The movement in effective manners rather it would be for people or products, the movement helps to achieve the business targets [110], [111]. The business production would be meet its standards when efficient supply chain is managed through transportation modes [112]. The biggest transportation industry associated with oil and petroleum sector and this is the only sector that can affect the transportation industry [113], [114].

The industry develops all that resources for distribution of the product through rail road, air transportation, by roads, shipment through maritime industry and many other resources [115], [116]. the entire business success would be depending on the service quality of the business that is only requirement of the transportation industrial infrastructure [117]–[119]. The transport industry creates the strong impact on business success and its possible delivery of the product in market through its quick and excess able transportation modes [120], [121]. The service quality can be achieved, when business organization understand the need of transportation requirement for their business provision [122]–[124]. The current business organizations are understanding the need of business organizational requirements and its own transportation modes for moving the production objectives and create the efficient infrastructure of supply chain for good quality services in market [125], [126]. In fact, the entire business industrial collaboration is depending

only on transportation tools that create the strong and effective collaboration between the organizations, suppliers and stakeholders [127].

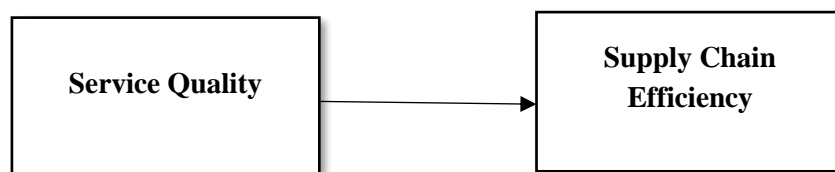
### *3.3. Impact of Service Quality on Supply Chain Efficiency at Transportation Industry*

The service quality would be achieved through business management strategic planning and decision towards all that measures that are helping tools for business organizations [128]–[130].

The supply chain is one of the tools of managing the business revenues and profitability in market with excess of market shares [131]. the business successful measures depending on the effective and efficient supply chain management decisions that are managing strongly and implementing policies for possible distribution at all places [132], [133]. The product visibility is only depending on the supply chain activities that is only possible through transportation modes [134].

The transportations are playing active role to build supply chain effective utility for business products distribution at every distribution channels [135]–[137]. The product market visibility is depending on supply chain tasks that is holding through the transportation modes. The effective transportation creates the product visibility at every shelves of the retail market [138]. The different channels of transport help to businesses to distribute their products at every corner of the globe [139]. It is also increasing the service quality through supply chain efficiency and build strong impact on business collaborations in global business market. The transportation modes also create the business relationships with stakeholders and achieving the product marketing goals.

### *3.1. General Research Model*



*Figure 1: Conceptual Research Model*

#### **4. DISCUSSION**

The management of the business administration is created by the service sector, and management works to develop strong organizational targets to meet sector needs and achieve any service quality objectives. The goal of all business organizations and corporations is to improve the quality of their services by controlling their quality control systems and delivering products on schedule in accordance with consumer demands. Business supply chain management, which recognizes the requirement for the effective supply of goods and items through its distributors, is linked to service quality. The suppliers make up the majority of the distribution sector and serve as a bridge between manufacturers and retailers.

#### **5. CONCLUSION**

The management of the businesses must put in place all the effective policies and tactical implementations that contribute to the production of quality products and services that generate business revenues. This can only be done when manufacturing, production, distribution, and retail market visibility are attained. The administration of businesses on a worldwide scale is significantly influenced by the transportation sector. There can be no business activity if people and products are not moving around. Moving in an efficient manner, whether it be for people or items, aids in achieving company objectives.

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