

# LOGISTICS SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION: A GOVERNANCE STRUCTURE APPROACH

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## ABSTRACT

Logistics service quality [LSQ] is a fundamental concept in logistics research. However, while researchers have adopted various measures to capture the concept, no clear definition of the construct has emerged. Due to the various perspectives adopted, research of LSQ on customer satisfaction has revealed mixed findings. This paper aims to provide a unified definition and a refined LSQ scale to synthesize the literature and add depth to LSQ research. The proposed definition of LSQ and the refinement of LSQ scale facilitate knowledge accumulation and dissemination in the logistics field. The conceptual model seeks to explain inconsistent findings observed in the extant literature. Theoretical foundation lends support for better understanding in future LSQ related research.

**Key Words** Logistics service quality, customer satisfaction, governance structure