

Research on Influencing Factors of Customer Satisfaction of Community Logistics Distribution in Guiyang Based on E-commerce

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Abstract: Different from traditional transactions, e-commerce model has obvious separation, anonymity, virtuality, fuzziness and unpredictability, so it will highlight the third-party logistics, payment service providers, shopping platforms, etc., and highlight the impact of logistics distribution, price level and payment methods on customer satisfaction. Therefore, based on the background of e-commerce, this paper discusses the influencing factors of customer satisfaction in Guiyang area of community logistics distribution.

Keywords: Customer Satisfaction; Quality Of Service; Perceived Value; Customer Expectation

1. Introduction

The quality of service that enterprises can provide in logistics will directly determine whether sellers of e-commerce platforms can achieve higher logistics operation efficiency. For e-commerce platform sellers, the quality of logistics service determines the robustness and sustainability of their supply chain, and it is also an important touchstone for them to effectively meet customer needs. How to efficiently meet the personalized needs of community consumers and improve customer satisfaction, logistics service quality is the key factor of logistics performance.

2. Research value and significance

2.1 Theoretical significance and value

Based on the theories and methods of logistics service theory and customer satisfaction theory, this paper discusses and analyzes the influencing factors of customer satisfaction in community logistics distribution around Guiyang consumers, which further enriches the content of logistics service theory and customer satisfaction theory and has theoretical significance.

2.2 Practical significance and value

This study clarifies the influencing mechanism of customer satisfaction of community logistics distribution, so that logistics distribution enterprises can adopt corresponding marketing strategies and service strategies to improve customer satisfaction of community logistics distribution. On the basis of improving the customer satisfaction of community logistics distribution, it has certain practical value to help logistics distribution enterprises and e-commerce enterprises obtain considerable economic benefits in their markets.

3. Theoretical basis

3.1 Logistics service theory

The research on logistics service is rising with the development of modern logistics industry. In 1960s, scholars began to study the logistics service, and the research process generally experienced a process from logistics service provider to logistics service perceiver, from the initial understanding of logistics concept to the in-depth study of logistics service. Li Xia (2013) studied the influence of logistics service quality on the overall satisfaction of customers under online shopping, reviewed the evaluation dimensions and scales that affected the logistics service quality of consumers at various stages, compared the differences between the traditional environment and the online shopping environment, and summarized the evaluation dimensions related to logistics service quality in the overall service quality evaluation literature under online shopping environment.^[2]

3.2 Customer satisfaction theory

Customer satisfaction is a kind of feeling state of people, which comes from the comparison between people's envisaged performance or output in products or services and people's expectations. Chen Fang (2018) used qualitative and quantitative analysis to build an evaluation model of logistics service quality, and found out the methods to improve logistics service quality according to the outstanding problems, so as to improve the economic benefits and social competitiveness of enterprises.^[1] Guo Yuanyuan (2016) used AMOS software and then established a structural equation model, which was tested and revised, and obtained the factors that affected the satisfaction of rural customers in B2C logistics distribution service.^[3]

4. Research and conceptual framework of research

4.1 Customer satisfaction

Customer satisfaction refers to the degree to which customers feel that their express, usually implied or necessary needs or expectations have been met. Satisfaction is the feedback of customer satisfaction, which is the evaluation of product or service performance and product or service itself; It is a psychological experience to give (or is giving) a level of happiness related to the satisfaction of consumption, including the level below or above the satisfaction.

4.2 Logistics service quality

Logistics service quality refers to the degree to which logistics enterprises provide services to users and satisfy them. For example, many TPL companies now adopt GPS positioning system, which enables customers to track the delivery of goods at any time. Due to the continuous improvement of information and logistics facilities, the service quality of enterprises to customers will inevitably continue to improve.

4.3 Perceived value

The overall evaluation of the utility of a product or service after weighing the perceived benefits of the customer and the costs paid in obtaining the product or service.

4.4 Customer expectation

Customer expectation refers to the level at which customers hope that the products or services provided by enterprises can meet their needs. If this expectation is met, customers will be satisfied, otherwise, customers will be dissatisfied.

5. Based on the background of e-commerce, the influencing factors of customer satisfaction of community logistics distribution in Guiyang area are studied.

5.1 Improve service

The development of community logistics joint distribution should not only consider the traditional distribution mode, but also make full use of the Internet, information technology and advanced marketing methods to improve and enrich the joint distribution mode. The community logistics model makes the business process more and more convenient. Consumers only need to submit orders online and pay to the payment platform to complete the business process, and the goods need to reach consumers quickly and efficiently through the community logistics service platform. By ensuring the smooth completion of the logistics process, the quality of e-commerce shopping life of residents has been improved to a certain extent. Without modern and high-quality logistics services, the development of e-commerce retail industry will be greatly limited.

5.2 Perceived value

Logistics enterprises need to cooperate with the e-commerce platform in depth, make the service charging standards open and transparent, unify the whole network, vigorously supervise retailers' unreasonable charges for logistics services, and make punishment regulations to punish unreasonable charges accordingly. After customers shop on e-commerce websites, the basic task of logistics distribution is to deliver

goods to customers accurately, on time and without damage, and delivery is the most fundamental demand of customers.

5.3 Customer expectations

Corporate image is an important factor in the formation of customer expectations. The better the corporate image, the higher the customer expectations will be. The focus of corporate image building should be on its good reputation guarantee, reliability, efforts to serve customers, etc., to create brand awareness, and to emphasize the efforts made by enterprises to ensure that rural customers can enjoy better services and gain customers' understanding. Arrange for customers to pick up the pieces at a reasonable time and in a suitable place; Broaden the radiation radius of distribution outlets and increase the number of express collection points. Try to meet the customer's requirements for the choice of means of transport; Establish a simple and efficient complaint system and increase the diversity of complaint channels.

6. Conclusion

The quality of logistics service will have a significant impact on customer satisfaction. The higher the quality of logistics service, the higher the customer satisfaction. From this point of view, it is necessary to improve the quality of logistics service, so as to make customers more satisfied, and then enhance their willingness to spend on e-commerce platforms. In the regression analysis, we can find that the quality of logistics service is influenced by reliability, timeliness and convenience. Perceived value has a significant impact on customer satisfaction. The higher the perceived value, the higher the customer satisfaction. From this point of view, it is necessary to enhance the perceived value, so as to enhance customer satisfaction. In regression analysis, we can find that perceived value is influenced by price, information and offline service quality. Customer expectation has a significant impact on customer satisfaction. The better the customer expectation, the higher the customer satisfaction can be. From this point of view, it is necessary to improve customer expectation, thus improving customer satisfaction, and then changing consumers' attitude towards community logistics. In regression analysis, it can be found that customer expectations are influenced by corporate image and transportation distance.

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