DETERMINANTS OF CUSTOMER SATISFACTION IN FREIGHT FORWARDING COMPANIES IN SRI LANKA

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Despite bringing enormous profit to the company concerned as well as the development of the country, freight forwarding is still considered as a developing field in Sri Lanka. Freight forwarders usually work with agents, forwarders, small or medium sized manufacturers. Therefore, having a close customer relationship plays a vital role in sustaining the competitiveness in the freight forwarding industry.

This study investigated the determinants of customer satisfaction in freight forwarding companies in Sri Lanka. Primary data was collected by means of an online questionnaire from freight forwarders in the Western province of Sri Lanka and overall 258 valid questionnaires were used for the analysis. Besides, an auxiliary analysis was carried out using 19 potential influential factors which derived eight factors to determine the overall customer satisfaction – these were reliability, responsiveness, communication and documentation accuracy, assurance, empathy, branding, technology, efficiency and trust respectively. Hence, in a situation where the growth rate for the logistics industry is drastically increasing, this research will provide insights into the further improvement of customer relationships in freight forwarding companies in Sri Lanka.

Keywords: Freight forwarding, Customer satisfaction, Logistics

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