



DOI: <https://doi.org/10.38035/sjtl.v2i1>

Received: April 12<sup>nd</sup>, 2024, Revised: April 19<sup>th</sup>, 2024, Publish: April 26<sup>th</sup>, 2024

<https://creativecommons.org/licenses/by/4.0/>

## Analysis of The Application of Logistics Management and Logistics Information Systems in The Quality of Goods Distribution Services on Customer Satisfaction

Akmal Jocelin Anwar<sup>1</sup>

<sup>1</sup>Logistics Management Study Program, Trisakti Institute of Transportation and Logistics, Jakarta, Indonesia, [akmaljocelin78@gmail.com](mailto:akmaljocelin78@gmail.com)

Corresponding Author: [akmaljocelin78@gmail.com](mailto:akmaljocelin78@gmail.com)<sup>1</sup>

**Abstract:** The Influence of Logistics Management Implementation, Logistics Information Systems, and Quality of Goods Distribution Services on Customer Satisfaction is a scientific literature review article within the scope of the field of study. The purpose of this article is to develop hypotheses on the influence of independent variables on the dependent variable that will be used in subsequent research. The research objects are online media literature, Google Scholar, Semantic Scholar, Elsevier, Zotero, and other online journal media. The research method employs library research sourced from e-books and scientific journals. The analysis uses a qualitative descriptive approach. The results of this article show: 1) The Implementation of Logistics Management influences Customer Satisfaction; 2) Logistics Information Systems influence Customer Satisfaction; and 3) The Quality of Goods Distribution Services influences Customer Satisfaction.

**Keywords:** Customer Satisfaction, Logistics Management Implementation, Logistics Information Systems, Quality of Goods Distribution Services

### INTRODUCTION

#### Background of the problem.

In this era of globalization and free trade, competition between companies is increasingly fierce. This encourages companies to improve the quality of their services, including the distribution of goods. Marketing quality goods is an important factor in increasing consumer satisfaction. The quality of goods delivery can be influenced by several factors, one of which is the application of logistics management and logistics information systems. Logistics management is the planning, implementation, organization and direction of all activities related to the flow of goods and services from origin to destination.

A logistics information system is a system that collects, processes and distributes information related to the movement of goods and services. Implementing effective logistics management and logistics information systems can help companies improve the quality of

goods distribution services and customer satisfaction. This can be achieved by increasing the efficiency and effectiveness of goods distribution, increasing transparency and visibility, and increasing flexibility and responsiveness. According to (Pribadi et al., 2024) achieving customer satisfaction is a philosophy that integrates and manages the services provided to customers at optimal cost levels. Service to create customer satisfaction is part of the profitability of the logistics system, which means sending the right goods to the right customers in good condition, at the right time and in the right place.

This article analyzes the influence of the Implementation of Logistics Management, Logistics Information Systems, and Goods Distribution Service Quality on Customer Satisfaction, a literature review study in the field of science.

Based on the background, **the aim of writing** this article is to build a hypothesis for further research, namely to formulate:

- 1) The Effect of Implementing Logistics Management on Customer Satisfaction;
- 2) The Influence of Logistics Information Systems on Customer Satisfaction; And
- 3) The Influence of Goods Distribution Service Quality on Customer Satisfaction;

## **METHOD**

The method for preparing literature review articles is by using a literature review method of previous articles that are relevant to the discussion of variables in qualitative analysis based on findings from Google Scholar, Semantic Scholar, Elsevier and other online journal publication media. The design used in this research is a literature review or literature study. Literature review is a search and research of the literature by reading and reviewing various journals, books and various other published manuscripts related to the research topic to produce an article relating to a particular topic or issue.

## **RESULT AND DISCUSSION**

### **Results**

Based on the phenomena, objectives and analytical tools used in analyzing the previous article, the following conclusions can be drawn from the research results:

### **Customer satisfaction**

According to (Marina et al., 2018) Customer Satisfaction is a person's feeling of happiness or disappointment after comparing the performance of a product or perceived reality with expectations. Therefore, to achieve a certain level of satisfaction, customers first want the company providing products and services to respond to them. Customer Which satisfied develop connection emotional And loyalty to brand Which they consumption. A product is said to be of quality if it can provide complete satisfaction to consumers, that is, in accordance with what consumers expect from the product. Quality elements consist of:

- a) Efforts to meet or exceed customer expectations,
- b) Includes product, work, process and environment,
- c) Conditions are constantly changing, product service excellence depends on uniqueness and quality. Service, whether it meets customer expectations and desires

According to (Perbadi et al., 2022) Customer Satisfaction is a person's feeling of happiness or disappointment that arises after comparing perceptions of the performance or results of a product with their expectations. If the performance or service provided meets expectations, the customer will feel satisfied and happy.

According to (Satryawati, 2018) Customer Satisfaction is the overall attitude of consumers towards a product or service after purchasing and using it. this is the experience of using or consuming a good or service after purchase. Whether consumers evaluate product

performance as expected or not, they experience positive, negative, or neutral emotions and influence their perceptions of satisfaction/dissatisfaction.

From several theories above, researchers synthesize that customer satisfaction is a very important factor for the success of a company. People who feel satisfied are more likely to repurchase a product or service, recommend it to others, and provide positive feedback about the company.

Therefore, it is important for businesses to understand this and develop effective strategies to meet customer needs and expectations. Satisfied customers tend to have a positive perception of the brand and company, increase customer loyalty, and are more likely to recommend it to others.

### **Logistics Management**

According to (Edo Manurung, 2019) Management is activity planning, organizing, direction, And control For reach objective certain. Management consists of people, money, methods, materials, machines, and markets. This management component, if managed well, will be more effective, successful, integrated and coordinated to achieve the desired goals.

According to (Dianti, 2017) Logistics Management is a strategic management process for moving and storing goods, spare parts and finished goods from suppliers between companies and to customers. Logistics management in hospitals is defined as a strategic process in acquiring, storing, distributing, monitoring material stocks (warehouses, materials, inventory, warehouses, etc.).

According to (Utami & Fitriana, 2015) Logistics Management is planning, organizing and supervising logistics for procurement, recording, distribution, storage, maintenance and disposal, known as logistics management. This is done to support the achievement of organizational goals efficiently and effectively. The application of logistics management can be seen in trading, retail and manufacturing companies. Because both types of business involve managing and buying and selling goods. Before goods reach consumers for consumption, they must go through a logistics process, also known as goods circulation activities, which are carried out by manufacturing companies and trading companies that are distributors of food products. However, it cannot be denied that logistics management is also used by organizations operating in the service sector in terms of delivery.

From several theories above, researchers synthesize that Logistics Management is a complex process that includes planning, organizing, implementing and controlling the flow of goods and services from the point of origin to the destination. The main goal of logistics management is to ensure goods and services reach customers at the right time, in the right place, and in good condition at optimal costs.

### **Logistics Information System**

According to (Hidayat, 2016) the Logistics Information System is a consumer goods management system that makes it easier to manage logistics data and information, provides accurate logistics information for planning, analysis and distribution of goods needs, thereby facilitating workflow in the logistics industry, especially the preparation of advertising reports. , distribution of goods. Accurate information is very necessary, especially information regarding selling prices, cost of goods sold and remaining inventory in the management information system, because the accuracy of this information affects the company's relationship with stakeholders and the company's management information system itself.

According to (Siregar, 2018) a Logistics Information System is an internal system of an organization that meets the needs for processing information on daily events that supports operations and has managerial and strategic activities required by external parties regarding logistics activities.

According to (Shandyka et al., 2023) The development of information technology is increasingly rapid with increasingly strong support from globalization. Logistics information systems are one of the information technologies that are very important in business life, especially in logistics companies. Logistics information systems play an important role in a company's supply chain management, product delivery, warehousing, goods management and even tracking.

From several theories above, researchers synthesize that a Logistics Information System is an efficient and operational logistics information system which is the most important key to increasing customer satisfaction in the digital era. With an integrated and accurate system, companies can offer faster, transparent and personalized service to customers, thereby increasing loyalty and driving business growth. Investments in advanced logistics information systems not only increase customer satisfaction, but can also provide a significant competitive advantage for the company in the long term.

### **Quality of Goods Distribution Services**

According to (Edward et al., 2022) The quality of goods distribution services is very influential on customer satisfaction. Distribution of goods can also be interpreted as a marketing activity which aims to speed up and facilitate the delivery of goods and services so that they can be used according to needs. Delivery can thus be interpreted as an effort to send goods from one part to another which can provide convenience for consumers. We often encounter indirect delivery processes in everyday life. Most manufacturers cannot handle shipping issues on their own without the help of multiple shipping providers.

According to (Datunabolon et al., 2019) Quality of Goods Distribution Services greatly influences customer satisfaction. In customer relationships, the customer value creation process is supported by the supplier's expertise. More important than the product is identifying the talent needed to maintain a competitive advantage. Companies must consider how they can effectively transfer their knowledge to customers to create value.

According to (Septiana et al., 2020) The quality of goods delivery services to customers is an important part of the logistics system. Distribution refers to the storage and transportation of finished products from the final production point to the industrial user or final consumer. Effective and efficient distribution is important for the national economy. Distribution as part of logistics contributes 10-15 percent of the gross domestic product (GDP) of Asian countries. Apart from that, distribution is also important to maintain the company's competitiveness. The flow of finished products is a characteristic of distribution, such as local delivery and stationary positions.

From several theories above, the researcher synthesized that **the Quality of Goods Distribution Services** is an important factor that determines customer satisfaction. Customers will feel satisfied if their goods are delivered on time, in the right place, and in good condition. Otherwise, customers will be disappointed and the company may lose money or even damage the company's reputation. Overall, good distribution services not only ensure that goods arrive on time and in good condition, but also ensure that customers have a pleasant and stress-free experience, which will result in customer loyalty and a positive image of the company.

### **Discussion**

Based on theoretical studies, this literature review article is discussed is to carry out an in-depth analysis of relevant previous articles, analyze the influence between variables and create a thinking structure for the research plan:

Based on the research results, the discussion of this article is to analyze relevant articles , analyze the influence between variables and create a thinking structure pattern for the research plan:

### **The Effect of Implementing Logistics Management on Customer Satisfaction.**

According to (Dyah, 2014) Logistics Management is the process of planning, implementing and controlling logistics operations processes, starting with acquisition, storage and distribution, to meet customer needs. The development of logistics management is influenced by globalization, supply chains, where the role of information technology dominates and the development of expertise and following customer needs.

According to (Imelda et al., 2021) the biggest challenge for service providers depends on the quality of the services offered and high customer satisfaction. Customer satisfaction is a personal assessment after using a product or service, which is largely influenced by the customer's own expectations. Customer satisfaction refers to a customer's overall assessment of a service's functionality. So to create customer satisfaction in the logistics sector, one way is to implement logistics management.

Implementation of Logistics Management influences Customer Satisfaction, if the Implementation of Logistics Management is perceived well then Customer Satisfaction will be perceived well. That in an effort to increase Customer Satisfaction there are 5 Satisfaction indicators

Several factors that influence the implementation of Logistics Management are as follows:

- 1) Availability and timeliness of delivery
- 2) Product accuracy and condition
- 3) Communication and customer service
- 4) Transportation, storage and packaging costs
- 5) Corporate social responsibility

To increase Customer Satisfaction by paying attention to the Implementation of Logistics Management, what leaders must do is determine the Company's vision and mission in harmony, choose technology that can include a goods distribution system, and provide ongoing training and development to the team. Therefore, managers play a role the key to increasing customer satisfaction through effective logistics management. High customer satisfaction can increase customer loyalty, customer retention and profitability.

### **The Influence of Logistics Information Systems on Customer Satisfaction.**

According to (Zarliani, 2019) Logistics Information Systems are developing, managing, and using information systems, such as systems that regulate data flows, provide authorization for access to data, and disaster recovery systems for logistics activities.

Logistics Information Systems influence Customer Satisfaction, if the Logistics Information System is perceived well then Customer Satisfaction will be perceived well. That in an effort to increase Customer Satisfaction there are 5 Customer Satisfaction indicators

Several factors that influence Logistics Information Systems are as follows:

1. Accuracy and Timeliness of Information
2. Ease of Access and Use
3. Complete Customer Service Features
4. Security and Reliability
5. Data Quality and Analysis

To increase Customer Satisfaction by paying attention to the Logistics Information System, what leaders must do is improve the Logistics Information System continuously, selecting the right and reliable technology for the Logistics Information System, and ensuring management commitment and support, where by taking an active role in leadership and SIL implementation, leaders can play an important role in increasing customer satisfaction,

optimizing logistics, and driving overall business success. Leaders can ensure that SIL becomes a valuable asset for the organization, contributing to increased customer satisfaction and driving the achievement of business goals.

### The Influence of Goods Distribution Service Quality on Customer Satisfaction.

According to (Perbadi et al., 2017) Quality of Goods Distribution Services is the quality of storage and flow services from the final point of an item. Third-party distribution or logistics service providers typically specialize in integrated operations, warehousing, and transportation services that can be scaled and tailored to customer needs based on market conditions, such as product and material demand and delivery service requirements.

The quality of goods distribution services influences customer satisfaction. If the quality of goods distribution services is perceived well, customer satisfaction will be perceived well. That in an effort to increase Customer Satisfaction and Customer Satisfaction indicators.

Several factors that influence the quality of goods distribution services are as follows:

1. Timeliness of Delivery
2. Security and Integrity of Goods
3. Flexibility of Delivery Options
4. Friendly and Helpful Customer Service
5. Effective Complaint Resolution

To increase customer satisfaction by paying attention to the quality of goods distribution services, what leaders must do is choose the right distribution partners, set clear targets and standards, and monitor performance and measure results, where leaders play an important role in increasing customer satisfaction through service quality. distribution of goods. **By implementing these steps, leaders can ensure that the quality of goods distribution services is a top priority in the organization.** This will increase customer satisfaction, encourage loyalty, and contribute to overall business success.

### Research Conceptual Framework

Based on the findings of the problem formulation, very relevant previous research and research discussion, the conceptual framework of this article is structured as in Figure 1.

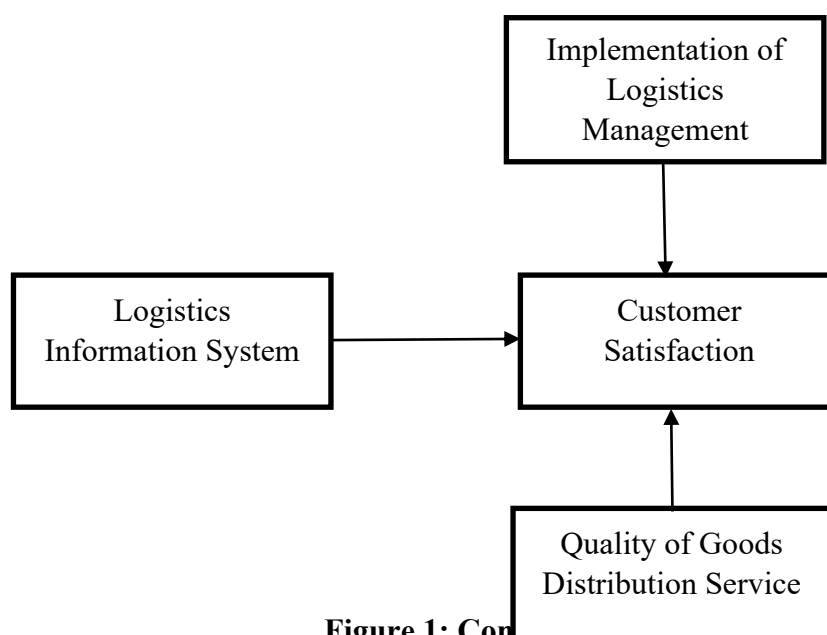


Figure 1: Con

Based on the conceptual framework above, Implementation of Logistics Management, Logistics Information Systems, and Quality of Goods Distribution Services have an influence on Customer Satisfaction. Apart from the three independent variables that influence the dependent variable, namely Customer Satisfaction, there are still several other variables that can influence Customer Satisfaction, including the following:

- 1) x4: (Logistics Data Integrity)
- 2) x5: (Promotion)
- 3) x6: (Logistics Services)

## CONCLUSION

The implementation of effective logistics management and logistics information systems (SIL) directly contributes to the quality of goods distribution services and customer satisfaction. Effective logistics management ensures the smooth flow of goods from upstream to downstream, minimizing delays, damage and loss of goods. This results in timely, safe and guaranteed delivery, increasing customer satisfaction and minimizing complaints. Logistics Information Systems (SIL) play an important role in supporting logistics management by providing accurate, real-time and integrated information. SIL enables goods tracking, delivery status tracking and effective communication with customers. This increases transparency, visibility and control of the distribution process, thereby increasing customer satisfaction.

- 1) Effective integration of logistics management and SIL produces powerful synergies in improving the quality of goods distribution services and customer satisfaction.
- 2) Investment in adequate logistics infrastructure, development of skilled human resources, and application of appropriate technology are the keys to achieving competitive advantage in this dynamic industry.
- 3) By focusing on customer satisfaction and commitment to service quality, companies can build customer loyalty and achieve sustainable business success.

## REFERENCE

- Datunabolon, Rizaldy, W., & Priambodo, D. (ITL T. (2019). Kualitas Pelayanan Keselamatan Penerbangan. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 5(2 Januari), 259–266.
- Dianti, Y. (2017). Manajemen Logistik Rumah Sakit Pengadaan Suku Cadang Alkes Di Rumah Sakit. *Angewandte Chemie International Edition*, 6(11), 951–952., 5–24. [http://repo.iain-tulungagung.ac.id/5510/5/BAB 2.pdf](http://repo.iain-tulungagung.ac.id/5510/5/BAB%202.pdf)
- Dyah, K. (2014). Peranan Manajemen Logistik dalam Organisasi Publik. *Modul 1*, 1–50.
- Edo Manurung, C. E. (ITL T. (2019). *Pengaruh Motivasi dan Lingkungan Kerja Terhadap Kinerja Karyawan Pada Divisi Warehouse di PT AEROJASA CARGO*.
- Edward, A. I., Fadhillah, F., Sari, M., & Pribadi, S. (2022). Analysis of Shipment Handling, Tracking System, and Timeliness of the Performance of Gosen Service. *Global Reserach on Sustainable Transport and Logistics*, 5778, 166–177.
- Hidayat, R. (2016). Rancang Bangun Sistem Informasi Logistik. *Jurnal Optimasi Sistem Industri*, 13(2), 707. <https://doi.org/10.25077/josi.v13.n2.p707-724.2014>
- Imelda, Julianto, M., Sidjabat, S., & Primadi, A. (ITL T. (2021). the Effect of Service Quality and Customer Satisfaction on Customer Loyalty Logistic Services (Study Case on Sicepat Express Indonesia). *Global Research on Sustainable Transport & Logistcs*, 5778, 984–997. <http://proceedings.itltrisakti.ac.id/index.php/altr>
- Marina, S., Maulana, D. R., & Ozali, I. (2018). Pengaruh Kualitas Pelayanan PT. Angkasa Pura I Terhadap Kepuasan Penumpang Di Bandar Udara Internasional Lombok, Praya. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 5(1), 87–92.

- <http://library.itltrisakti.ac.id/jurnal/index.php/JMBTL/article/view/194/190>
- Pribadi, S., Primadi, A., & M, R. K. (ITL T. (2017). Analysis Strategy of Supply Chain At Third Party Logistics Warehouse for Distribution Process. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 4(1), 63–72.
- Pribadi, S., Setyawati, A., & Muldiansyah, M. I. (2022). Pengaruh Kualitas Layanan dan Harga terhadap Kepuasan Pelanggan JNE Pusat di Tomang Jakarta Barat. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 8(1), 76. <https://doi.org/10.54324/j.mbt.v8i1.1364>
- Pribadi, S., Sulistyarningsih, E., Mawarti, R., & Sijabat, E. A. S. (ITL T. (2024). Prospek Bisnis dan Karir Di Sektor Transportasi dan Logistik bagi Siswa SMU/SMK dan yang Sederajat. *Jurnal Pengabdian Masyarakat Dan Penelitian Terapan*, 2(1), 6–12.
- Satryawati, E. (2018). Pengaruh Kepercayaan Dan Kepuasan Terhadap Loyalitas Pelanggan E-Commerce. *Jurnal Teknologi Informatika Dan Komputer*, 4(1), 36–52. <https://doi.org/10.37012/jtik.v4i1.284>
- Septiana, F. A., Purba, O. R., & Baskoro, D. A. (ITL T. (2020). Perencanaan Armada, Pengendalian Persediaan, Dan Peningkatan Layanan Distribusi Air Minum Kemasan. *Jurnal Manajemen Bisnis Transportasi Dan Logistik*, 6(1), 17. <https://doi.org/10.54324/j.mbt.v6i1.438>
- Shandyka, M. F., Kurniawan, I. A., Maulana, R., & Rizkyanfi, M. W. (2023). Analisis Dampak Kebijakan Penggunaan Bahasa Indonesia Dalam Sistem Informasi Logistik Pada Kinerja Perusahaan. *Jurnal Bisnis, Logistik Dan Supply Chain (BLOGCHAIN)*, 3(1), 47–50. <https://doi.org/10.55122/blogchain.v3i1.718>
- Siregar, V. M. M. (2018). SISTEM INFORMASI PENDATAAN LOGISTIK AKTIVA TETAP PT. BANK CENTRAL ASIA, Tbk KANTOR CABANG PEMATANGSIANTAR. *Sistemasi*, 7(3), 250. <https://doi.org/10.32520/stmsi.v7i3.386>
- Utami, N., & Fitriana, O. (2015). Logistics Management at Giant Extra. *Pendidikan Ekonomi, FKIP Universitas Muhammadiyah Prof. Dr. Hamka*, 1(1), 94. <https://download.garuda.kemdikbud.go.id/article.php?article=1491834&val=10457>
- Zarliani, W. O. A. (ITL T. (2019). *Rencana Induk Pengembangan*. 1–2.