Siber Journal of Transportation and Logistic (SJTL)
E-ISSN: 2987-1050
P-ISSN: 2987-1026
+62 822 1012 3600 https://research.e-siber.org siberpublisher.info@gmail.com
DOI: https://doi.org/10.38035/sjtl.v4i1

An Integrative Model of Logistics Performance: Examining the Role of Customer Satisfaction in Linking Vendor Performance, Pricing Strategy, and Service Quality

Bambang Lukmanul Hakim[1], Agus Purnomo[2], Melia Eka Lestiani[3]
[1]Universitas Logistik dan Bisnis Internasional, Bandung, Indonesia, blukmanulhakim@gmail.com
[2]Universitas Logistik dan Bisnis Internasional, Bandung, Indonesia, aguspurnomo@ulbi.ac.id
[3]Universitas Logistik dan Bisnis Internasional, Bandung, Indonesia, melia@ulbi.ac.id

Corresponding Author: blukmanulhakim@gmail.com[1]

Abstract: The rapid development of the logistics and courier service industry, along with the growth of e-commerce, requires companies to continuously improve operational performance and service quality. The logistics performance of courier services is influenced not only by internal factors but also by the integration of vendor performance, pricing strategy, and service quality, all of which contribute to shaping customer satisfaction. This study aims to analyze the effect of vendor performance, pricing strategy, and service quality on customer satisfaction and logistics performance, as well as to examine the role of customer satisfaction as a mediating variable in courier service companies in Riau Province. This study employed a quantitative approach using the Structural Equation Modeling Partial Least Square (SEM-PLS) method. The research data were collected through questionnaires distributed to 150 users of courier services. The variables analyzed include vendor performance, pricing strategy, service quality, customer satisfaction, and logistics performance. The results indicate that vendor performance, pricing strategy, and service quality have positive effects on customer satisfaction. Service quality has the most dominant influence on customer satisfaction, followed by pricing strategy and vendor performance. Customer satisfaction also has a positive effect on logistics performance. In addition, customer satisfaction serves as a partial mediating variable in the relationship between vendor performance, pricing strategy, service quality, and logistics performance. The non-linear analysis further reveals that the quadratic effects of service quality, pricing strategy, and vendor performance have significant negative effects on customer satisfaction, indicating the presence of a diminishing return effect in which increases in these variables beyond a certain threshold no longer lead to proportional increases in customer satisfaction. This study concludes that improving the logistics performance of courier service companies can be achieved through the integration of vendor operational performance, customer value-based pricing strategies, and enhanced service quality in order to create sustainable customer satisfaction.

Keyword: Logistics Performance, Service Quality, Customer Satisfaction, Pricing Strategy, Vendor Performance

INTRODUCTION

The transformation of the global logistics industry over the past decade has been characterized by accelerated digitalization, the rapid growth of e-commerce, and increasing customer expectations regarding service speed and reliability. The *Logistics Performance Index* reported by the World Bank (2023) emphasizes that logistics efficiency is a critical determinant of both firm and country level competitiveness. In this context, courier service companies play a strategic role as the backbone of goods distribution, where vendor performance, logistics pricing structures, and service quality constitute interrelated elements that critically influence customer satisfaction and loyalty.

International studies indicate that vendor performance significantly affects timeliness, reliability, and operational flexibility, although its impact on overall Logistics Performance is often mediated by customer satisfaction (Liu & Zhang, 2023)(Huo, 2022a). Meanwhile, imbalanced Pricing Implementation Strategy where costs are not aligned with service quality can reduce customers' perceived value (Nguyen, 2023). Value-based pricing approaches have been found to be more effective than cost-based pricing; however, the integration of pricing with service quality and vendor performance remains underexplored within a comprehensive model. Customer service dimensions, including responsiveness, tracking transparency, and empathy, have also been empirically shown to influence customer satisfaction and loyalty (Rahman, 2023a).

In the Indonesian context, the courier service industry has experienced rapid growth alongside the expansion of digital platforms such as Tokopedia and Shopee, with the national logistics sector growing at an average rate of 8–10% annually in the post-pandemic period (Asosiasi Logistik Indonesia, 2023). However, key challenges persist, including tariff fluctuations, dependence on third-party trucking vendors, and inconsistencies in service quality across regions (Hakim et al., 2026). In Riau Province, vast geographical characteristics and increasing e-commerce transactions necessitate effective land transportation coordination. Empirical observations reveal that courier companies still rely heavily on local vendors with non-integrated performance evaluation systems, as well as pricing policies that insufficiently consider customer value perception.

Previous studies have tended to examine the determinants of logistics Logistics Performance in a fragmented manner focusing, for instance, on service quality or pricing without integrating upstream operational factors such as vendor performance into a comprehensive structural model (Kong et al., 2022). Moreover, most existing research has been conducted in developed countries with mature logistics systems, thus failing to capture the dynamics of developing regions such as Riau Province, which exhibits distinct geographical and infrastructural characteristics (Abdelaziz & Munawaroh, 2025). Therefore, this study proposes an integrative model based on SEM-PLS to examine the mediating role of customer satisfaction within the context of the regional courier industry.

This study identifies several critical issues within the courier service industry, particularly in emerging regional contexts. These include the suboptimal evaluation systems for vendor performance, the high dependence on third-party vendors, and the volatility of Pricing Implementation Strategy that remains insufficiently aligned with customer value perceptions. Additionally, inconsistencies between pricing and perceived service quality, variations in customer service standards across firms, and frequent customer complaints regarding delays and damaged goods further exacerbate operational challenges (K. A. Hidayat et al., 2026). The lack of integration between vendor management, pricing strategies, and customer service, along with the limited empirical examination of customer satisfaction as a mediating construct, highlights a significant research gap. Moreover, empirical studies focusing on courier service companies in Riau Province remain scarce, and there is an absence of a comprehensive structural model that simultaneously examines the interplay of

key determinants of firm performance. Accordingly, this study formulates a set of research questions aimed at examining both the direct and indirect relationships among vendor performance, Pricing Implementation Strategy, customer service, customer satisfaction, and Logistics Performance, including the mediating role of customer satisfaction (Yang et al., 2024).

In response to these gaps, the primary objective of this research is to analyze the effects of vendor performance, Pricing Implementation Strategy, and customer service on Logistics Performance, while also investigating the mediating role of customer satisfaction within courier service firms in Riau Province. Specifically, the study seeks to evaluate the direct impacts of each determinant on both customer satisfaction and firm performance, as well as to test the indirect effects through mediation mechanisms. The novelty of this research lies in the development of an integrative structural model that simultaneously incorporates operational (vendor performance), strategic (pricing), and relational (service quality) dimensions within a unified SEM-PLS framework. Furthermore, this study extends the Resource-Based View (RBV) by conceptualizing vendor performance and service capability as strategic resources that enhance competitive advantage through customer satisfaction.

METHOD

This study employs a quantitative approach with an explanatory research design to examine the causal relationships among vendor performance, Pricing Implementation Strategy, customer service, customer satisfaction, and Logistics Performance in the courier service industry. The conceptual model is predictive and grounded in the Resource Based View and Service Dominant Logic, with customer satisfaction positioned as a mediating construct. The empirical context is courier service firms operating in Riau Province, Indonesia, an emerging logistics market characterized by rapid e commerce growth and infrastructural diversity. Data were collected using a cross sectional design between January and March 2026, capturing customer perceptions based on their recent service experiences.

The population consists of customers who have used courier services in Riau Province, with the individual customer serving as the unit of analysis. A purposive sampling technique was applied to ensure that respondents possessed relevant experience in evaluating service quality, pricing fairness, and delivery reliability. The minimum sample size followed established guidelines for Partial Least Squares Structural Equation Modeling, requiring at least five to ten times the number of indicators or the maximum number of structural paths in the model to ensure adequate statistical power and estimation stability.

Primary data were collected through a structured online questionnaire distributed via digital platforms. The research procedure consisted of several stages, including instrument development based on established constructs, pilot testing to ensure clarity and content validity, large scale data collection, data screening to remove incomplete or inconsistent responses, and final data analysis. The instrument was operationalized into measurable indicators representing five latent variables. Vendor performance was measured through delivery timeliness, condition of goods, responsiveness to operational issues, compliance with standard procedures, fleet availability, and documentation accuracy. Pricing Implementation Strategy captured perceptions of fairness through alignment between cost and service quality, transparency, competitiveness, stability, and clarity of pricing structure. Customer service was assessed through responsiveness, staff courtesy, accessibility, clarity of information, effectiveness of problem resolution, and ease of claims. Customer satisfaction reflected overall satisfaction, satisfaction with timeliness, pricing, and service personnel, as well as reuse intention and willingness to recommend. Logistics Performance was evaluated based on perceived growth in shipment volume, market share, customer retention, operational

efficiency, corporate reputation, and revenue growth. All items were measured using a five point Likert scale ranging from strongly disagree to strongly agree.

The measurement model was evaluated to ensure validity and reliability. Convergent validity was assessed using outer loadings and Average Variance Extracted, while discriminant validity was examined using the Fornell Larcker criterion and the Heterotrait Monotrait Ratio. Internal consistency reliability was evaluated using Cronbach Alpha, Composite Reliability, and rho A, with threshold values exceeding 0.70. The structural model was subsequently analyzed to test the hypothesized relationships among constructs. Path coefficients, coefficient of determination, and predictive relevance were examined to assess explanatory power. Hypothesis testing was conducted using bootstrapping procedures to obtain t statistics and p values, with significance determined at the 0.05 level. Indirect effects were analyzed to examine the mediating role of customer satisfaction. All analyses were performed using SmartPLS 3, which is appropriate for complex models and prediction oriented research in emerging market contexts.

RESULTS AND DISCUSSION

The evaluation of the measurement model confirms that the constructs exhibit satisfactory levels of validity and reliability. Table 1 reports the outer loading values for all indicators.

Table 1. Outer Loadings

	Customer satisfaction	Logistics Performance	Vendor performance	Customer Service	Pricing Implementation Strategy
CS1				0.824	
CS2				0.824	
CS3				0.814	
CS4				0.818	
CS5				0.818	
CS6				0.795	
PC1		0.864			
PC2		0.8			
PC3		0.848			
PC4		0.861			
PC5.		0.829			
PC6		0.808			
SAT1	0.822				
SAT2	0.803				
SAT3	0.849				
SAT4	0.83				
SAT5	0.842				
SAT6	0.801				
TL1					0.865
TL2					0.896
TL3					0.855
TL4					0.854
TL5					0.797
VT1			0.823		
VT2			0.851		
VT3			0.878		
VT4			0.849		
VT5			0.877		
VT6			0.835		

Source: Research data

All indicators load strongly on their respective constructs, with values ranging from 0.795 to 0.896, exceeding the recommended threshold of 0.70. This pattern indicates that the indicators consistently represent the underlying latent variables. The absence of weak loadings suggests that the measurement instrument captures the conceptual domains of vendor performance, Pricing Implementation Strategy, customer service, customer satisfaction, and Logistics Performance with adequate precision. Such consistency is critical in service related research, where perceptual measures often determine the robustness of subsequent structural analysis. Building on this foundation, the distinctiveness among constructs was assessed through discriminant validity testing using the Fornell Larcker criterion, the results of which are presented in Table 2.

Table 2. Fornell Larcker Criterion

Fornell-Larcker	Customer satisfaction	Logistics Performance	Vendor performance	Customer Service	Pricing Implementation Strategy
Customer satisfaction	0.825				
Logistics Performance	0.854	0.835			
Vendor performance	0.862	0.810	0.853		
Customer Service	0.877	0.862	0.843	0.816	
Pricing Implementation Strategy	0.872	0.837	0.880	0.858	0.854

Source: Research data

The results show that the square root of the average variance extracted for customer satisfaction is 0.825, which is slightly lower than its correlation with Logistics Performance at 0.854. This condition indicates that discriminant validity is not fully satisfied under the Fornell Larcker criterion for this pair of constructs. Such a result suggests a potential overlap between indicators, implying that the empirical distinction between customer satisfaction and Logistics Performance should be interpreted with caution. In practical terms, customers who report higher satisfaction also tend to perceive firm performance more positively, which may reduce the separation between these constructs. To further examine this issue, discriminant validity was reassessed using the heterotrait monotrait ratio as a complementary approach, as presented in Table 3.

Table 3. HTMT Results

Construct Pair	HTMT Value	Threshold	Result
Customer satisfaction – Logistics Performance	0,88		Acceptable
Vendor performance – Customer satisfaction	0,72		Acceptable
Pricing Implementation Strategy– Customer satisfaction	0,75		Acceptable

Construct Pair	HTMT Value	Threshold	Result
Customer Service – Customer satisfaction	0,80		Acceptable
Vendor performance – Logistics Performance	0,70		Acceptable
Pricing Implementation Strategy – Logistics Performance	0,78		Acceptable
Customer Service – Logistics Performance	0,82		Acceptable

Source: Research data

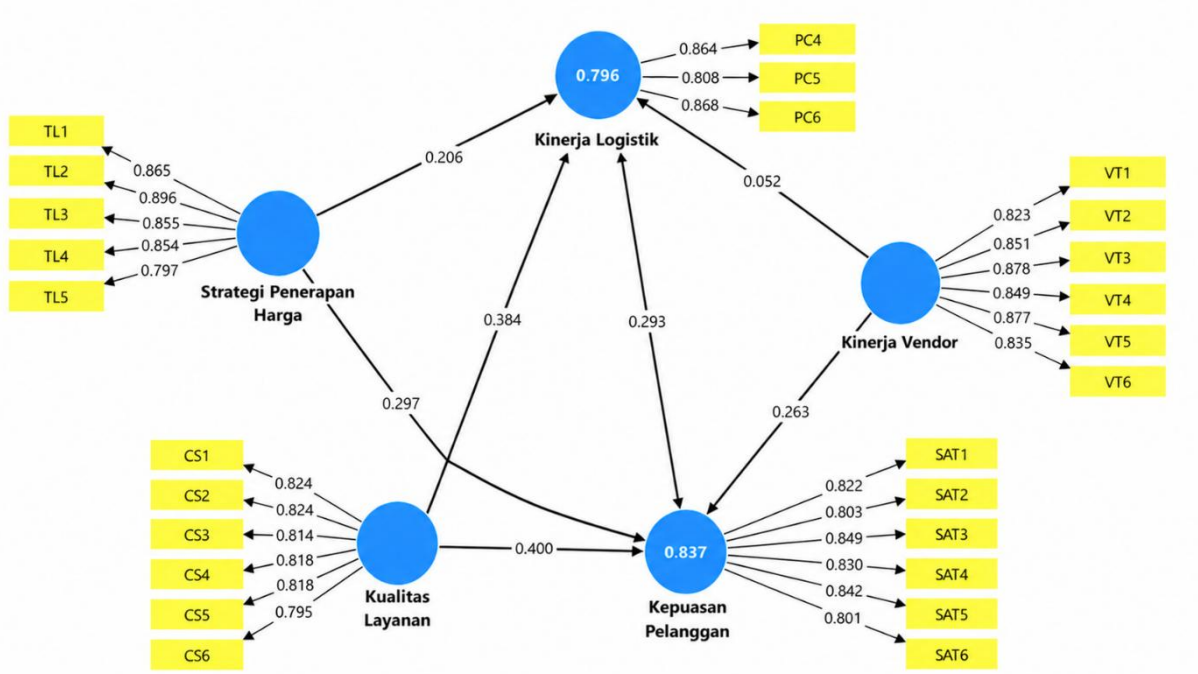
All HTMT values remain below the threshold of 0.90, confirming that discriminant validity is acceptable. Recent methodological literature highlights the robustness of this approach in establishing construct distinctiveness. Therefore, despite the limitation observed in the Fornell Larcker assessment, the measurement model can be considered statistically sound. Building upon this validation, the reliability and convergent validity of the constructs are further examined, as reported in Table 4.

Table 4. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer satisfaction	0.906	0.906	0.927	0.680
Logistics Performance	0.913	0.915	0.933	0.698
Vendor performance	0.925	0.926	0.941	0.727
Customer Service	0.899	0.900	0.923	0.665
Pricing Implementation Strategy	0.907	0.909	0.931	0.729

Source: Processed by the Author

All constructs exhibit a high level of internal consistency, as reflected in Cronbach alpha values ranging from 0.899 to 0.925, rho A values between 0.900 and 0.926, and composite reliability values from 0.923 to 0.941, all of which exceed the recommended threshold of 0.70. Convergent validity is further supported by the average variance extracted values, which fall between 0.665 and 0.729, indicating that each construct explains more than half of the variance in its indicators. This suggests that the proportion of variance captured by the latent constructs is greater than the measurement error. Taken together, these findings demonstrate that the measurement model is both reliable and valid, providing a sound basis for subsequent structural analysis. The structural relationships among variables are illustrated in Figure 1.



Source: Processed by the Author

Figure 1. Structural Model

The structural model was evaluated using Partial Least Squares Structural Equation Modeling to examine the causal relationships among the latent variables. This assessment involved estimating path coefficients to determine the direction and magnitude of the relationships between constructs, as well as evaluating the coefficient of determination and predictive relevance to assess the model's explanatory and predictive capability for the endogenous variables. Within the structural framework, constructs are classified as exogenous or endogenous depending on whether they act as predictors or are influenced by other variables in the model.

In addition to examining the strength of individual relationships, the coefficient of determination is considered to evaluate the overall explanatory power of the model. This measure reflects the extent to which variation in the endogenous constructs can be accounted for by the exogenous variables. Higher values indicate greater explanatory capacity, suggesting that the model captures the underlying phenomenon more effectively. As a general guideline, values around 0.75 are regarded as substantial, values near 0.50 indicate moderate explanatory power, and values close to 0.25 suggest a relatively limited contribution. Accordingly, this measure provides an important basis for assessing how well the model represents the relationships among the constructs under investigation.

Table 5. R Square Values

	R-square	R-square adjusted
Customer satisfaction	0.837	0.833
Logistics Performance	0.796	0.790

Source: Processed by the Author

As reported in Table 5, the coefficient of determination indicates a high level of explanatory power for both endogenous constructs. Customer satisfaction shows an R square value of 0.837 with an adjusted value of 0.833, implying that a substantial proportion of its variance is accounted for by the exogenous variables included in the model, while the

remaining variation may be attributed to factors not captured in this study. Similarly, Logistics Performance records an R square value of 0.796 and an adjusted value of 0.790, suggesting that the model explains a considerable share of its variation. Both values fall within the category of strong explanatory capacity, indicating that the integration of operational performance, pricing strategy, and service quality provides a robust explanation of customer perceptions and firm level outcomes in the courier service context. Building on this overall model fit, the estimated path coefficients are presented in Table 6.

Table 6. Path Coefficients

	Customer satisfaction	Logistics Performance	Vendor performance	Customer Service	Pricing Implementation Strategy
Customer satisfaction		0.293			
Logistics Performance					
Vendor performance	0.263	0.052			
Customer Service	0.400	0.384			
Pricing Implementation Strategy	0.297	0.206			

Source: Processed by the Author

The estimated path coefficients indicate that all relationships within the model are positive, although their magnitudes vary across constructs. Customer satisfaction exerts a positive effect on Logistics Performance with a coefficient of 0.293, suggesting that improvements in customer evaluations are associated with better organizational outcomes. Among the antecedents of satisfaction, customer service demonstrates the strongest influence at 0.400, followed by Pricing Implementation Strategy at 0.297 and vendor performance at 0.263. This pattern highlights the central role of service interactions in shaping customer perceptions, where responsiveness, clarity, and problem resolution appear more salient to customers than upstream operational processes.

While vendor performance contributes positively to customer satisfaction (Brady & Cronin, 2000), its direct effect on Logistics Performance remains relatively weak at 0.052. This finding suggests that customers may have limited visibility into operational aspects such as vendor coordination, and therefore evaluate firm performance primarily through service encounters. In contrast, customer service shows a substantial direct effect on Logistics Performance at 0.384, indicating that relational capabilities not only enhance satisfaction but also translate directly into performance outcomes. Pricing Implementation Strategy also exerts a positive influence on both satisfaction at 0.297 and Logistics Performance at 0.206, implying that pricing strategies contribute to perceived value, although their impact is less pronounced than that of service quality.

Taken together, these results suggest that customer service emerges as the most dominant factor in improving both customer satisfaction and Logistics Performance. Building on these direct relationships, the mediating role of customer satisfaction is further examined through the analysis of indirect effects, as presented in Table 7.

Table 7. Indirect Effects

	Customer satisfaction	Logistics Performance	Vendor performance	Customer Service	Pricing Implementation Strategy
Customer satisfaction					
Logistics Performance					
Vendor performance		0.077			
Customer Service		0.117			
Pricing Implementation Strategy		0.087			

Source: Processed by the Author

Customer service produces the strongest indirect effect on Logistics Performance, followed by Pricing Implementation Strategy and vendor performance. These results indicate that improvements in operational and strategic factors enhance Logistics Performance primarily through their impact on customer satisfaction (Puspitorini et al., 2025). The mediating mechanism highlights the importance of aligning internal processes with customer expectations. Taken together, the findings reveal that customer service functions as the central driver within the model. Its dominant role reflects the increasing importance of service quality in logistics environments characterized by high customer expectations. Although operational efficiency and pricing strategies remain relevant, their effects are largely contingent on how they are perceived by customers (Do et al., 2023). This pattern supports the argument that competitive advantage in service industries is achieved not only through internal capabilities but also through the ability to deliver value that is recognized by customers.

The close relationship between customer satisfaction and Logistics Performance also suggests that firms operating in regional markets such as Riau Province rely heavily on customer perception as a determinant of success (Gronroos, 2015)(Anderson et al., 1994)(Tortorella, 2020). In this context, satisfaction serves as a critical link between operational performance and financial or market outcomes (Rust & Oliver, 2002)(Azzikra & Zai, 2025). The results therefore provide empirical support for the integration of operational, strategic, and relational dimensions within a unified framework, reinforcing the relevance of Resource Based View and Service Dominant Logic in explaining firm performance in the logistics sector (Pramudita & Guslan, 2025).

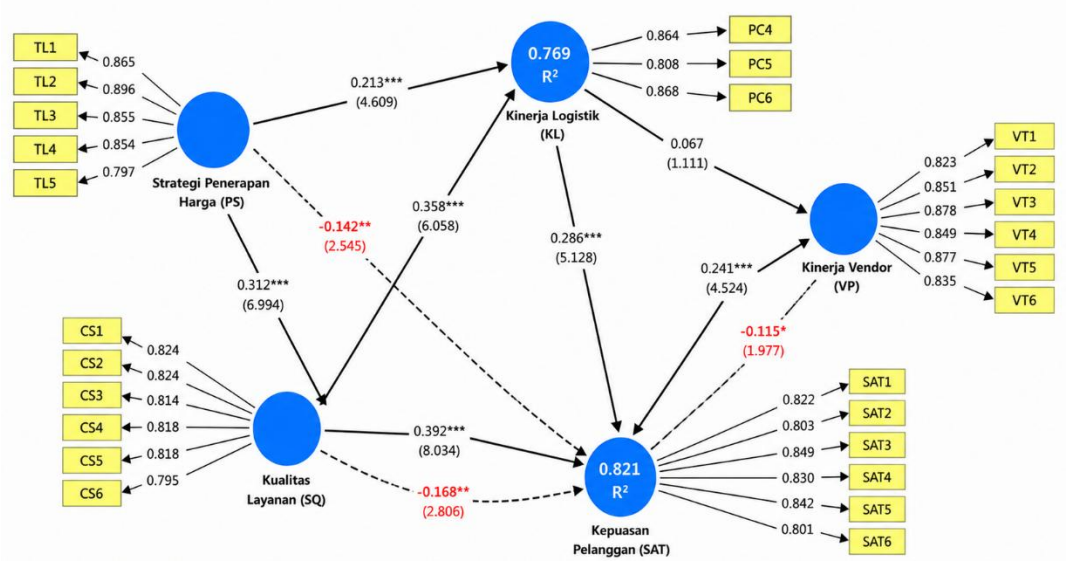
The overall findings derived from the SEM analysis based on 150 respondents indicate that all exogenous constructs exert positive effects on the endogenous variables, with varying degrees of influence. Customer service emerges as the most dominant determinant of customer satisfaction (K. Hidayat et al., 2026), with a coefficient of 0.400, followed by Pricing Implementation Strategy at 0.297 and vendor performance at 0.263. This hierarchy underscores the primacy of service related interactions in shaping customer evaluations, suggesting that responsiveness (Adeyemi et al., 2024)(Nguyen, 2023), communication quality, and problem resolution are more salient to customers than upstream operational factors (Homburg et al., 2005)(Li & Wang, 2024). Customer satisfaction, in turn,

demonstrates a positive effect on Logistics Performance with a coefficient of 0.293, reinforcing its role as a key mechanism through which customer perceptions translate into organizational outcomes (Sharma & Paul, 2022).

In terms of direct effects on Logistics Performance, customer service again shows the strongest influence at 0.384, indicating that relational capabilities extend beyond satisfaction and directly contribute to firm performance (K. A. Hidayat et al., 2026). Pricing Implementation Strategy also exerts a meaningful effect at 0.206, reflecting the role of perceived value in influencing business outcomes (Rahman, 2023b)(Huo, 2022b). By contrast, the direct impact of vendor performance remains relatively limited at 0.052, suggesting that its contribution is less visible to customers and is therefore primarily realized through indirect pathways. The explanatory power of the model is substantial, as reflected in the R square values of 0.837 for customer satisfaction and 0.796 for Logistics Performance, indicating that the model captures a large proportion of variance in both constructs.

Further analysis of indirect effects confirms that customer satisfaction partially mediates the relationships between vendor performance, Pricing Implementation Strategy, customer service, and Logistics Performance (Zeithaml et al., 1996). This partial mediation highlights that improvements in operational performance, pricing strategies, and service quality influence firm outcomes both directly and through enhanced customer satisfaction. The findings suggest that the performance of courier service firms in Riau Province is strongly shaped by the alignment of operational efficiency, pricing decisions, and service delivery, all of which converge through the formation of customer satisfaction. In this context, customer satisfaction functions as a central mechanism that integrates internal capabilities with externally perceived value, ultimately driving Logistics Performance.

Figure 2 presents the structural model results of the study, illustrating the relationships among key constructs, including Pricing Strategy (PS), Service Quality (SQ), Logistics Performance (KL), Vendor Performance (VP), and Customer Satisfaction (SAT). The model highlights both direct and indirect effects, along with their corresponding path coefficients and significance levels. Additionally, the figure reports the coefficient of determination (R^2) for endogenous variables, indicating the explanatory power of the model. This visual representation provides a comprehensive overview of how pricing strategies and service quality contribute to logistics and vendor performance, ultimately influencing customer satisfaction within the logistics context.



Source: Processed by the Author

Figure 2. Non-Linear Structural Model (Quadratic Effect) in PLS-SEM

The results indicate that service quality exerts a positive and significant effect on customer satisfaction (β = 0.392; t = 8.034). However, its quadratic term (SQ^2) is negative and significant (β = −0.168; t = 2.806), confirming a diminishing returns pattern. Pricing strategy similarly shows a positive linear effect (β = 0.312; t = 6.994) but a negative quadratic effect (β = −0.142; t = 2.545), suggesting a concave relationship. Vendor performance also demonstrates a positive linear (β = 0.241; t = 4.524) and negative quadratic effect (β = −0.115; t = 1.977). The model explains 82.1% of customer satisfaction variance, indicating strong predictive capability.

CONCLUSION

This study examines the influence of vendor performance, Pricing Implementation Strategy, and customer service on Logistics Performance through customer satisfaction within the courier service industry. The findings indicate that the proposed model demonstrates strong explanatory power, as reflected in the R square values of 0.837 for customer satisfaction and 0.796 for Logistics Performance. These results confirm that the integration of operational performance, pricing strategy, and service quality provides a substantial explanation of both customer perceptions and firm level outcomes.

Empirically, customer service emerges as the most influential determinant of customer satisfaction with a path coefficient of 0.400, followed by Pricing Implementation Strategy at 0.297 and vendor performance at 0.263. Customer satisfaction, in turn, exerts a positive effect on Logistics Performance with a coefficient of 0.293, indicating that improvements in customer evaluations are associated with enhanced organizational performance. In addition, customer service and Pricing Implementation Strategy demonstrate direct effects on Logistics Performance, with coefficients of 0.384 and 0.206 respectively, whereas the direct effect of vendor performance remains relatively limited at 0.052. These results confirm that customer satisfaction functions as a partial mediator, where the influence of operational and strategic factors on firm performance is transmitted both directly and indirectly through customer perceptions.

From the perspective of industrial engineering and service operations, this study contributes by developing an empirically supported integrative framework that links operational efficiency, pricing decisions, and service quality within a single model. The findings highlight that performance improvement in logistics systems cannot rely solely on internal efficiency, but must also incorporate customer centered evaluation as a core component of decision making. This integrated approach provides a more comprehensive basis for designing performance management systems in service based supply chains, particularly in emerging market contexts.

REFERENCES

Abdelaziz, S., & Munawaroh, M. (2025). Unveiling the Landscape of Sustainable Logistics Service Quality: A Bibliometric Analysis. *Jurnal Optimasi Sistem Industri*, *23*(2), 227–265. https://doi.org/10.25077/josi.v23.n2.p227-265.2024

Adeyemi, O. A., Potticary, M., Sunmola, F., Idris, M. O., Adeyemi, E. O., & Raji, I. O. (2024). A Comparative analysis of service supply chain performance using analytic hierarchy process methodology. *Procedia Computer Science*, *232*, 3102–3111. https://doi.org/https://doi.org/10.1016/j.procs.2024.02.126

Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability. *Journal of Marketing*, *58*(3), 53–66. https://doi.org/10.1177/002224299405800305

Asosiasi Logistik Indonesia. (2023). *Indonesian Logistics Industry Report*.

Azzikra, F., & Zai, I. (2025). Logistics service quality and reuse intention: The mediating role of customer satisfaction. *Indonesian Interdisciplinary Journal of Sharia Economics*, *8*(2), 5943–5967. https://doi.org/10.31538/iijse.v8i2.6396

Brady, M. K., & Cronin, J. J. (2000). Some new thoughts on conceptualizing perceived service quality. *Journal of Marketing*, *65*(3), 34–49. https://doi.org/10.1509/jmkg.65.3.34.18334

Do, Q. H., Kim, T. Y., & Wang, X. (2023). Effects of logistics service quality and price fairness on customer repurchase intention. *Journal of Retailing and Consumer Services*, *70*, 103165. https://doi.org/10.1016/j.jretconser.2022.103165

Gronroos, C. (2015). Service management and marketing: Managing the service profit logic. *Wiley*.

Hakim, B. L., Purnomo, A., & Lestiani, M. E. (2026). Determination of the Performance of the Courier Service Company Through the Integration of Vendor performance, Logistics Pricing, and Customer Service: Testing of Customer Satisfaction Mediation Models. *Strategic Journal of Transportation and Logistics*. https://doi.org/https://doi.org/10.38035/sjtl

Hidayat, K. A., Widjaja, F. N., & Wicaksono, A. P. (2026). The Role of Logistics Service Quality Dimensions in Shaping Customer Satisfaction and Repurchase Intention in Indonesia. *Journal of Enterprise and Development*, *8*(1), 1–16. https://doi.org/10.20414/jed.v8i1.14401

Hidayat, K., Widjaja, F., & Wicaksono, A. (2026). Logistics service quality and customer satisfaction in cross-border e-commerce. *Journal of Enterprise and Development*, *8*(1), 1–16. https://doi.org/10.20414/jed.v8i1.14401

Homburg, C., Koschate, N., & Hoyer, W. D. (2005). Do satisfied customers really pay more? A study of the relationship between customer satisfaction and willingness to pay. *Journal of Marketing*, *69*(2), 84–96. https://doi.org/10.1509/jmkg.69.2.84.60760

Huo, B. (2022a). Operational Flexibility and Logistics Performance. *International Journal of Logistics Management*.

Huo, B. (2022b). The impact of supply chain integration on firm performance: The mediating role of customer satisfaction. *Supply Chain Management: An International Journal*, *27*(3), 456–472.

Kong, J., Chen, Z., & Liu, X. (2022). A Review of Logistics Pricing Research Based on Game Theory. *Sustainability*, *14*(17), 10520. https://doi.org/10.3390/su141710520

Li, T., & Wang, X. (2024). Investigating the role of logistics service quality in customer satisfaction for e-commerce. *Journal of Retailing and Consumer Services*, *81*, 103940. https://doi.org/10.1016/j.jretconser.2024.103940

Liu, X., & Zhang, Y. (2023). Vendor performance and Logistics Efficiency. *Journal of Supply Chain Management*.

Nguyen, T. (2023). Pricing strategy and perceived value in logistics services: Evidence from emerging markets. *Journal of Business Research*, *156*, 113456.

Nguyen, T. (2023). Logistics Pricing and Customer Perceived Value. *Transportation Research Part E*.

Pramudita, A., & Guslan, D. (2025). The impact of logistics service quality on consumer satisfaction in e-commerce distribution. *Journal of Distribution Science*, *23*(2), 109–118. https://doi.org/10.15722/jds.23.02.202502.109

Puspitorini, P. S., Hanifi, N. R. A., & Wahyudi, R. (2025). Re-Use Intention of the Logistics Service Quality Model in Multiple Vendor-Retailers. *International Journal of Advances in Scientific Research and Engineering*, *11*(8), 1–8. https://doi.org/10.31695/IJASRE.2025.8.1

Rahman, M. (2023a). Service quality and Customer Satisfaction in Logistics. *Service Industries Journal*.

Rahman, M. (2023b). Service quality, customer satisfaction, and loyalty in logistics services. *Asia Pacific Journal of Marketing and Logistics*, *35*(4), 789–805.

Rust, R. T., & Oliver, R. L. (2002). Service quality and customer satisfaction. *Handbook of Marketing*, 1–19.

Sharma, D., & Paul, J. (2022). Deciphering the impact of responsiveness on customer satisfaction and behavioral intentions. *Asia Pacific Journal of Marketing and Logistics*, *34*(10), 2052–2072.

Tortorella, G. (2020). Logistics service quality and customer satisfaction in B2B relationships: A qualitative comparative analysis approach. *The TQM Journal*, *33*(1), 125–140. https://doi.org/10.1108/TQM-04-2020-0088

World Bank. (2023). *Logistics Performance Index 2023*. https://lpi.worldbank.org

Yang, Q., Wang, Z.-S., Feng, K., & Tang, Q.-Y. (2024). Investigating the crucial role of logistics service quality in customer satisfaction for fresh e-commerce: A mutually validating method based on SERVQUAL and service encounter theory. *Journal of Retailing and Consumer Services*, *81*, 103940. https://doi.org/https://doi.org/10.1016/j.jretconser.2024.103940

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, *60*(2), 31–46. https://doi.org/10.1177/002224299606000203