

The Quality Of Logistic Service, An Entrance To Consolidating The Customer's Trust A Case Study In The Iraqi Industrial Environment

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Abstract

The aim of this research is to offer an insight to the administrations of the Iraqi industrial companies in their activities relations with their customers; in fact it tested and analysed the levels to the relations and effects between the quality of the logistic services in term of it's dimension, and the consolidation of the customer's trust in one of the Iraqi company. To fulfil this aim, questionnaire was prepared and distributed on 40 persons among the customers of the company under the study, the answers were processed using some statistical tests. The results showed a significant relations between the two variables of the research, also there are a significant effects for six dimensions only in consolidating the customers trust. This research showed that the Iraqi industrial companies need to day a significant indictors that represents keys through which aspects of failure in their activities with the customers.

Keywords Quality of logistic service, Consolidation of customer's trust.

Introduction

The modern scene implies that business organizations in general, and industrial in particular are now facing serious challenges in their environment due to competition stresses behind which different powers stand such as technological development, globalization, and deletion of organizational restrictions, the things that created new attitudes and challenges like the increased expectations of the customer- the core of the dynamic market - to obtain higher quality in the field of positive interaction with his demands via what is known as (quality of logistic service), and this became inevitable now for the administrations of industrial companies in order to be able of survival in the market and to gain a competitive benefit over others (Alemu, 2016), and for the subject of building the quality of logistic service through focusing on the customer as a target, to become an advanced trend day by day to enhance the presentation of the company's services to the customers, and to possess an instrument of distinction from other competitors (Tamang, 2014).

This trend made the administrations of the industrial companies seriously seek the consolidation of the customer's trust through the gate of logistic service's quality being an

essential factor of maintaining long term relationships with him, sustainability of its market share and larger loyalty of its customers to it (Rizen et al., 2014), hence, presenting that service in high quality that exceeds customers' expectations is now a concern for the companies to satisfy their customers and to consolidate their trust in it (Fernandes, et al., 2018). This trend constitutes a modern goal sought by companies and it is the same goal adopted by this study through its quest to shed light on the quality of logistic service in term of its dimensions being an entrance to the consolidation of customer's trust in the industrial company, through studying the status of one of the private Iraqi industrial companies – Al Karawanchi Group for juices, soft drinks and healthy water (Ltd) in Kirkuk-Iraq, which is considered one of the leading companies in its field of production in the Iraqi market. Visits of the researchers to its customers such as supermarkets and distribution agents of its products (about 40 agents), indicated that it is not far from its international counterparts in the subject of logistic service's quality and its role in consolidating the customer's trust, especially in light of what many complaints, and unfriendly attitudes of the logistic service's employees in the company under study reflected, and stated by the customers to the researchers which negatively affected their perspective and their trust in the company. This might be attributed to the heavy demand on the company's products due to the fine quality and the diversity of its products and its competitive prices.

Thus, the problem of this study is determined by the following questions:

- 1- What is the level of relation and effect between the quality of logistic service in term of its dimensions, and the consolidation of the customer's trust in the research company?
- 2- Which of the dimensions of logistic service's quality adopted by the present study had a bigger role in consolidating the trust of the customers under investigation?

Basing on the above mentioned, the approach of this study required it to be constructed into five sections. After the current section, comes section two that tackles the literature review. Section three tackled the research methodology and it included the sample and the style of data collection (design of the questionnaire), research hypotheses and the statistical means exploited in data analysis. Section four presented an analysis of the results of the examination of the study's hypotheses and their discussion. Section five included the conclusion and recommendations.

Literature Review

2.1 Quality of logistic service: The origins of knowledge and concept

Literature in the field of administrative thinking indicated that the origins of researches in the quality of logistic service go back to (Perreault & Russ, 1974, 1975, 1976) who asserted that logistic activities contribute to creating a benefit (temporal, spatial and formal) to the customer, thus, enhance the value of the product via making it available to the customer, and accordingly the quality of the logistic service shall have an effective role in making decision of purchase as many researchers stated (Bouzab et al., 2013; Politis et al., 2009). Also pioneers in this field represented by the research team (Mentzer, Gomes, Krapfle, 1989) gave a conceptual sample of the quality of logistic service which revolves around the quality

of service of the customer and the financial distribution, and they suggested that the last one comprises of three dimensions; (timing, availability and quality of the product) (Xu, et al., 2013; Sharabati, 2014), however, (Bienstock, Mentzer Bird, 1997) mentioned that quality of logistic service is distinguished from others in that it should take alternative dimensions for two reasons; first, the provider of the service and the customer of the service (beneficial) are separate from each other, and second, services are directed to things rather than people. In light of this, they suggest a sample of financial distribution's quality that includes basically technological dimensions (timing, availability and status) based on what the conceptual sample presented for (Mentzer, Gomes, Krapfel, 1989) and previously mentioned (Jang, 2011). Then each (Mentzer, Flint, Kent, 1999) was studied to check the accuracy and validity of the sample developed by (Bienstock, Mentzer, Bird, 1997) mentioned earlier, focusing basically on the logistic side. The study eventually led to a new concept (Modle) of multi- dimensions which they called the quality of logistic service (Alemu, 2016).

Regarding the concept of quality of logistic service, the two researchers in light of their survey of the other researchers' views in this regard found a lack of common perspective for this concept, table (1) demonstrates the different researchers' view points of the concept of logistic service's quality which the two researchers had access to.

Researcher(s)	Researchers' Concept definition
Nilsson & Carlsson, 2003	A process which consists of (9) correlated dimensions; (quality of communication of the employee, flow of the purchased amounts, quality of information, Handling orders of supply, accuracy of supplied order, status of supplied order, quality of supplied order, dealing with the variation of supplied order, timing).
Jirasunantachai, 2010	The capability of the company to deliver the correct amount of the correct product in the correct place and time in the correct condition and the correct price and information.
Zakaria et al., 2010	A logistic financial and operative process in conformity with marketing and is the result of the unique and sophisticated logistic features which are hard to measure or separate.
Jang et al., 2013	An instrument to measure the customer's awareness of the value offered by logistic services.
Meidute Kavaliauskieme, et al., 2014	The result received by the customer of the value offered to them by the logistic services.
Chaisurayakarn, 2015	The customer's awareness of the quality of logistic service which includes (quality of communication of the employee, flow of the purchased amounts, quality of information, handling orders supply, accuracy of supplied order,

Researcher(s)	Researchers' Concept definition
	status of supplied order, quality of supplied order, handling the variation of supplied order, timing).
Ahimbisibiwe et al., 2016	The ability of the company to make a fast and trusted delivery of goods and services hand in hand with maintaining the highest accuracy of the customer's order as well as the response to the complaints, inquiries and claims of the customers.
Sun et al., 2010	Satisfying the requirements of the customers who receive the logistic service.
Fernandes et al., 2018	A number of performance indicators measured by the capacity to distribute the products according to the requirements of the customer.

Table (1). Various opinions of the researcher (s) about the conception of logistic service's quality.

In light of what is shown in table (1) of conceptions related to the quality of logistic service, the present study adopted the following procedural conception (an indicator to the degree of the company's ability to achieve an advanced level of customer's trust through rapidness and authenticity of fulfilling his requests).

2.2 The importance of logistic service's quality.

The researchers who focused on the subject of logistic service's quality showed its importance by way of many references; (Zakaria et al., 2010) sees this quality achieves a competitive merit for the company through adopting the standard of costs in addition to its improvement of its marketing activity, whereas (Giovanis & Tsoukafos, 2013) showed that the quality of logistic service quality is of the commonly used subjects in the last two decades considering its role in increasing the satisfaction of the customer and gaining his loyalty, and accordingly increasing the marketing share of the company. (Micu et al., 2013) mentioned that maintaining the competitive merit of the company in light of the large competition in the markets requires a complete marketing strategy in managing the chain of supply, and consolidating the role assumed by the logistic service's quality in achieving the convenient response of the customer. This quality contributes to the success of the company through increasing the flexibility, and enhancing the level of service offered to the customer, this quality might be considered an essential factor for achieving a competitive merit among the competing companies (Sun et al., 2016) and nowadays it became one of the marketing concepts that help creating a value for the trade mark of the company (Surucu & Ozispa, 2017). This was confirmed by (Ni & Zdao, 2017) when he mentioned that the quality of logistic service not only affects the cost of the operations of the company, its selling rates, its storage level, but also affects its performance, the satisfaction of the customer, the competitiveness in the market, as well as being a source of competing merit for the company in the logistic field and this was mentioned by (Gulc, 2017) when he stated that the quality of logistic service represents one of the decisive factors to determine the satisfaction of customers and the logistic status of the company in the competing market.

2.3 Dimensions of logistic service's quality

Most of the researchers' literature related to our subject agreed (Jirasumnantachai, 2010; Tamang, 2014; Alemu, 2016; Ni & Zaho, 2017; Pungpho & Wanarat, 2017) that the dimensions of logistic service's quality are 9, and the following is a demonstration of the implications of each one:

2.3.1 Quality of the employee's communication (Service employee)

This dimension is related to direction or guidance offered to the customer by the employee responsible for logistic communication of the company (Bas & Kim, 20017), this employee must be of suitable expertise and qualifications to offer the service to the customer (Pungpho & Wanarat, 2017) considering that in most meetings of service, the customers' realizations of the service quality are formed during its presentation to them and their realizations are highly related to the process of service presentation which includes the quality of the employee's communication (Banomyong & Salam, 2002), this means that logistic services need employees who receive the customers' orders and participate in delivering goods to them, let alone the procedures for preparation of their orders. Thus, the dimension of the employee's communication quality became an important dimension in offering the service and consolidating the connection between the company and the customer (Kaleppar, 2006).

Moreover, this category of employees in the company has a role in maintaining a long term relation between the company and its customers, so it was necessary for those employees to possess the knowledge about the whole logistic process and the ways of dealing with unexpected problems and supporting the needs of their customers of logistic affairs, the customer nowadays is paying attention to whether their service employees in the company are fully aware of their needs, sympathetic with their needs and ready to help them in solving their problems in this regard (Kennedy, 2011).

2.3.2 Flow of purchased amounts

This dimension is related to the available amounts of product when a customer submits his order to the company to be supplied (Muhammad et al., 2017) i.e. this dimension is related to the productivity and the level of interaction flexibility of the company with certain ordered amounts by the customer (Mentzer et al., 2001; Jaffar, 2006). Today companies have realized the importance of productivity as a logistic distinctive feature (Nilsson & Carlsson, 2003) to the extent they are capable of satisfying the customers' order directly or at once (Kaleappan, 2006) the thing that make the customer satisfied with the company for his obtaining the requested amounts of the products/product (Lai & Cheng, 2009). The unavailability of the product (stock out) has a big effect on the degree of satisfaction of the customer and his faithfulness, not to mention the financial loss due to lost sales (not making use of chances), taking into consideration the possibility of the company's objection to the amount of orders of the customers when it is unreasonable but before that it should make sure of the real need behind those amounts (Ni & Zaho, 2017).

2.3.3 Quality of information

An expression related to information offered by the company to the customer about the details of its products, that ought to be accurate and comprehensive (Yuan et al., 2014) and this is associated with the level of customers' awareness of the information produced to them by the company about the products they choose (Alemu, 2016), also the quality of information indicates the level of their benefit to the customer to use them as references regarding orders preparation (Muhammad et al., 2017). These information are mainly available in the company's catalogue of products to help the customer decide buying (Mentzer et al., 2001), if the customer was able to get the correct information about the product in the right time and with the right means, he would be satisfied with the company and his trust in dealing with it in the future would increase (Basu & Kim, 2007).

2.3.4 Handling customer's of orders

It is the way of interaction of the company with the orders of the customers being the effective and efficient step to secure these orders and to respond to them (Jaffar, 2006; Lai & Cheng, 2009). To achieve that, the company should make its interaction procedures with the customers' requests effective, simple and easy to follow by the customer and suitable for his level of thinking (Ni & Zaho, 2017).

2.3.5 Accuracy of order supply

It is related to the ability of the company to deliver the products/ requested product accurately regarding the amount as requested by the customer's order (Jaffar, 2006) i.e. not to supply alternative products other than those specified without mistakes or substitution (Sharabati, 2014), accordingly, the accuracy of the order supply will ensure three things; making sure that the delivered products to the customer are free of incorrect products (not specified in an order), incorrect amount and alternative products, in addition to its fitness within the frame determined by the customer in his order (Jalil, 2018) and this requires the company to emphasis on its logistic service employees to deal accurately with the customers' orders and to perform the testing and checking of the submitted orders to ensure their accuracy before starting' delivery procedures of the requested product.

2.3.6 Status of supplied order

This dimension refers to the absence of flaws (damages) in the supplied orders of the products to the customer due to the procedures of transportation and discharging (Tamang, 2017) i.e. the products are received by the customer safely (Pungho & Wanarat, 2017). This dimension, therefore, is related to the condition of the products supplied to the customer, in case the product has some flaws the customer may return it and demand a compensation and this would reduce the customer' satisfaction (Basu & Kim, 2007; Boonchuay, 2013).

2.3.7 Quality of Supplied order

It is the level of damage in products, specifically by their manufacturing processes (Boonchuay, 2013), and the quality of the supplied order includes (Nilsson & Carlsson, 2003):

- The products supplied by the company to the customer are efficient.
- The products fulfill the technical requirements.
- The products match the determined specifications of the product in the company's catalogue.

Accordingly, the quality of the product reflects the degree to which the products of the company satisfy the determined and requested specifications by the customer (Jafar, 2006).

2.3.8 Dealing with the variation in the supplied order

It is related to the company's ability to interact positively with any possible variations in the content of the supplied order (delivered) to the customer, from that specified in his order (Liang, 2008), if not, the customer will certainly ask the company to correct the order supplied and the positive interaction of the company's employees will have positive reflection on the level of trust of the customer in the quality of logistic services (Mentzer et al., 2001).

2.3.9 Timing

It refers to the length of the period between the submission of the customer's order to the company and his receiving of its content (Sharabti, 2014) i.e. timing here represents the ability of the company to supply the customer with his order in the agreed time (Ni & Zaho, 2017). Timing usually includes the short waiting time order, the postponed order and the order which can be fulfilled within the agreed time period with the customer (Basu & Kim, 2007). Timing nowadays became a scale of the delivery quality in the specified time and according to the theory of the customer's value which is one of the basic elements in the relation between the company and the customer (Yinho et al., 2012), and timing can usually be affected with the transportation time and with the time of postponed order of which the products requested by the customer are out of stock (Boonchuay, 2013).

2.4 Customer's trust: The concept and significance importance

The customer's trust expression is related to the expectations held by the customer towards the company in respect of its ability to fulfill its promises, i.e. to fulfill its obligations to the customer (Santos & Fernandes, 2008; Nguyen et al., 2013). Trust is a common concept from the customer's side that the company will fulfill its obligations and promises to the customer as he expects and understands (Gupta & Dubey, 2016). When the trust is in this sense, it makes the customer relies on the company to supply the products it promised him, hence, this trust of the customer towards the company will represent his desire to depend on it based on his belief in its credibility (Setiawan & Sayuti, 2017), and usually the trust of the customer in the company is determined by three factors as follows (Lee & Moghavvemi, 2015):

- Capability: it refers to the belief of the customer that the company has the potentiality to present

him his needs.

-Benevolence (goodness): it refers to the belief of the customer that the company works for his benefit in addition to its motives of gaining profits.

-Honesty: it means the belief of the customer that the company is making agreement with him in good will, and in morally accepted ways in addition to providing him with the accurate information about the product.

Moreover, the trust of the customer in the company represents an essential element in establishing long term relationships with the customer and in increasing the market share of the company, let alone that it makes the customer faithful to the company and committed to his relation with it (Rizan et al., 2014), and the customer- company trust issue would be a way to its continuous success with its customers through the exchange of ideas and information of what is good and what is desired of the products and vice versa, the thing that is considered a way of continuous quest to consolidate the customer's faithfulness to it (Utami, 2015).

3. Research Methodology

3.1 Questionnaire Design

The aim of this study is to find the relation and the effect between the quality of logistic service in term of its dimensions and the consolidation of the customer's trust in one of the industrial Iraqi companies, after comprehensive literature review we move in this section to the frame of work adopted to achieve this field study. Having no ready scale for the variables of the study, we used in this regard a questionnaire designed in a form which takes into consideration all the dimensions of logistic service's quality (first axis) already mentioned and can have a role in consolidating the customer's trust (second axis). The questionnaire comprised (28) questions for the first axis and (6) questions for the second axis. In preparing these questions we relied on researchers' views previously presented in the literature review and the (Likert scale 5) was used for the choices of the answers of the sample's individuals. Table (2) illustrates the details of the points of this adopted scale:

1	2	3	4	5
Very much agree	Agree	Somewhat agree	Neutral	Not agree

Table (2) Questionnaire scaling points

The questionnaire also included an axis dedicated for some demographic features of the study sample, and to check the conformity of the inner congruency of the questionnaire's two axes and the extent to which they express the subject of the study, we used the (Alpha Cronbach) factor which reached 0.81 for the axis of logistic service's quality and 0.83 for the axis of the customer's trust, and these are suitable percentages which give an indication that the questionnaire (study scale) has a high degree of independency to check the variables it was designed for. Additionally, the questionnaire stability was tested before it was finally approved, using (Test-Retest) method by distributing it on a specimen of (10) persons randomly chosen, after collecting the answers it was evident that there was relative clarity of its questions; no fundamental inquiries were raised about it, and after 10 days the questionnaire was given once again to the same specimen and the

correlation factor (Pearson) was calculated for the two answers and found to be 0.86 which is a suitable percentage to give the questionnaire a level of stability and validity.

3.2 Sampling and Data Collection

The population category included in this study in Kirkuk city – Iraq, are customers of the company under study) and they are (40) persons on which the questionnaire were distributed, and they were intended specimen chosen for its direct contact with logistic service’s employees of the company under study in addition to their positive interaction with the researchers to accomplish this study. Table (3) illustrates some demographic features of the specimen.

Age	Less than 25 years	26-30 years	31-40 years	41 years and over	total
Number	3	11	16	10	40
%	7.5%	27.5%	40%	25%	100%
Period of business with the company	Less than a year	2-5 years	6-10 years	10 years and more	total
Number	6	11	14	9	40
%	15%	27.5%	35%	22.5%	100%

Table (3) some demographic features of persons under research

From table 3 we notice that the persons under study (received the questionnaire) have characteristics that qualify them to interact positively with the questions of the questionnaire and they may have serious and accurate contribution to the aspired results.

3.3 Study Hypotheses

The study relied on two hypotheses:

Hypothesis one (H1): There is no significant relationship between the quality of logistic service in term of its dimensions and the consolidation of the customer’s trust.

Hypothesis two (H2): There are no significant effects of the quality of logistic service in term of its dimensions (generally & individually) in consolidating the customer’s trust.

3.4 Data Analysis Technique

The study adopted a number of statistical approaches suitable for its data's nature and for checking its hypotheses by using (SPSS version 23) and these approaches are:

3.4.1 Friedman Test: it is an unmarked test to identify the significant relationship between two unmarked variables, one of them is explanatory variable and the other is response variable.

2.4.2 Wilcoxon Signed Ranks Test: It is an unmarked test used to show the mutual effects between two variables (The two axes of this study generally and individually).

4. Results& Discussion

4.1 Results of the first hypothesis test (H1) and their discussion:

The statistical laboratory used (Friedman Test) to verify or refute this hypothesis

Explanatory/ Response	Dimensions of the quality of logistic service (Generally)	
	Value of calculated Friedman Test	P- Value
Consolidation of the customer's trust	3.600*	0.05

* $p \leq 0.05$ N=40

Table (4) Results of (Friedman Test) for the first hypothesis

From table (4) we notice that the calculated Friedman Test value reached (3.600) at signification level (P-Value 0.05) which equals the signification level adopted in the study ($p \leq 0.05$) and this indicates the existence of a significant relationship between the quality of logistic service in term of its dimensions (generally) and the consolidation of the customer's trust i.e. the company's administration under study realizes the relationship of the quality of logistic service in term of its dimensions in consolidating the customer's trust, accordingly the statistical decision here is to refute the first hypothesis of the study (H1).

4.2 Results of the second hypothesis test (H2) and their discussion:

The statistical laboratory used (Wilcoxon signed Ranks) Test to verify or refute the hypothesis and as follows:

4.2.1 Table (5) demonstrates the results of the significant effects of logistic service's quality in term of its dimensions (generally) in consolidating the customer's trust.

Consolidating the customer's trust		Dimensions of the quality of logistic service (Generally)
p-value	Wilcoxon test (z)	
0.003	2.985*	

* $p \leq 0.05$ N=40

Table (5) Results of (Wilcoxon test) for the second hypothesis on the (general level).

We notice from table (5) that the value of the statistical laboratory Wilcoxon Test/z was (2.985) at signification level (P- Value) of (0.003) which is smaller than the signification level adopted by the study ($p \leq 0.05$), and this means that there are high significance effects of logistic service's quality in term of its dimensions (generally) in consolidating the customer's trust, this can be construed that if the company's administration under study was seeking to enhance its benefits and its competitive position in the market through the quality of logistic service in term of its dimensions (in general), it should take in consideration the extent to which these dimensions affects the consolidation of its customers' trust. Accordingly, the statistical decision here is to refute the second hypothesis (H2) of the study.

4.2.2 The information given in Table (6) illustrate the test results of significant effects' test of the quality of logistic service in term of its dimensions (individually) in consolidating the customer's trust.

Consolidation of the customers trust	Dimensions of the quality logistic services (individually)	Wilcoxon testy calculated/z	P-value
		Quality of the employer's communication	2.761

	Flow of purchased amount	3.334	0.001**
	Quality of information	2.394	0.017**
	Handling customers of orders	2.595	0.009**
	Accuracy of order supply	1.732	0.083 _{N.S}
	Status of supplied order	0.233	0.813 _{N.S}
	Quality of supplied order	3.838	0.000**
	Dealing with variation in the supplied order	1.568	0.117 _{N.S}
	Timing	2.607	0.009**

$P \leq 0.05$

N.S. (Not significant)

Table (6), The Results of (Wilcoxon Test /Z) for the second hypothesis on the (partial level).

From table (6) we notice that the statistical laboratory value (Wilcoxon test/Z) of each of the following dimension of the quality of logistic service (Quality of the employee' communication, flow of purchased amount, quality of information, handling customers of order, quality of supply order, timing) reached (3.761, 2.334, 2394, 2.595, 3.838, 2.607) respectively, at a level of signification (p-value) which reached (0.006, 0.001, 0.017, 0.009, 0.000, 0.009) respectively, and they all are high significance values but smaller than the value of the level of significance adopted in the study ($p \leq 0.05$) and this indicates the achievement of effects which have significant indication of the quality of logistic service in term of its dimensions (the six mentioned dimensions) in consolidating the customer's trust i.e. if the company under study adopted the quality of logistic service in its strategies and activities when dealing with its customers, the six dimensions would have a remarkable effect in consolidating its customers' trust, whereas the value of the mentioned statistical laboratory of the dimensions (Accuracy of order supply, status of supplied order, dealing with variation in the supplied order) (1.732, 0.233, 2.607) respectively, at a level of significance (p-value) which reached (0.083, 0.816, 0.117) respectively, and they all are (non-significant) values larger than the value of level of significance ($p > 0.05$) adopted in the study. This indicates that the quality of logistic service in term of its three mentioned dimensions did not achieve significant effects in consolidating the customer's trust i.e. the company's administration under study if adopted the quality of logistic service in its activities when dealing with its customers, the three mentioned dimensions would have no influence on consolidating the customers trust.

According to these results the statistic decision here is to refute the second hypothesis (H2) of the study regarding the effects of the six dimensions mentioned earlier in consolidating the customer's trust. However, this decision would be to accept this hypothesis regarding the influence of the three dimensions mentioned earlier in consolidating the customer's trust.

5. Conclusion & Recommendations

The results of the test for the first hypothesis of the study, as well as the results of the statistical laboratory (Friedamn), indicated that there is an attention paid by the administration of the company under study to the dimensions of logistic service's quality adopted by the current study, in consolidating the customer's trust. The statistical laboratory's (Wilcoxon Test) results of the second hypothesis also shed lights more accurately on the result of the first hypothesis and revealed the activity of the central role of the quality of logistic service in term of its dimensions

(generally) in affecting the consolidation of the customer's trust and this is an indication on the necessity of the company's realization of the significance of that effect in supporting its quest to maintain its competitive position via consolidating the customer's trust.

Moreover, there was a distinguished role for some dimensions in affecting towards consolidating the customer's trust (six dimensions), and those dimensions constituted points of strength, whereas there were (three dimensions) that have no effect on consolidating the customer's trust and they are points of weakness that their reasons must be studied and treated by the administration of the company under study to maintain its competitive role and its profit as well as consolidating its customer's trust which is the basis for its continuity and existence.

According to what was mentioned before the two researchers suggest on the administration of the company under study the necessity of realizing the importance of consolidating the customer's trust continuously in its activities and one of these activities is the quality of logistic service in term of its dimensions, adopted by the current study, and as the results of the tests of the two hypotheses of the study, to face the challenges of hard competition which the Iraqi market witnesses as well as the multiplicity and diversity of the offered goods accompanied by the rapid increase and multiplicity of the customer's needs; in order to keep the customer attached and to attract others are considered the basis for the company to hold its position in the market. The study also suggests adopting the mechanism it used, to prepare similar studies in the services sector and to make a comparison among industrial companies in different sectors.

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