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Abstract
The rise in globalization has compelled the company to become more competitive in order to survive in this new tough business arena. This competitiveness is not bound to be a better production, indeed it goes beyond this and organizational performance as whole which involves from suppliers until the end users. Third party logistic service providers (or logistic service provider) have becoming a major source of competitive advantage lately as the trend of outsourcing is increasing very fast. This study aimed to explore the impact of using the third party logistic on the organizational performance: supply chain performance, customer performance and financial performance.
To achieve the purpose of this study, a survey which conducted with firms which are currently using the third party logistic within was undertaken. The questionnaire for this study was developed based on the previous studies and then questionnaires were sent to respondents. There were totally 156 respondents participated in this study. To analyze the data and information collected from the respondents, descriptive statistic, factor analysis, multiple regression and correlation were undertaken to explore and investigate impact of using third party logistic service provider on the organization performance. In this study, it found that using the third party logistic provider has overall positive impact on the organization performance. The usage of third party logistic has both direct and indirect positive impact customer service performance. Furthermore, the usage of third party logistic has a large contribution to supply chain performance. It was also found that usage of third party logistic and customer service performance has the positive impact on the financial performance.
Keywords: third party logistic usage, supply chain performance, customer service performance, financial performance and organizational performance.
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