

**A STUDY ON THE IMPACT OF LOGISTIC STRATEGY TOWARDS
CUSTOMER SATISFACTION: A STUDY OF BC
PETROCHEMICAL, MALAYSIA**

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ABSTRACT

This research is about a study on the impact of Logistic Strategy towards Customer Satisfaction. Strategies such as transportation, warehousing, order processing, inventory control and packaging have been identified in order to investigate whether or not these strategy have correlation with customer satisfaction.

The survey is conducted for Bc Petrochemical customers such as Petronas Gas Malaysia, Petronas Carigali Malaysia, Sabah & Sarawak Shell, Sapura Holding, Exxonmobil Malaysia and many more. Those companies come from oil and gas sector. The sample size for this study is 35 customers who are dealing business with Bc Petrochemical. There are 35 questionnaire were distribute and all 35 questionnaire were returned. Data obtained using two methods that are primary and secondary data. The primary data was questionnaire that required the respondents to answer the questionnaire that contain elements which potentially have relationship with customer satisfaction. Data are analyzed using reliability test, frequency analysis, and correlation analysis through SPSS Program.

The result shows that all three out of five strategies from independent variables were significant. The strategies are warehousing, packaging and order processing. Meanwhile transportation and inventory control has no significant correlation with customer satisfaction.

CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

The title of the study is 'The Impact of Logistic Strategy towards Customer Satisfaction'. The main objective of the study was to examine the impact of logistic strategy used by Bc Petrochemical towards customer satisfaction. It was believe that logistic is the most important element in ensuring the satisfaction of customer towards the services given by Bc Petrochemical, so with this study it may help the management of company to evaluate the satisfaction of their customer through the strategy of logistic.

The strategies used by logistic department in Bc Petrochemical were based on the transportation strategy, warehousing strategy, inventory control, packaging strategy and order processing strategy. Those elements need to be measured whether or not it may influence customer satisfaction.