

**THE EFFECT OF THE TPL SUPPLIER'S INFORMATION SERVICE QUALITY ON
THE ONLINE SHOPPER'S PERCEPTION OF SUPPLY CHAIN PERFORMANCE:
EVIDENCE FROM AN EXPLORATORY STUDY**

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RESEARCH ABSTRACT

Information services such as online package tracking provided by third party logistic (TPL) suppliers has become an important area of outsourced service within a B2C e-commerce supply chain system. We posit that the TPL supplier's information service quality influences the customer's satisfaction with the package delivery service and, also, has a strong effect on the customer's satisfaction with the overall online shopping experience. To study these effects, we propose a new theoretical model (as shown in Figure 1) in the current study.

The new model is based on the halo effect (Nisbett and Wilson, 1977) and efficient customer response theory (ECR) (Reyes and Bhutta, 2005). Halo effect research shows that the customer's perception of the value added service provided by the TPL supplier will strongly influence the customer's perception of the core service quality. Consistent with this research, we suggest that the TPL information service quality will have a significant positive effect on the overall TPL service quality. Moreover, according to ECR, when customers develop a perception toward one service provider within a supply chain, they are more likely to transfer the same perception to other service providers in the system. Thus, we suggest the TPL information service quality could strongly influence the customer's online shopping experience. As a result of these perceptual relationships all of the service factors are involved in forming the customer's

perceived effectiveness of the B2C supply chain system. We also posit that the customer's online shopping experience has a significant positive effect on their repurchase intention via the e-commerce website. These relationships suggest that the perceived effectiveness of the supply chain system influence the customer's intention to reuse the TPL logistic service.

A survey based methodology will be adopted to collect data for testing the hypothesis and proposed model. In the questionnaire, we will ask the subjects to rate the TPL information service quality, logistic service quality, their online shopping experience, and the effectiveness of supply chain system in their most recent online shopping experience. They will also be asked about their repurchase intention using that e-commerce website and their reuse intention of the TPL service.

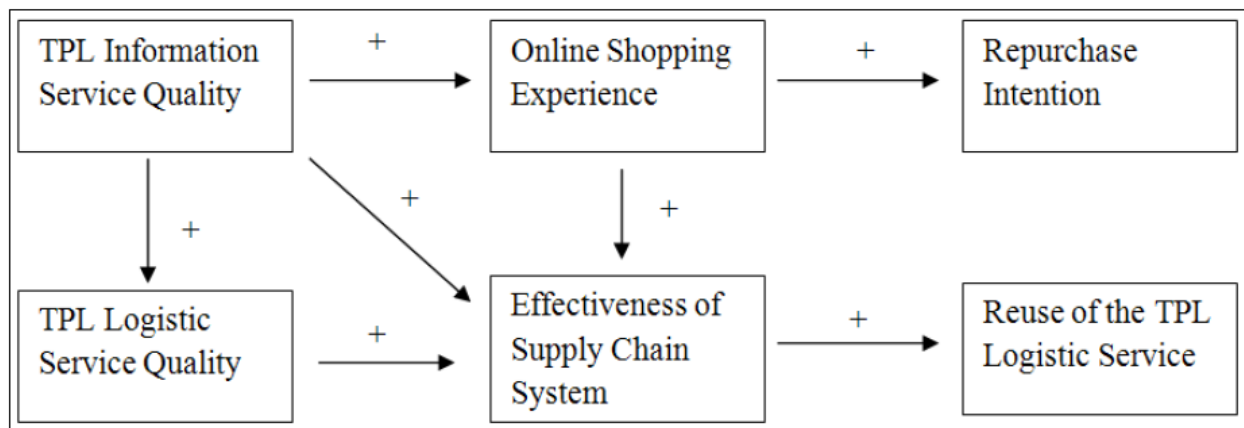


Figure 1: Proposed Research Model

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- Nisbett, R. E., and Wilson, T. D. (1977) The Halo Effect: Evidence for Unconscious Alteration of Judgments. *Journal of Personality and Social Psychology*, 35, pp. 250-256.
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