

Assessment of logistics services quality on international trucking activities of oversized cargo

*V.H. Alkema, Doctor of Economics, Professor,
Head of Management Technologies Department,
“KROK” University
V_alkema@I.ua*

*O.V. Romaniuk, Master's Degree student, majoring in «Logistics»
«KROK» University
exl2010pytnik@mail.ru*

Research methodology. By the systemic approach and logical method the process of transport and logistic maintenance of international motor-car freight transportations with the package of passing services was investigated. On the basis of methods of analysis and specification the criteria of assessment of logistics services quality of transport-logistic services were defined. On the basis of GAP-models of Zeithaml or «models of breaks» the realization efficiency criteria of transport-logistic services were defined. For determination of type of «breaks» in understanding of quality of transport-logistic services the questionnaire of users and enterprise managers in logistics was conducted.

Results. The existent structural and logic scheme of granting of services complex in international trucking activities was analyzed. The improved algorithm of realization of complex of transport and logistics services in the process of realization of international trucking activities of oversized cargo was formed. The essence and peculiarities of the assessment of transport and logistics services quality of this process were disclosed. The group criteria of estimation of quality of transport and logistics services of international trucking were defined. By rating of users opinions the priority quality criteria of transport and logistics services the complexity of services, their availability and reliability were defined.

Novelty. Five types of «breaks» between the proper processes of the transport and logistics system were defined. As a result of research of transport and logistics services quality assessment it was defined, that opinions of clients and managers of enterprise do not coincide in relation to importance of separate criteria of transport and logistics services quality. The priority criteria of quality of transport and logistics services in opinion of users are: the complexity of services, their availability and reliability. Reasons of dissatisfaction of clients of logistic service quality were defined, as well as the appropriate measures on their removal were offered.

Practical significance. Results of the conducted research are the foundation for the development of projects of the functional and organizational restructuring of transport and expeditionary enterprises with the purpose of their services quality improvement in the process of granting of services in trucking activities.