

Aviation Logistics Service Quality (ALSQ) Model in Malaysia: Literature Review and Conceptual Model

Nor Aida Abdul Rahman^{1*}, Mohammad Fakhruhnizam Mohammad¹,
Suzari Rahim², Suhaila Abdul Kadir³, Munzir Khairuddin¹, Jailani Muda⁴

It is well understood that competitive advantage within logistics and distribution within supply chain are driven by value adding aspect of logistics service quality (LSQ). The purpose of this study is to develop aviation logistics service quality model in Malaysia. Both operational LSQ and relational LSQ will be explored. The outcome of ALSQ to both shipper and logistics provider will also be examined. The model develop will be empirically tested using mixed method. The item gathered from literature review will be confirm through interview with the industry before face validity is completed. The main survey will be completed through mail survey to both providers and shippers. This paper is amongst the pioneer that combines LSP literature and LSQ to better understand the LSQ in particular context namely aviation. Our results will extend LSP and LSQ literature with the emphasis on the operational and relational LSQ parameters and it affect to both provider and shipper in Eastern perspective. The findings will also suggest attention on developing and differentiated value proposition that focuses on customer's experiences.

Keywords: Aviation logistics service quality (ALSQ), Logistics service quality (LSQ), Logistics service provider (LSP), Malaysia, operational and relational

Field of Research: Marketing (Supply Chain and Logistics)

^{1*} UniversitiKuala Lumpur, Malaysian Institute of Aviation Technology (UniKL MIAT), Aerospace Department, Lot 2891, Jalan Jenderam Hulu, 43800 Dengkil, Selangor Malaysia.

Email: noraida@unikl.edu.my, Senior Lecturer

²Graduate School of Business (GSB), UniversitiSains Malaysia (USM), Penang Malaysia.

Email: suzari@usm.my Mobile: 6013-4320100, Senior Lecturer

³Department of Entrepreneurship, Faculty of Business and Finance, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia, Email: suhaila0201@gmail.com

⁴ Education Development Division, Ministry of Education, Level 6, Blok E2, Parcel E, 62604 Putrajaya, Malaysia, Email: jailani.muda@moe.gov.my

*Corresponding Author's: Nor Aida Abdul Rahma, Title: Dr., Position: Senior Lecturer, E-mail: noraida@unikl.edu.my