

EXAMINING THE IMPACT OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION WITH CLEARING AND FORWARDING AGENTS IN KUWAIT SHUWAIKH PORT.

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RESEARCH BACKGROUND

In recent years, seaports have encountered numerous challenges due to the changing landscape of global competition. Understanding the critical role, Shuwaikh Port play in international supply chains and logistics processes. As global competition intensifies and container ships grow larger, seaports must adapt their infrastructure and services to maintain efficiency and reliability. The evaluation of ports in a country can be done using different methods. Yeo et al. (2015) discovered a clear connection between PSQ and customer satisfaction. Thai (2016) and Yeo et al. (2015) made significant contributions to the actual management practices in ports by creating a reliable PSQ scale for measuring customer satisfaction. In their study, Limbourg et al. (2016) utilized the five dimensions of the Service Quality (SERVQUAL) model to assess PSQ and highlighted the significance of logistics service providers (LSPs) in delivering excellent services.

RESEARCH PROBLEM, OBJECTIVE, AIM

Research Problem: To determine the impact of service quality dimensions on customer satisfaction with clearing and forwarding agents at Shuwaikh Port in Kuwait.

Research Objective: Investigate how different dimensions of service quality influence customer satisfaction with clearing and forwarding agents at Shuwaikh Port in Kuwait.

Research Aim: Enhance understanding of service quality effects on customer satisfaction and provide recommendations for improvement within Kuwait Shuwaikh Port clearing and forwarding agents.

Research Gap: The lack of studies on service quality and customer satisfaction in Kuwait Shuwaikh Port,

METHODOLOGY

Quantitative research Approach: Quantitative surveys gather data from customer satisfaction with clearing and forwarding agents in Kuwait.

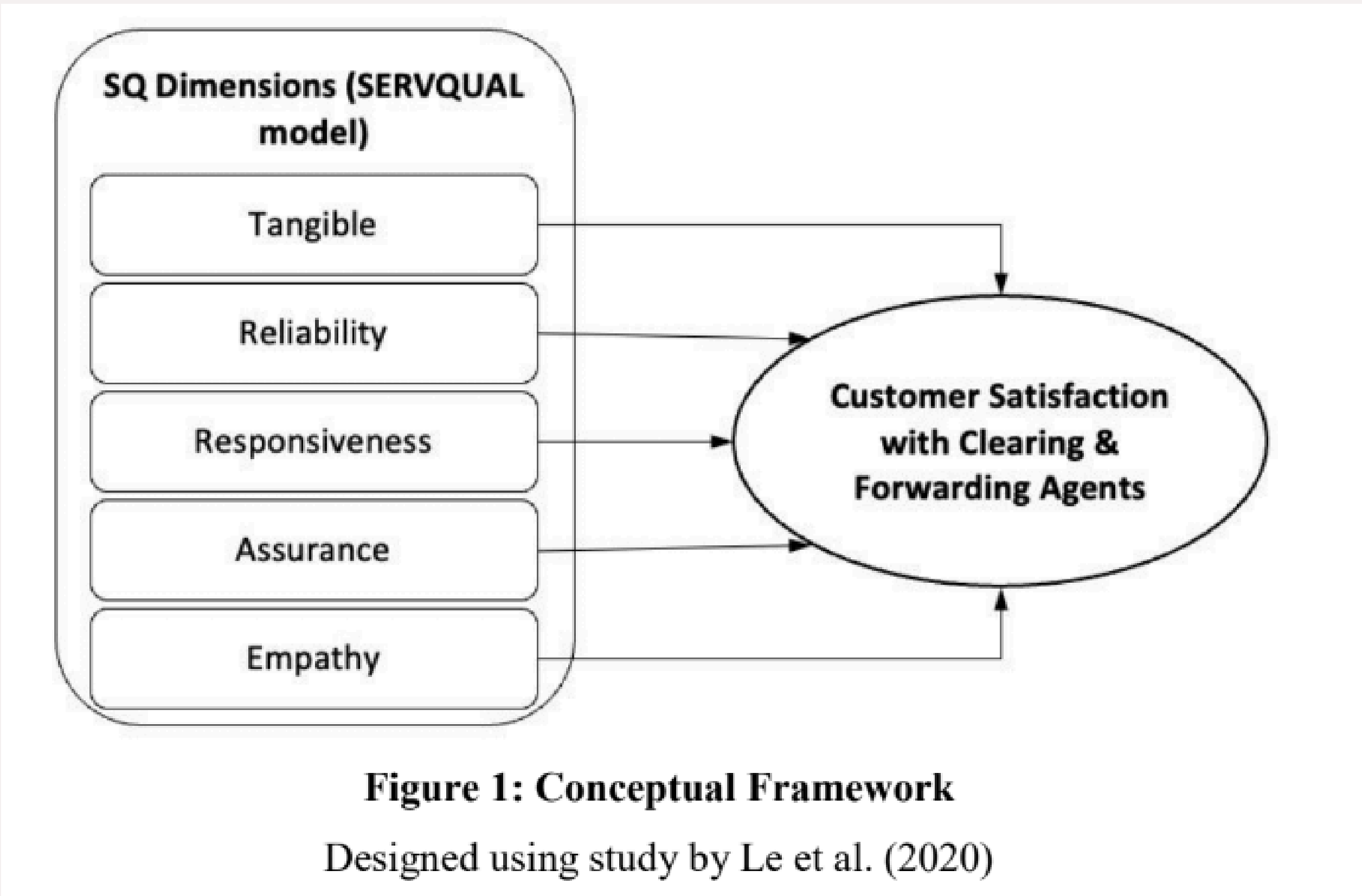
Survey-Based Data: The target population includes approximately 500 businesses and Clearing & Forwarding (C&F) agents to collect empirical evidence on service quality and customer satisfaction.

Data Analysis: SPSS software and various statistical tools to analyze the collected data

Sampling & Sample: The sample for this research consists of a diverse group of customers who depend on and utilize clearing and forwarding (C&F) agents to efficiently and effectively have their products cleared from the ports. These customers come from various businesses. They rely on the expertise and services provided by the clearing and forwarding agents to navigate the complex customs and logistics processes involved in the clearance of their goods.

CONCEPTUAL FRAMEWORK

THE FRAMEWORK IS DEVELOPED BASED ON THE COMPREHENSIVE STUDY CONDUCTED BY LE ET AL. (2020) ON THE INTRICACIES OF PORT LOGISTICS SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION. THE AUTHORS EXAMINE VARIOUS DIMENSIONS OF SERVICE QUALITY AND IDENTIFIES KEY FACTORS THAT CONTRIBUTE TO CUSTOMER SATISFACTION IN THE CONTEXT OF PORT LOGISTICS.



EXPECTED CONTRIBUTION

The expected contribution of this paper is to provide a comprehensive understanding of the impact of service quality dimensions on customer satisfaction at Shuwaikh Port in Kuwait. By applying the SERVQUAL model, the study aims to offer practical suggestions and recommendations for improving service quality among clearing and forwarding agents. This research will fill a significant gap in the literature. It will aid port authorities and industry stakeholders in enhancing service delivery, achieving higher customer satisfaction, and maintaining a competitive edge in the global mark

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