



A Study on Impact of Information Technology on Customer Satisfaction with Special Reference Right Way Logistics at Chennai

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ABSTRACT

Digital technologies are transforming the logistics industry and disrupting traditional business models. New business opportunities related to Industry 4.0 are emerging, so companies must adapt to the new environment. The study presents an application of fuzzy-set qualitative comparative analysis to analyze the future impact of digital transformation on business performance models and the different actors' satisfaction. A wide range of aspects and actors derived from the digital transformation process in the logistics industry are considered. The study covers connected and autonomous driving, mobility as a service, digital information sources in car purchasing, big data, etc. On the other hand, the study analyses the impacts of digital transformation on the automotive industry from the point of view of different actors, ranging from logistics manufacturers, service providers, public transportation providers, and consumers to governments.

KEYWORDS: Business models, gistics manufacturers, service providers

I. INTRODUCTION

Information technology is simple the processing of data via computer: the use of technologies from computing, electronics, and telecommunications to process and distribute information in digital and other forms. Information Technology, or IT, is the study, design, creation, utilization, support, and management of computer-based information systems, especially software applications and computer hardware. IT is not limited solely to computers though. With technologies quickly developing in the fields of cell phones, PDAs and other handheld devices, the field of IT is quickly moving from compartmentalized

computer-focused areas to other forms of mobile technology.

The council of logistic management defines logistics as "that part of supply chain process that plans, implements, and controls the efficient, effective, forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customer requirement". In ordinary language the same can be defined as right product, at the right place, in right time, and in right condition. However supply chain consists of all stages that are required to satisfy the customer request. The latest technologies being used in logistics and supply chain management are segregated into

- Automatic Identification Technology
- Communication Technology
- Information Technology

Logistics is the system designed to add place value and time value (as defined by the customer) to the product. There are important aspects that either flow from this definition or support this definition:

(1) A customer (of a system) is the entity which receives the output of that system.

(2) The customer, and only the customer, defines or determines place and time value.

(3) The customer can be either internal or external.

(4) Value is the thing for which the customer is prepared to pay.

(5) The logistic system will be successful to the degree to which it can add place and time value.

(6) The success of the value-adding process will be determined by the level of knowledge of what the customer needs, i.e. what the customer sees as value.



STATEMENT OF THE PROBLEM

Logistics industry is the executives includes a few exercises like material acquisition, creation planning, and actual circulation system(Logistics),all of which are currently upheld by data frameworks. Business currently needs to adjust their inventory network and plan of action to the changing climate and increment participation and trade of data. These days a firm cannot get by without the utilization of data innovation the more update they will be they will catch the business. For the situation of production network and logistics, the entire framework will broke without IT since it has an unmistakable part in it, it makes the production network exercises more simpler and more effective.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

To study the Impact of information technology on customer satisfaction with special reference Right way logistics at Chennai

SECONDARY OBJECTIVES

- To determine the various technology used in logistics.
- To discuss the impact of technology on logistics.
- To determine how levels of IT usage affect performance of logistic firms in Chennai.
- To establish the influence of cargo tracking and security system on the performance of logistic firms in Chennai.
- To establish how use of IT on customer service delivery system affect performance of logistic firms in Chennai.
- To determine how information integration influence the performance of logistics firms in Chennai.

SCOPE OF THE STUDY

For the purpose of this survey, we define a supply chain relationship as the business to-business relationship between two firms when one firm purchases products/services from the other firm in order to create offerings for a downstream market. In other words, this survey is interested in the supply chains that exchange production-related products/services. Business exchange relationships involving nonproduction products/services (e.g., office supplies for internal consumption) are excluded from this survey.

LIMITATIONS OF THE STUDY

- Respondents are not willing to fill the questionnaire.

- Very often the respondent do not express their true feelings, in such case their habit, preference, practice, cannot be assessed correctly.
- Some of the respondents refuse to give the information best known to them.
- Time was a limiting factor for the study

II. REVIEW OF LITERATURE

Tippling and Kauschke (2022) As the volume of transactions increased each day, it adds up to challenges faced by these logistics firms in growing and meeting up with their responsibilities regardless the profit they are making. While these firms continue to suffer insecurity and inefficiencies, it is a faultless suggestion that the level of technology provided is less of a concern but rather 'how well' the potential users are served when evaluating the introduction of IT based on the objectives it owes. Thus, this study wished to assess the impact of IT on the performance of the logistics industry

Rushton et al (2023) IT integration in logistics, since 1990s has extensively engaged a number of technologies such as enterprise resource planning, barcoding, electronic point of sale, radio frequency identification, electronic data interchange, and office automation system due to their usefulness in the performance of many firms. By maintaining one 'store' instead of several, duplicate inventory costs are eliminated. In addition, e-commerce is very effective at reducing the costs of attracting new customers, because advertising is typically cheaper than for other media and more targeted. Moreover, the electronic interface allows e-commerce merchants to check that an order is internally consistent and that the order, receipt, and invoice match.

Wilson et al (2024) Regardless of the numerous impacts that the integration of IT has brought, consumers have not realised and experienced all of them which resulted in increased detriment to the industry's potential investors and shareholders. That is because today, the logistics firms have not emphasised on critical areas such as ensuring the standardisation of transaction tools but instead are interested in moving and procuring goods from one point to the other while maximising revenue. Thus, the challenge to many firms is to determinedly link information technology with the corporate mission



III. RESEARCH METHODOLOGY

Research methodology is the process of systematic investigation of any management problem is deals with research design, data collection method, sampling plan, and statistical data.

RESEARCH DESIGN: A research design is purely and simply the frame work of plan for a study that grids the collection and analysis of data. The research design would be descriptive and analytical in nature.

Sampling Techniques

The sampling technique used in this study is "Convenience sampling," When the population elements for inclusion in the sample based on the ease of access, it can be called as convenience,

Sample Size: The sample size is certified to its nature of data collection. Data collection is based on

the primary data is 150 respondents are taken as the sample for this study.

DATA COLLECTION METHOD

For this study, primary data and secondary data

(a) Primary Data: Primary data was collected from this study. The primary data was collected by questionnaires from the consumer. In the questionnaires open ended questions, Close ended questions, multiple questions are used.

(b) Secondary Data: The secondary data were collection from different source, In the current content the secondary data was collected through Published Books, Journals, Magazines, and Related Websites.

SATISTICAL TOOLS

1. Simple percentage analysis
2. Chi-square analysis
3. Correlation
4. Anova

IV. DATA ANALYSIS AND INTERPRETATION

ACCESSIBLE BEYOND THEIR WORKING HOURS AND WORKING CONDITION

WORKING HOURS CONDITION	RESPONDENTS	PERCENTAGE
Highly Satisfied	41	27.3%
Satisfied	34	22.6%
Dissatisfied	45	30.0%
Highly Dissatisfied	30	20.0%
Total	150	100.0%

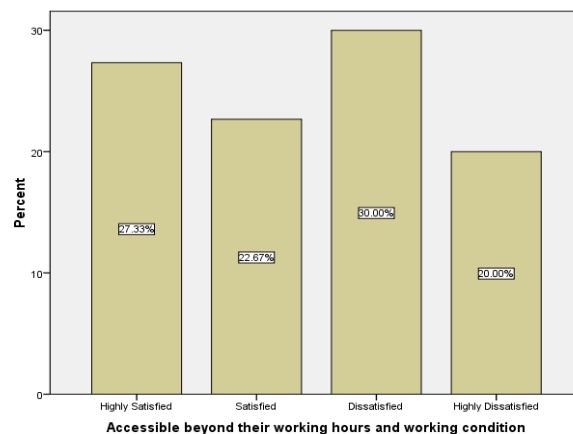
Sources: Primary Data

INTERPRETATION

The above table shows that, 30.0% of the respondents are dissatisfied, 27.3% of the respondents are highly satisfied, 22.6% of the respondents are satisfied and remaining 20.0% of the respondents are highly dissatisfied

Mostly 30.0% of the respondents are dissatisfied with working hours and working condition

ACCESSIBLE BEYOND THEIR WORKING HOURS AND WORKING CONDITION





IMPROVE CUSTOMER SATISFACTION IN OPERATION DEPARTMENT

DESIGNATION	RESPONDENTS	PERCENTAGE
Faster Response Times	51	34.0%
Better Individualized Attention	44	29.3%
More Access on the Go	55	36.7%
Total	150	100.0%

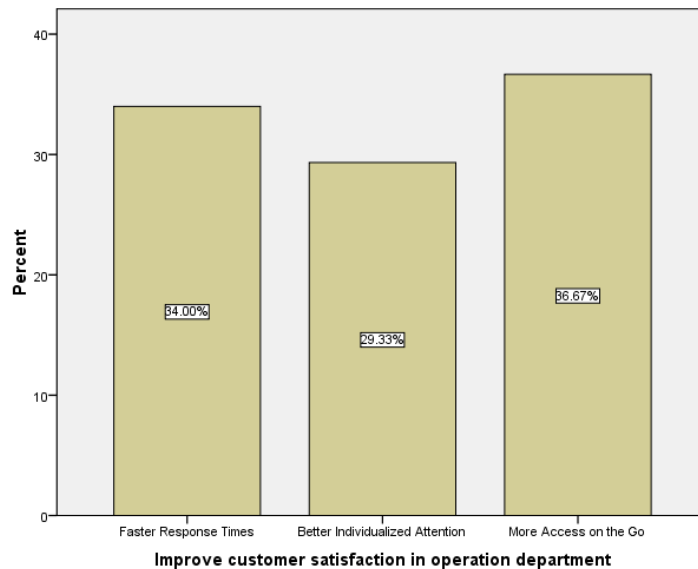
Sources: Primary Data

INTERPRETATION

The above table shows that, 36.7% of the respondents are improve for more access on the go, 34.0% of the respondents are improve for faster response times and remaining 29.3% of the respondents are improve for better individualized attention.

Mostly 36.7% of the respondents are improve for more access on the go.

IMPROVE CUSTOMER SATISFACTION IN OPERATION DEPARTMENT



CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

HO: There is no significance between the educational qualification and Accessible beyond their working hours and working condition

ALTERNATIVE HYPOTHESIS

H1: There is significance between the educational qualification and Accessible beyond their working hours and working condition

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.398E2 ^a	9	.000
Likelihood Ratio	259.812	9	.000
Linear-by-Linear Association	125.661	1	.000
N of Valid Cases	150		



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.398E2 ^a	9	.000
Likelihood Ratio	259.812	9	.000
Linear-by-Linear Association	125.661	1	.000

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.60.

RESULT: Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the educational qualification and Accessible beyond their working hours and working condition.

ANOVA

NULL HYPOTHESIS Ho:

There is no significant relationship between designation of the respondents and the advance planning and scheduling.

ALTERNATIVE HYPOTHESIS H₁:

There is a significant relationship between designation of the respondents and the advance planning and scheduling.

ANOVA

Experience	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	123.138	3	41.046	256.959	.000
Linear Unweighted Term	98.184	1	98.184	614.660	.000
Weighted Deviation	122.805	1	122.805	768.794	.000
	.333	2	.166	1.042	.355
Within Groups	23.322	146	.160		
Total	146.460	149			

V. RESULT

From the above analysis, we find that calculated value of the F-value is a positive 916.187 value, so H₁ accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between experience of the respondents and the IT enables proper identification and communication with customers. The results are **significant** at 4 % level.

VI. SUGGESTIONS

- Update of technology with respect to ERP handling should be strictly practiced.
- The Right way logistics ERP handling procedure should be standardized and employees should be trained accordingly to avoid delays.

- It would be desirable if the ERP complex is provided with increased number of X-ray machines and the staff for screening. Advanced X-Ray machines sufficient of screen big lots should also be installed this can reduce the waiting time at the queue significantly. This will reduce the high dwell time of imports ERP.
- It would be desirable if firm complex implements e-filing of the shipping bill. This leads to reduce paper work and the time involved in transactions can be reduced.

VII. CONCLUSION

“Technology” is vehicle to enhance supply chain competitiveness and performance by enhancing the overall effectiveness and efficiency of logistics system. Hence choosing the right technology for various logistics activities or sub-



processes is very crucial to any business to gain competitive advantage in today's competitive market. The study found that the level of information usage among logistics firms in Chennai contributed to the performance. Use of information technology on security and logistics tracking affected the performance of the firms. Customer service delivery systems improved the way customers are service satisfying them thus improving the performance of the logistics firms. Lastly information integration systems contributed to the performance of logistics firms in Chennai.

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