

Factors Affecting on E-Logistic: Mediating Role of ICT & Technology Integration in Retail Supply Chain in Malaysia

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Abstract:

This purpose of this paper is to investigate the factors associated with the company's technology integration and ICT in e-logistic in the retail supply chain in Malaysia. It will also deliberate the interrelation among electronic and SCL from some main components and applications of IT perspective. This study examines the mediating role of the firm's technology integration and electronic logistic (E-logistic). This study contributes to the formation of knowledge through the development of a comprehensive framework to solve the problems of various E-logistics. Therefore, the current study is useful for E-logistics companies to alleviate retail supply chain satisfaction. The diffusion of innovation theory has widely applied as a complementary theory in the study of the adoption of supply chain technology. In this study, reference made to innovation in the adoption of supply chain technology. Finally, the researchers used slightly different factors in E-logistic capacity, which consist of E-traceability, E-payment, IT capabilities, collaboration, innovation, and technology integration. The current research study was based on a descriptive design and followed a quantitative investigation. The sampling method was used to collect data from all over Malaysia by a cross-sectional study. This is one most recent study for the logistic supply chain. This research shows the E-logistic framework for the retail supply chain management.

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I. INTRODUCTION

In the current decade, e-commerce logistics services have increased dramatically (Hamid et al., 2018; Samander et al., 2017). Electronic logistics consists of several tools used by companies that can be accessed online (Soares et al., 2017). These tools consist of several electronic platforms, an internet portal, an electronic catalog, transaction systems, data repositories, communication tools and a presentation system, as well as purchases and packages of several other software programs for planning, chains of supply, digital maps and electronic learning systems

(Barcik&Jakubiec, 2012; Yusuf &Shehu, 2017). Several studies have highlighted the logistics of several potentials (Cichosz et al., 2017;Hu et al., 2016; Le et al., 2018); However, the performance of a logistics company, especially in Malaysia is not remarkable (Miraz, Molla, Habib &Majumder, 2016). Therefore, the current study is one of the attempts to close this research gap by examining the performance of an electronic logistics company in Malaysia (Abdullah et al., 2019; Miraz et al., 2019). The e-commerce market in Malaysia is a stable and logistics industry with several problems (Shamsi and Syed, 2015;

Ristovska, Kozuharov&Petkovski, 2017). Therefore, the logistics industry in Malaysia lacks comparison with other developing countries such as China, India and Vietnam (Hameed et al., 2018; Xiaomin& Yi, 2017). The most prominent issue in Malaysian's logistics industry includes poor quality of staff services, inappropriate site design, electronic tracking of products needed for customers.

The quality of service of employees has a positive impact on e-logistics (Hua & Jing, 2015; Miraz, Kabir, Habib & Ahmed, 2019). Furthermore, the design of corporate logistic does not represent complete information about the company and the logistics facility, especially the payment system (Miraz& Habib, 2016). Since the availability of information through e-logistic increases satisfaction to logistic consumer (Kausar, Garg, &Luthra, 2017). However, its lack of availability of modern logistic facility and technology adoption increases dissatisfaction among. However, the tracking of the required products also affected company performance (Kidane& Sharma, 2016; Shamsi& Syed, 2015). These problems do not encourage customers to buy something through e-logistics, and some logistic is no assure about the product ordered by the consumer (Srinath, 2017; Hameed et al., 2017). The follow-up is the process of consultation on the status of the requested goods. An inadequate tracking system in Malaysian logistics companies creates a disappointment among customers (Anand& Grover, 2015). All these problems reduce the level of customer satisfaction, which results in lower sales and negatively affects the company's performance (Osasuyi&Mwakipsile, 2017).

However, there is the possibility of overcoming all these problems and improving the performance of the company's electronic market through ICT and IT capabilities (Hameed, 2018a). Most companies are now investing in tracking web-based information because they have certain

advantages (Basheer, Ahmad & Hassan, 2019). Therefore, the issue of monitoring through ICT addressed in this study. However, the company's IT capacity is more critical to manage better the website, which can capture the overall information system and electronic payment (Anyanwu et al., 2016). Therefore, the quality of service of employees can also improve through the company's IT capacity (Chowdhury, Habibullah, &Nahar, 2018).

II. OBJECTIVE OF THE STUDY

The study investigates the determinants of e-logistic firm's performance in Malaysia. However, to achieve this primary objective, the study has the following sub-objectives, as listed below;

1. To examine the factoring affection in E-Logistic firm's performance.
2. To inspect the moderating role of the firm's technology integration and information.
3. To inspect the mediating role of information and communication technology (ICT).

III. SIGNIFICANT OF THE STUDY

Hence, the body of knowledge by filling the gap in the literature through the firm's E-logistic capability and information communication technology (ICT). This study introduced the firm's IT capability as a moderating variable and information communication technology (ICT) as a mediating variable to enhance staff service quality. Thus, the study has vital importance for practitioners and e-logistic firms to boost up their performance by developing useful IT capability and information communication technology (ICT).

IV. REVIEW OF LITERATURE

Logistics facility represents the external image of workers, communication with the consumer, custom-made service impact on the perception of e-logistic services (Miraz, Saleheen, & Habib, 2017; Tanoos, 2017; Miraz et al., 2019). Besides, staff service quality of a company can gain

respect to its consumer, attitude, and communication help to shape the overall quality (Wang & Lu, 2016; Miraz, Hassan & Sharif, 2018). It also guarantees to distribute logistics service refers to the enterprise staff's capability to confirm quality services (Benfang & Feng, 2014).

Service quality is the result of the companies performance. Customers do not meet their expectations about service and their perception of the way the service has performed (Miraz, Kabir, Tuhin & Majumder, 2019). According to this concept, excellence depends on output and process. It introduced the idea of service quality based on physical quality as well as interactive. After that Cichosz et al. (2017) introduced a model for device quality for managing the business or institution (Miraz, Kabir, Habib & Alam, 2019). It has a significant impact on e-logistic, which enhance a firm's performance ICT and IT and all the variable we mentioned in the framework. According to Khan et al. (2013), service quality is mostly comprising of an attribute (Paulraj, Chen & Blome, 2017). This characteristic associated with the staff of the e-logistic company having the attitude, external image of employees and communication (Maldonado-Guzman, Marin-Aguilar & Garcia-Vidales, 2018). The staff service quality generally imitates whether the staff attitude regarding service and communication abilities are effectively meeting the essential quality needs (Miraz, Hassan & Sharif, 2019; Maroofi, Ardalan & Tabarzadi, 2017).

Imran et al. (2018) studied the service quality, its various evaluation standard feature and found that it has a significant influence on profitability. Moreover, Imran et al. (2019) performed a study on a network of logistics service for shopping complex to examine the customer satisfaction index (Nze, Ogwude, Nnadi & Ibe, 2016). The study found that different logistics services

like attitude are the secondary indexes concerning e-logistic customer satisfaction (Kidane & Sharma, 2016). Thus, staff service quality is the essential element to promote logistics which automatically enhance firm's e-logistic performance (Wang & Lalwani, 2007). A study by Hua and Jing (2015), staff service quality has a significant and positive relationship with e-logistic customer satisfaction (Mowlaei, 2017). Thus, staff service quality has a vital role in e-logistic practices (Wang, Gunasekaran, Ngai & Papadopoulos, 2016). It directly influences customer satisfaction which automatically influences on the performance of various e-logistic companies (Andries, Debackere, & Looy, 2013).

V. THEORY

In this study, we choose the underpinning theory is diffusion of innovation theory has been extensively applied as a complementary theory in studying supply chain technology adoption (Kausar et al., 2017; Venkatesh, Thong & Xu 2012). In this study, innovation is referring to supply chain technology adoption. Besides, researchers have used slightly different IT capability factors, which consists of IT infrastructure, IT personnel, IT knowledge, and IT reconfigurability (Kucukkocaoglu & Bozkurt, 2018). These are used to explain the extent of use and usefulness of supply chain technology adoption in an organisation (Kausar et al., 2017) and factors affecting supply chain technology adoption (Kimengsi & Gwan, 2017). Keep in mind of all the facts; the study has the following objectives to be fulfilled within the context of e-logistic of Malaysia (Lan & Zhong, 2018; Mosbah, Serief & Wahab, 2017).

VI. THEORETICAL FRAMEWORK

In this section, we explain the theoretical framework.

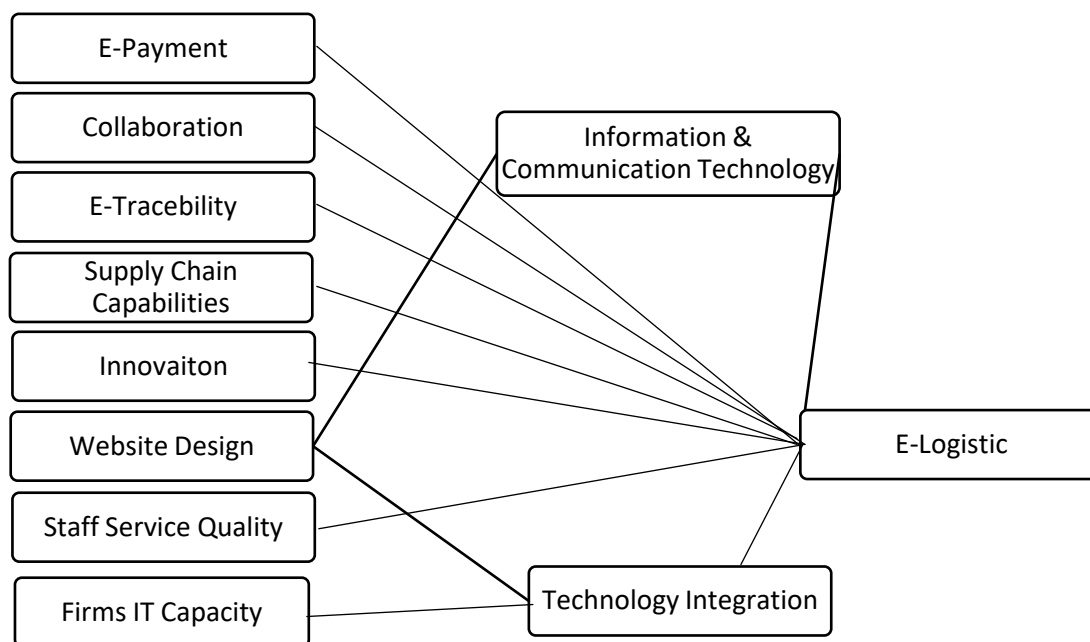


Fig. 1. Theoretical Framework

VII. HYPOTHESIS

H1 E-payment has a positive relation in E-logistic in retail supply chain management in Malaysia.

H2 Collaboration has a positive relation in E-logistic in retail supply chain management in Malaysia.

H3 E-traceability has a positive relation in E-logistic in retail supply chain management in Malaysia.

H4 Supply chain capabilities have a positive relation in E-logistic in retail supply chain management in Malaysia.

H5 Innovation has a positive relation in E-logistic in retail supply chain management in Malaysia.

H6 Website design has a positive relation in E-logistic in retail supply chain management in Malaysia.

H7 Website design has a positive relation in ICT in retail supply chain management in Malaysia.

H8 Website design has a positive relation in technology integration in retail supply chain management in Malaysia.

H9 Staff service quality has a positive relation in E-logistic in retail supply chain management in Malaysia.

H10 Firms IT capacity has a positive relation in E-logistic in retail supply chain management in Malaysia.

H10 Firms IT capacity has a positive relation in Technology integration in retail supply chain management in Malaysia.

VIII. DATA ANALYSIS TOOLS

Thus, 457 questionnaires distributed to the administrative staff of the electronic logistics companies in Malaysia of these 338 questionnaires returned. Of these, 338 The 34 questionnaires were incomplete and excluded from the study. Thus, 304 questionnaires were used to analysis of data. The response rate after data entry was 76.33%, which is convenient to follow analysis (Akter, Wamba & Dewan, 2017). Finally, SmartPLS was castoff as an analytical instrument (Imran, Hamid & Aziz, 2018b; Zhou, Lu & Wang, 2010; Hair, Sarstedt, Hopkins & Kuppelwieser, 2014).

IX. RESEARCH ANALYSIS AND RESULTS

In the first step of analysing the data, reliability and validity examined. In order to examine the reliability, Cronbach's alpha and composite

reliability examined. Cronbach's alpha value 0.70 was considered as the threshold level. Moreover, by following the instructions of Hair and Lukas (2014) stated that 0.70 threshold level for composite reliability considered in this research. In this study, Cronbach's alpha and composite reliability are more than 0.7. Furthermore, factor loading and average variance extracted (AVE) was examined to check the internal consistency and convergent validity. Factor loading should be more than 0.5 (Hair et al., 2010) and AVE should be more than 0.5 (Hair & Lukas, 2014). In the current study shows that value for factor loading and AVE is more than 0.5.

X. FINDINGS

This study examines the effect of staff service quality, website design and e-traceability system on firm's e-logistic performance. Moreover, the moderating role of a firm's IT capability and the mediating role of information communication technology (ICT) examined. It found that staff service quality, website design and e-traceability system had a significant relationship with firm's e-logistic performance with t-value 2.128, 6.117 and 4.576, respectively. The positive β -values of 0.253, 0.089 and 0.114 were found for these direct relationships between staff service quality, website design and traceability, respectively with the firm's e-logistic performance. The positive β -value shows a positive relationship between these three variables and firm's e-logistic performance. It demonstrates that a good staff service quality, appropriate website design and well managed e-traceability system had a significant positive relationship with e-logistic companies' performance. Improvement in all these three elements will automatically enhance the firm's e-logistic performance. Additionally, e-traceability had a moderate effect of 0.147. However, staff services quality and website design had a small effect of 0.043 and 0.038 respectively.

XI. DISCUSSION AND CONCLUSION

The current study has been carried out to address the problem of low performance by the logistics industry of Malaysia (Taqi, Ajmal & Ansari, 2018). This low performance was based on low staff service quality, inappropriate website design and traceability system by e-logistic companies, innovation, E-traceability and collaboration (Nazal, 2017). Therefore, they resolve this issue, and the current study introduced the firm's IT capability and information communication technology. Data collected from the managerial staff of e-logistic companies. All the respondents selected from Malaysia (Mosbah, Serief & Wahab, 2017).

Finally, the study revealed the excellent staff service quality, appropriate website design and well managed e-traceability system had a significant effect on e-logistic companies' performance (Nasiri, Davoudpour & Karimi, 2010). Moreover, it revealed that the firm's IT capability had a significant contribution to improving staff service quality and website design. An excellent IT capability provides a better communication system among employees and customers, employees and employees which can enhance the overall performance (Stevens & Johnson, 2016). A sound IT system is one of the mandatory elements to manage the website in well-managed design which can attract the customers. Moreover, the e-traceability system can improve through information communication technology. Customers can trace their ordered goods by using internet through sound traceability system. Thus, the issue of e-traceability resolved through better information communication technology. Therefore, e-logistic companies should focus on the firm's IT capability and information communication technology (ICT). A well-managed information technology system can resolve the various issue and enhance the overall performance.

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