

How does the Quality of Logistics Service Affect the Trust of Overseas Brands

-- A Questionnaire Study of Small Package Users in Southeast Asia

Wei Wang¹, Zhengzheng Wang²

¹ Shanghai Your Supplychain Management Co., Ltd., Shanghai, China

² Minjiang college attached middle school, Fuzhou, Fujian, China

Abstract: The purpose of this study is to explore the influence of logistics service quality on overseas brand trust, paying special attention to small package users in Southeast Asia. 288 valid samples were collected through questionnaire survey, and Cronbach's Alpha and Bartlett sphericity tests were used to evaluate the reliability and validity of the questionnaire, so as to ensure the reliability of the data and the scientific analysis. The results show that the quality of personnel interaction, logistics information, customized service, logistics cost and commodity operation are all positively correlated with overseas brand trust, which supports all the hypotheses put forward. These findings emphasize the key role of logistics service quality in enhancing consumers' trust in overseas brands, and provide strategic suggestions for logistics service providers and brand managers to improve service quality and enhance brand trust. The research provides empirical support for the relationship between logistics service quality and brand trust, and has important theoretical and practical significance for e-commerce platforms and logistics enterprises.

Keywords: Logistics Service Quality; Trust of Overseas Brands; Southeast Asia; Packet User.

1. Introduction

In the global business environment, the quality of logistics service plays a vital role in building the trust of overseas brands. With the rapid development of e-commerce, consumers have higher and higher expectations for logistics services, which directly affects their trust and loyalty to overseas brands. Logistics service quality not only includes many dimensions such as personnel interaction, logistics information, customized service, logistics cost and commodity operation, but also has complex interaction with brand trust. However, the existing literature on how the quality of logistics service affects the trust of overseas brands is not sufficient, especially in the specific group of small package users in Southeast Asia. This study aims to fill this research gap, and explore the relationship between various dimensions of logistics service quality and overseas brand trust through questionnaire survey and data analysis, in order to provide valuable insights and strategies for logistics service providers and brand managers.

2. Literature Review and Research Hypothesis

In today's global business environment, the quality of logistics service plays a vital role in building the trust of overseas brands. Many scholars have conducted in-depth research on the quality of logistics service and its influence on brand trust from different angles, revealing the multiple dimensions of logistics service quality and its complex influence mechanism on brand trust.

Huma et al found that the quality of logistics service is the key factor affecting customer loyalty through the research of logistics service industry [1]. They pointed out that the improvement of logistics service quality can significantly enhance customers' trust in the brand. In their research, the

quality of logistics service is subdivided into multiple dimensions, among which the quality of personnel interaction is particularly important. Good personnel interaction can provide customers with personalized service experience, enhance the emotional connection between customers and brands, and thus enhance customers' trust in brands. Jang et al further discussed the influence of logistics service quality on customer loyalty in the research of container shipping field [2]. They believe that logistics service quality affects customer loyalty through the intermediary variable of relationship quality, and brand trust is an important part of relationship quality. In their research framework, the improvement of logistics service quality can enhance the quality of the relationship between customers and brands, and then enhance customers' trust in brands. Huang took SF Express as an example in the research of China e-commerce market, and deeply analyzed the relationship between logistics service quality and customer satisfaction and loyalty [3]. It is found that the improvement of logistics service quality can significantly improve customer satisfaction, and then enhance customer loyalty to the brand. In all dimensions of logistics service quality, the quality of commodity operation is an important factor affecting customer satisfaction. Efficient logistics operation can ensure the timely delivery and integrity of goods, which is very important to enhance customers' trust in the brand. Aqabneh found in the study of Palestinian e-commerce consumers that the quality of logistics services has a significant impact on the establishment of customer trust and the promotion of loyalty. He pointed out that the improvement of logistics service quality can enhance customers' trust in e-commerce platform, and then promote customers' repeated purchase behavior [4]. Yen et al also reached a similar conclusion in the study of e-commerce consumers in Hanoi, Vietnam. They found that the improvement of logistics service quality can significantly improve customer satisfaction and loyalty, and brand trust is

an important intermediary variable in this process [5]. Logistics enterprises that can provide personalized services according to customers' needs are more likely to gain customers' trust and recognition.

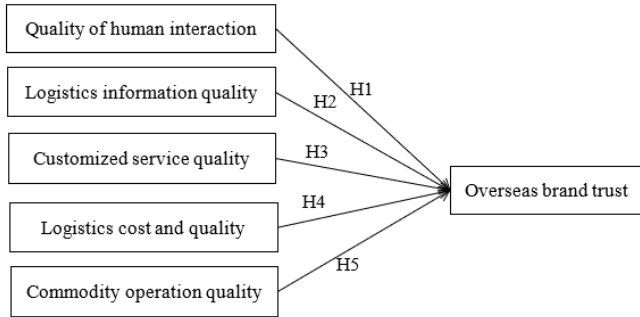


Figure 1. Conceptual Framework

Sann et al. (2024) found that the quality of logistics service has an equally significant impact on customer satisfaction, trust and loyalty [6]. They pointed out that the improvement of logistics service quality can enhance customers' trust in public transport service providers, and then promote customers' reuse behavior. The research of Long and Du et al focuses on the influence of logistics service quality of e-commerce platform on brand loyalty [7,8]. They found that the improvement of logistics service quality can significantly enhance customers' brand loyalty to e-commerce platforms, and brand trust is an important intermediary variable in this process. Among the dimensions of logistics service quality, the quality of commodity operation has the most significant influence on brand trust. Efficient logistics operation can

ensure the timely delivery and integrity of goods, which is very important to enhance customers' trust in the brand.

To sum up, the quality of logistics service has a multi-dimensional impact on the construction of overseas brand trust. Personnel interaction quality, logistics information quality, customized service quality, logistics cost quality and commodity operation quality all affect customers' trust in the brand from different angles. Enterprises should pay full attention to these dimensions, constantly improve the quality of logistics services, so as to enhance customers' trust and loyalty to the brand, and thus stand out in the fierce market competition. Therefore, this study puts forward the following assumptions:

H1: The quality of personnel interaction has a significant positive impact on overseas brand trust.

H2: The quality of logistics information has a significant positive impact on overseas brand trust.

H3: Customized service quality has a significant positive impact on overseas brand trust.

H4: Logistics cost and quality have a significant positive impact on overseas brand trust.

H5: The quality of commodity operation has a significant positive impact on overseas brand trust.

To sum up, this study puts forward a conceptual framework of how each dimension of logistics service quality affects customers' repurchase intention, as shown in Figure 1.

3. Research Design and Methods

3.1. Questionnaire Design

Table 1. Questionnaire Scale

Variable	Item	References
Quality of human interaction	The service personnel of overseas e-commerce enterprises have a good service attitude.	Fan [9]
	The service personnel of overseas e-commerce platforms can handle the consultation on related issues in logistics services in time.	
	Online service personnel of overseas e-commerce platforms will actively pay attention to the order transaction status.	
	Overseas e-commerce enterprises transport and distribute vehicles in a unified standard, and the personnel are dressed neatly and uniformly.	
Logistics information quality	The logistics information provided by overseas e-commerce platforms is sufficient and updated in real time.	Mentzer [10]
	The logistics information provided by overseas e-commerce platforms is accurate.	
	The commodity inventory information provided by overseas e-commerce platforms is credible.	
Customized service quality	Overseas e-commerce platform allows me to choose the way to collect goods (such as self-collection, delivery to designated outlets, etc.)	Xie [11]
	The overseas e-commerce platform can choose the return service methods (such as pick-up at home, self-delivery, etc.)	
	The overseas e-commerce platform allows me to flexibly choose the time to collect goods.	
Logistics cost and quality	The logistics and distribution service fees charged by overseas e-commerce companies are reasonable.	Stank [12]
	When I return goods due to non-commodity quality problems, the cost of returning goods from overseas e-commerce companies is reasonable.	
	Compared with the logistics expenses paid, the logistics service I received is worthwhile.	
Commodity operation quality	Overseas e-commerce can deliver the goods I bought as soon as possible within the promised time.	Stank [12]
	When I sign for the goods, the goods and packaging can be ensured to be intact.	
	The goods delivered by overseas e-commerce are consistent with my order (quantity, color, type, etc.), and the problem can be solved in time and effectively after the order is wrong.	
	Overseas e-commerce can deliver the goods I bought as soon as possible within the promised time.	
Overseas brand trust	I think overseas brands make people feel reliable and honest.	Li et al [13]; He [14]
	I think overseas cards are trustworthy.	
	I trust overseas brands.	

The purpose of this questionnaire study is to explore how the quality of logistics service affects the trust of overseas brands, especially for small package users in Southeast Asia. The questionnaire design is divided into two parts. The first part is the user's basic information, covering gender, age, occupation, monthly average purchase frequency of small bags, etc., in order to understand the sample characteristics. The second part focuses on the scale topics of various variables, including core variables such as logistics service quality and brand trust. The title of the scale is not designed out of thin air, but is adjusted based on the mature scale of previous scholars to ensure scientific and effective. The questionnaire uses Richter scale 5, ranging from "very different" to "very agree". See Table 1 for specific topics. For example, in the dimension of logistics service quality, topics will be set from personnel interaction, logistics information, customized service, logistics cost, commodity operation and other aspects to comprehensively measure the quality of logistics service. The brand trust dimension revolves around the degree of trust in the brand and the willingness to buy again. Through this design, data can be collected accurately, which provides strong support for in-depth analysis of the relationship between logistics service quality and overseas brand trust.

3.2. Data Collection

In this research on how the quality of logistics service affects the trust of overseas brands, data collection is mainly aimed at Southeast Asian small package users, that is, those consumers who have overseas brand purchase behavior in Southeast Asia. In order to ensure the universality and representativeness of the samples, the research team chose the Questionnaires platform to distribute questionnaires, which can quickly cover a large number of target users with its convenience and efficiency. A total of 300 copies of this questionnaire were distributed. Through the well-designed questionnaire content, it covered multiple dimensions of logistics service quality and related issues of brand trust, aiming to deeply understand the real feelings and attitudes of consumers. After a period of hard work, 288 valid questionnaires were finally collected, and the recovery rate reached 96%, which provided a solid foundation for subsequent data analysis and research conclusions.

4. Data Analysis and Results

4.1. Reliability and Validity Analysis

(1). Reliability analysis

In this study, the reliability of the questionnaire was analyzed to ensure the reliability of the results. From the data in Table 2, the Cronbach's Alpha values of all indicators are over 0.7, which shows that the questionnaire has good internal consistency as a whole. The Cronbach's Alpha value of logistics cost quality is the highest, which is 0.803, showing the high consistency of measurement. Cronbach's Alpha values of commodity operation quality and human interaction quality are 0.791 and 0.761, respectively, which also perform well. Cronbach's Alpha values of customized service quality and overseas brand trust are slightly lower, which are 0.735 and 0.725 respectively, but they are still within the acceptable range. Cronbach's Alpha value of logistics information quality is 0.715, which is relatively low, but the overall questionnaire design is reasonable and can effectively

evaluate the impact of logistics service quality on overseas brand trust.

Table 2. Reliability Analysis of Questionnaire

Variable	Cronbach's Alpha
Quality of human interaction	0.761
Logistics information quality	0.715
Customized service quality	0.735
Logistics cost and quality	0.803
Commodity operation quality	0.791
Overseas brand trust	0.725

(2). Validity analysis

When studying the influence of logistics service quality on overseas brand trust, this study analyzes the validity of the questionnaire to ensure the scientificity of the measurement tool. Table 3 shows that the suitable metric of KMO sampling is 0.761, indicating that the data is suitable for factor analysis. At the same time, the approximate chi-square value of Bartlett sphericity test is 1364.584, the degree of freedom is 531, and the significance level is 0.000, far less than 0.05, which shows that there is significant correlation between variables and it is suitable for factor analysis. These results show that the questionnaire design is reasonable, which can effectively measure the quality of logistics service and its impact on overseas brand trust, and provide a solid foundation for further analysis.

Table 3. Validity Analysis of Questionnaire

KMO sampling suitability quantity		0.761
Bartlett sphericity test	Approximate chi-square	1364.584
	freedom	531
	Significance	0.000

4.2. Descriptive Statistical Analysis

In the questionnaire study of small package users in Southeast Asia, the basic information of 288 respondents was collected, including gender, age, occupation and monthly average purchase frequency of small packages. In terms of gender distribution, men account for 55% and women account for 45%, showing that there are slightly more male users than female users. In terms of age distribution, young users aged 18-25 account for the highest proportion, reaching 40%, followed by users aged 26-35, accounting for 30%, users aged 36-45 accounting for 20%, and users over 45 accounting for 10%, which shows that young people are the main consumers in the small package market in Southeast Asia. In the occupational distribution, students and freelancers account for the highest proportion, both accounting for 25%, followed by enterprise employees, accounting for 20%, housewives and other occupations each accounting for 15%, which shows that small package services are widely used in different occupational groups. In terms of the average monthly purchase frequency of small packages, the users who buy them once or twice a month account for the highest proportion, accounting for 40%, the users who buy them three or four times a month account for 30%, the users who buy them five times or more account for 20%, and the users who buy them less than once a month account for 10%, which reflects that most users have frequent demand for small package services.

4.3. Correlation Analysis

According to the data in Table 4, it reveals the significant

positive correlation between overseas brand trust and logistics service quality. The data shows that the correlation coefficient between overseas brand trust and the quality of personnel interaction is 0.784, with the quality of logistics information 0.715, with the quality of customized service 0.813, with the quality of logistics cost 0.764, and with the quality of commodity operation 0.735. All the correlation coefficients are significant at the significance level of 0.01. These results show that all dimensions of logistics service quality have a significant positive impact on overseas brand trust. In

particular, the quality of customized service has the highest correlation with overseas brand trust, which may be because customized service can better meet the individual needs of consumers, thus enhancing consumers' trust in brands. These findings have important implications for logistics service providers, that is, by improving all dimensions of logistics service quality, consumers' trust in overseas brands can be effectively enhanced, thus promoting brand loyalty and market competitiveness.

Table 4. Correlation Analysis of Variables

	Quality of human interaction	Logistics information quality	Logistics information quality	Logistics cost and quality	Commodity operation quality	Overseas brand trust
Quality of human interaction	1					
Logistics information quality	0.461*	1				
Customized service quality	0.526**	0.345**	1			
Logistics cost and quality	0.436**	0.634**	0.361**	1		
Commodity operation quality	0.646*	0.518**	0.485**	0.314**	1	
Overseas brand trust	0.784**	0.715**	0.813**	0.764**	0.735**	1

*P<0.05,**P<0.01

4.4. Regression Analysis

According to the regression analysis results provided in Table 5, there is a significant positive correlation between each dimension of logistics service quality and overseas brand trust. Specifically, the non-standardized coefficient of personnel interaction quality is 0.715, the standard error is 0.064, the standardized coefficient is 0.542, and the corresponding t value is 16.412, indicating that the quality of personnel interaction has a significant positive impact on overseas brand trust. The non-standardized coefficient of logistics information quality is 0.761, the standard error is 0.058, the standardized coefficient is 0.364, and the t value is 21.544, which shows that logistics information quality also has a significant positive impact on overseas brand trust. The non-standardized coefficient of customized service quality is 0.623, the standard error is 0.155, the standardized coefficient is 0.462, and the t value is 22.488, which shows that customized service quality has a significant impact on overseas brand trust. The non-standardized coefficient of logistics cost quality is 0.718, the standard error is 0.249, the standardized coefficient is 0.377, the t value is 19.566, the non-standardized coefficient of commodity operation quality is 0.766, the standard error is 0.364, the standardized coefficient is 0.284, and the t value is 13.462. These two

dimensions also have a significant positive impact on overseas brand trust.

These data show that all dimensions of logistics service quality have a significant positive impact on overseas brand trust. The quality of personnel interaction, logistics information, customized service, logistics cost and commodity operation are all key factors that affect the trust of overseas brands. These factors enhance the trust of overseas brands by improving consumers' satisfaction and trust. In particular, the impact of customized service quality and personnel interaction quality is particularly significant, which may be because they are directly related to consumers' personalized needs and interactive experience with brands. The influence of logistics information quality and logistics cost quality can not be ignored, because they are related to consumers' perception of transparency and cost-effectiveness of logistics process. The high standardization coefficient of commodity operation quality reflects the importance of efficiency and reliability in the process from delivery to delivery to brand trust.

To sum up, the regression analysis results support the hypothesis that H1, H2, H3, H4 and H5, that is, all dimensions of logistics service quality have a significant positive impact on overseas brand trust.

Table 5. Regression Analysis Results of Various Dimensions of Logistics Service Quality and Overseas Brand Trust

Variable	Non-standardized coefficient		Standardization coefficient	t(p)
	B	SE		
constant	2.147	0.163		26.489***
Quality of human interaction	0.715	0.064	0.542	16.412***
Logistics information quality	0.761	0.058	0.364	21.544***
Customized service quality	0.623	0.155	0.462	22.488***
Logistics cost and quality	0.718	0.249	0.377	19.566***
Commodity operation quality	0.766	0.364	0.284	13.462***

P<0.01,*P<0.001

5. Conclusion

Through questionnaire survey and data analysis, this study deeply discusses the influence of logistics service quality on overseas brand trust, especially for small package users in Southeast Asia. The results show that all dimensions of logistics service quality, including personnel interaction quality, logistics information quality, customized service quality, logistics cost quality and commodity operation quality, have a significant positive correlation with overseas brand trust. These findings support the research hypotheses H1 to H5, that is, all dimensions of logistics service quality have a significant positive impact on overseas brand trust. By improving the quality of logistics service, consumers' trust in overseas brands can be enhanced, and then brand loyalty and market competitiveness can be promoted. This conclusion is of great significance to logistics service providers, which means that they need to pay full attention to all dimensions of logistics service quality, constantly optimize service processes, improve service efficiency and quality, meet consumers' needs and enhance consumers' trust in brands. In addition, the research also emphasizes the key role of customized service and personnel interaction in building brand trust, which provides specific guidance and strategies for logistics service providers in service innovation and customer relationship management.

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