

Calidad de los servicios logísticos

Quality of logistics services

Qualidade de serviços de logística

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Resumen

Esta investigación es la segunda parte del artículo “Prestadores de Servicios de apoyo a la exportación en la Comarca Lagunera”, publicado en la *Revista Iberoamericana de Contaduría, Economía y Administración*, vol.5, núm.10, donde se hace un recuento de los prestadores del servicio logístico.

El éxito, la reducción de costes y la satisfacción de los clientes de una organización dependen de un sistema logístico bien gestionado, integrado y flexible, controlado en tiempo real y donde fluye la información de manera eficiente (IDE-CESEM, 2017).

El objetivo de esta investigación es medir la calidad de los servicios logísticos en la Comarca Lagunera de acuerdo a tres dimensiones: conformidad, desempeño y confiabilidad, las cuales a su vez se desglosan en tres áreas: transporte, oficinas gubernamentales e instituciones financieras.

Los principales resultados fueron: 35 % de las empresas encuestadas realiza tanto exportaciones como importaciones, 36 % solamente exporta y 29 % importa; asimismo, 54 % realiza

operaciones de comercio exterior con una frecuencia semanal y el restante 46 % de manera mensual.

Los empresarios señalan que las áreas donde más les afecta la falta de confiabilidad y el desempeño de sus prestadores de servicio son el transporte y la distribución de los productos. Su dificultad para manejar niveles adecuados en el almacén proviene de la incertidumbre con respecto al transporte y los tiempos de recepción de la materia prima.

En términos generales, la oportunidad de mejorar la calidad de los servicios asciende a 57 %, mientras que las áreas de transporte aéreo y servicios financieros alcanzaron la calificación más baja. Por otro lado, 37 % de los exportadores e importadores considera que el precio que pagan por el transporte es elevado dada la contraprestación que reciben.

Otro resultado importante es que 56 % de las empresas encuestadas afirma que no conoce fuentes de financiamiento para la exportación y/o importación, dato confirmado con el ITEM 14 (¿Conoce los servicios que ofrece Bancomext, Pro México?), el cual arrojó que 4 de cada 10 empresas no conocen la gama de servicios que ofrecen estas instituciones.

Palabras clave: calidad, exportación, importación, logística, servicio.

Abstract

This research is the second part of the article entitled "Providers of Export Support Services in the Comarca Lagunera" published in the Ibero-American Journal of Accounting, Economy and Administration, vol. 5, no. 10, where a count of the logistics service providers is made.

The success of an organization, the reduction of costs and the satisfaction of its clients' needs depend on a well managed, integrated and flexible logistics system controlled in real time and in which information flows efficiently (IDE-CESEM, 2017).

This is why the present research aims to measure the quality of logistics services in the Comarca Lagunera according to three dimensions: compliance, performance and reliability, which in turn are broken down into three areas of expertise: Transportation, government offices and financial institutions.

Among the main obtained results the next ones are pointed up:

35% of the companies surveyed carry out both exports and imports, 36% only exports and 29% imports.

54% carry out foreign trade operations with a weekly frequency and the remaining 46% monthly.

Entrepreneurs point out that the areas where the lack of reliability and performance of their service providers impact are the transportation and distribution of products, followed by the difficulty of managing the appropriate levels of warehouse by the uncertainty the opportunity of transportation generates and not less important the reception times of raw material.

In general terms, the area of opportunity to improve the quality of services reports an average of 57%, with air transport and financial services having the lowest rating. 37% of exporters and importers consider that the price they pay for transportation is high in function of the counter-payment they receive.

Another important find is that 56% of the companies surveyed say not to know sources of financing for export and / or import, which is confirmed by ITEM 14 (Do you know the services offered by Bancomext, Pro Mexico?) showing that 4 of each 10 do not know the range of services offered by these institutions.

Key words: quality, export, import, logistics, service.

Resumo

Esta pesquisa é a segunda parte do "apoio Fornecedores de Serviços exportação na Região Laguna" do artigo, publicado na Revista Iberoamericana de Contabilidade, Economia e Gestão, vol.5, no.10, onde a contagem é feita prestadores de serviços de logística.

Sucesso, custos reducción e satisfação do cliente em uma organização Depend-den gestiona-do um sistema de logística flexíveis bem integrada e controlada em tempo real e onde a informação de forma eficiente (IDE-CESEM flui , 2017).

O objetivo desta pesquisa é medir a qualidade dos serviços de logística na região de Laguna de acordo com três dimensões: conformidade, desempenho e confiabilidade, que por sua vez é dividido em três áreas: transporte, escritórios do governo e instituições financeiras.

Os principais resultados foram: 35% das empresas pesquisadas realizada exportações e importações, exportações apenas 36% e 29% de matéria; também 54% faz comércio exterior numa base semanal e os restantes 46%, numa base mensal.

Empresários afirmam que as áreas mais afetadas pela falta de confiabilidade e desempenho de seus prestadores de serviços são o transporte e distribuição de produtos. Dificuldade em gerir os seus níveis adequados na loja vem da incerteza quanto ao transporte e tempo de recebimento da matéria-prima.

De um modo geral, a oportunidade de melhorar a qualidade dos serviços é de 57%, enquanto que as áreas de transporte aéreo e aos serviços financeiros alcançou a classificação mais baixa. Por outro lado, 37% dos exportadores e importadores considera que o preço que pagam para o transporte é elevado dada a consideração que recebem.

Outro resultado importante é que 56% das empresas pesquisadas afirmaram que há fontes conhecidas de financiamento para exportação e / ou importação de dados confirmados com o item 14 (Você conhece os serviços que Bancomext oferece, Pro México?), Que mostrou que 4 em cada 10 empresas não sabem a gama de serviços oferecidos por estas instituições.

Palavras-chave: qualidade, exportação, importação, logística, serviço.

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Introduction

The current technological advances in the market facilitate the productivity of the processes in the companies and commercial sectors. There is a wide variety of services offered to companies that wish to export or import, so it is good to know the degree of satisfaction of users of logistics services and support for exports and imports.

Up to June 2016 the value of merchandise exports at the national level was USD 31 942 million, ie USD 30 326 million of non-oil exports and USD 1 617 million of oil exports (INEGI, 2017). According to this data, 94.94% of exports are made by the business sector (that is, 3.51% agricultural sector, 30.25% automotive manufactures and 59.94% non-automotive

manufacturing), hence the importance of having the infrastructure and services of Quality products that support export.

On the other hand, 80% of the lagunera agricultural production that is obtained from protected agriculture is of great quality, so it can be sold in the international market (Milenio, 2014). In addition, according to data from the Directorate of Economic Development, 30% of companies in the Lagunera Region export their products (Cia. Editora de la Laguna S.A. de C.V, 2017).

The following authors define "service" in the following ways:

For Fisher and Navarro (1994), service is "a type of economic good that constitutes what it tertiary sector, everyone who works and does not produce goods is supposed to produce services." For its part, Cantú (2011) mentions that "a service is the activity or set of activities of almost always intangible nature that is performed through the interaction between the client and the employee and / or the physical facilities of service, in order to satisfy A desire or a user need ". Kotler (2007) enunciates it as "any activity or benefit that one party offers to another; Are essentially intangible and do not give rise to ownership of anything. Their production may or may not be linked to a physical product. "

The quality of services is one of the factors that most influence in the expansion and triumph of the companies in front of the competition (Gestión de los servicios socio-sanitarios, 2015).

A quality service guarantees everyone, both companies and consumers (Principios de Gestión de Calidad, 2014):

Quality service is something that never ends, as it should always tend to improve. It is necessary to apply very high quality standards. The service should be good enough to differentiate one company from the other.

The quality of the services is achieved with a staff involved, aware that an error is an excess, and therefore something to be avoided. For this it is essential to have a good working environment, with well experienced staff, with an attitude of delivery to perfection and, above all, a leadership that leads the process.

The benefits of quality (Principles of Quality Management, 2014) are:

- Short term: greater profit for the company due to a greater sale and increase of its price.
- In the long term: the company starts to grow.

What are logistic services?

Logistics is a network of means, methods and infrastructures in charge of guaranteeing the storage, transport and delivery of goods and services. It is intimately related to the means of transport, since it is the means of sending goods and merchandise to another geographical area (Paul R. Murphy Jr, 2015).

A logistic operator is a specialized company that a company subcontracts to act as its logistics department. There are several types of logistics operator (Paul R. Murphy Jr, 2015):

- 1PL: First Party Logistics. They are those operators who deal only with the transport of goods; Transport companies that move their units to the warehouse of the company that has contracted its services to distribute its products.
- 2PL: Second Party Logistics. It deals with the transport and storage of the merchandise. It manages distribution and storage, so it has transport units and one or several warehouses.
- 3PL: Third Party Logistics. These logistic operators manage and verify the entire logistics process to maximize the production and distribution of the company that contracts its services.
- 4PL: Fourth Party Logistics. The operator is in charge of optimizing both logistics management and the supply chain.

What is export?

It is any good or service sent outside the national territory. Thanks to this, micro-enterprises have the opportunity to expand in their own continent and even in others. The growth of a company means greater demand for personnel and labor, which creates many opportunities for performance, as well as greater investment and economic benefits (Customs, 2010).

Purpose of the export: to ensure the continuous growth of the company that sells in other countries. The export activity is a sale and in the market economy its main objective is to achieve profits for the company that makes export sales. Increasing profits is the fundamental motivation of all exports (Mercado Hernández, 2012).

The company diversifies risks, experiences in the world market the variations of the taste of the consumers and the novelties of the products of the competition, learning in the great school of the international trade the most recent systems and ways to sell and to increase sales, to improve its products And obtain a series of advantages ranging from possible sources of external financing to a better image in the domestic market (Mercado Hernández, 2012).

What is import?

It is the purchase of a good or service that comes from a foreign country. All importation allows to buy products that are not elaborated in the country or of which there is scarcity; May be cheaper or of better quality (Customs, 2010).

What is banking?

They are the entities or institutions that provide the banking service within a given economy. This term is used synonymously or equivalent of the concept of bank, that is the organization whose function is to take the resources or money of the people, companies or other type of organizations and with them to grant credits to those that request them; That is to say, they perform two fundamental activities: recruitment and placement (Banco de México, 2017).

First floor benches

Institutions legally authorized to carry out savings, financing, mortgage and capitalization operations. They have a direct relationship with customers (Jhon Fredy Rave, 2017).

Second floor benches

Funds created by the government for the development of some sector of the economy in particular. Its main characteristics are that they do not operate directly with individuals and that they obtain credits through private credit institutions. Hence the origin of the name "second floor banks", that is, there is no treatment or direct access to individuals (John Fredy Rave, 2017).

Customs broker

It is the individual authorized by the Ministry of Finance and Public Credit through a patent to promote the dispatch of merchandise in the different regimes provided by this law. It is not a public official, but a member of the private initiative that cooperates with the Ministry of Finance to control the entry and exit of goods, the correct payment of contributions and compensatory fees (Confederación de Asociaciones de Agentes Aduanales de la República Mexicana, 2017).

The customs agent is one of the main strategic allies of Mexican companies since they are provided with a "customs outsourcing" service, which allows the companies to reduce important costs of operation and control of their operations and to the federal treasury to assist with the fiscalization And collection of contributions to foreign trade. Interestingly, customs agents collect 44% of national VAT. In addition, the customs agent (Confederation of Associations of Customs Agents of the Mexican Republic, 2017) verifies the following:

- Permission to import before the Ministry of Economy.
- Certificates of origin.
- Treaties and trade agreements that Mexico has signed with other countries.
- Official Mexican Standards.
- Health authorizations.
- Sanitary or phytosanitary permits.
- Environmental protection authorizations.
- Commercial information labeling.
- Country of origin marking.
- Inspections of various authorities.

According to the Bank of Mexico, the total merchandise imported and exported annually to the country is equivalent to 67% of Mexico's Gross Domestic Product, which explains the importance of the figure of the customs agent.

Models of measurement of the quality of customer service

The Nordic school

This model, also known as corporate image, states that the quality perceived by customers is the integration of technical quality (what is given) and functional quality (the way it is given), which are related to the image Corporate governance. The image is a basic element to measure the perceived quality, therefore, the customer is influenced by the result of the service, but also by the way it receives it and the corporate image. All this studies transversely the differences between the expected service and the perception of the service (Grönroos, 1994).

A good evaluation of the perceived quality is obtained when the quality experienced meets the expectations of the client, that is, satisfies it. Likewise, the excess of expectations generates problems in the evaluation of the quality (Grönroos, 1994).

Unrealistic expectations contrasted with quality experienced as good can lead to a perceived total quality as low. Expectations or expected quality, according to Grönroos, are based on factors such as marketing communication, recommendations (mouth-ear communication), corporate / local image and customer needs.

Components (Grönroos, 1994):

- Technical quality focuses on a technically correct service that leads to an acceptable result. It is concerned with everything concerning physical support, material means and internal organization (the way the consumer receives the service).
- Functional quality is the way consumers perceive the company; Is the company's corporate image. It is the perception of the technical and functional quality of the services provided by an organization and, therefore, influences the overall perception of the service.

American school

It affirms that there are five dimensions that determine the quality of the service (A. Parasuraman, 2017):

- Confidence or empathy: sample of interest and level of individualized attention offered by companies to their clients (grouping the previous criteria of accessibility, communication and user understanding).
- Reliability: ability to perform the promised service reliably and carefully.
- Responsibility: security, knowledge and attention of employees and their ability to inspire credibility and trust (grouping the former dimensions of professionalism, courtesy, credibility and security).
- Responsiveness: willingness to help clients and provide them with fast service.
- Tangibility: appearance of physical facilities, equipment, personnel and communication materials.

In order to evaluate perceived quality, these general dimensions are defined, which define that perception is a consequence of the difference between the expected and the perceived consumer.

Parasuraman, Zeithaml and Berry (2017) define vacuum or gap as a series of discrepancies or deficiencies regarding the perceptions of the quality of service of executives and the tasks associated with the service provided to consumers. These deficiencies are the factors that affect the inability to offer a service that is perceived by customers as high quality.

Method

The investigation was carried out in the Comarca Lagunera, an area located in the Bolsón de Mapimí and Lagunas de Mayrán-Viesca. It is conformed by 6 municipalities of the state of Coahuila and 14 of the state of Durango. Within it is Mexico's ninth most populous metropolitan area, considered one of the youngest and fastest growing conurbations in Mexico (INEGI, 2017). The type of research is descriptive. The study comprises three dimensions: conformity, performance, reliability. The 3 dimensions were broken down into 3 domain areas (transportation, government offices, financial institutions). Instruments called "Quality of logistics services in the Comarca Lagunera" were developed, validated with Alpha Cronbach

with a result of $[a = 0.897276]$. The determination of the sample was: 104 surveys for 20 items (Cervantes, 2005), with the sample size in relation to the number of items: rule: between 5 and 20 surveys per item. The sample size was between 100 and 400 surveys.

The data used were: exporters and importers of the Comarca Lagunera settled in the directory of PROSEC, the Ministry of Economy. The instrument applied to the statistical program was captured, and statistics and analysis of results were produced.

Results

Qualitative paradigm

According to the objective of the research, 3 dimensions (conformity, performance, reliability) were selected, which were broken down into the following 3 domain areas:

Means of transport: an efficient transport and the compression of its operating rules is a potential to improve competitiveness in companies.

Government Offices: It is of the utmost importance that both exporters and importers are aware of the accumulation of regulatory requirements that imply a commercial exchange, ranging from the tariff fraction to the phytosanitary regulations that must be complied with. For each type of procedure there is an instance responsible for taking care of this, so the quality of the service they provide is fundamental to the successful completion of an international trade operation.

Financial institutions: the services they offer range from issuing a letter of credit, factoring and credit to working capital, a fundamental support to international trade. It is also important to highlight the role played by development banks, whose main function is to provide financial services to priority sectors for the country's economic development, which is why this research includes it in the evaluation of services.

Quantitative

The answers to the questionnaire "Quality of the logistic services in the Comarca Lagunera" were captured and later analyzed using computational software of statistics, which allowed to evidence the capture and in turn to deliver the corresponding statistical information.

According to these data:

- 35% of the companies surveyed carry out both exports and imports, 36% only export and 29% imports.
- 98% of respondents are familiar with the term logistics and even manage it within their organizations.
- 54% carry out foreign trade operations with a weekly frequency and the remaining 46% on a monthly basis.

To the specific question asked to the entrepreneurs about whether they identified the type of problems caused by the quality of the logistics services, only 1% answered no, while the remaining 99% were clear about the areas in which they impacted. The lack of reliability and performance of their service providers. Figure 1 shows the predominance of transport and distribution of products, followed by the difficulty of handling adequate levels of warehouse due to the uncertainty about the transport and the reception times of the raw material.

On the other hand, 5% of the respondents use multimodal transport, with the terrestrial one being the most predominant (graph 2).

Figure 3 shows that the area of opportunity to improve the quality of services reports an overall average of 57%, with air transport and financial services having the lowest rating. Only the financial service, land transport and the services of the customs agencies reached a rating of excellence, although a very low percentage (1%).

On the other hand, 86% of the respondents consider railways to be appropriate, while 14% say that they need to be improved, and 37% of exporters and importers consider that the price they pay for transport is high, taking into account the Consideration they receive.

Two out of ten companies replied that export costs are generally high, and two in ten businessmen rate interest rates as very high; In addition, 56% of the companies surveyed said they did not know the sources of financing for export and / or import, which is confirmed by ITEM 14 (Do you know the services offered by Bancomext, Pro Mexico?), Which showed that 4 Every 10 do not know the range of services offered by these institutions.

The agency that obtained the worst rating in the opportunity of the services that it offered were the offices of government with 30% (graph 4). And the best qualified were the customs agencies, with the observation that they should extend their service 24 hours in the freight dispatch.

On the other hand, 8 out of 10 companies have border agreements or links.

Conclusion

The reasons why a company decides to initiate itself in the process of exportation and importation are very varied: diversification of markets, gain experience and strategic alliances, search for sales in greater volume, make economies of scale, gain competitiveness, technological exchange, reduce risk Of a single market, search for greater profitability, among others (PROCOLOMBIA, 2017).

The main players in this process are the logistics service providers, since they must carry out an international trade operation.

The quality of the logistics service providers adds to the quality of the service provided by the company to its customers. According to the data obtained by the present investigation, the service providers that serve the Comarca Lagunera report an area of opportunity of 57% to improve their performance.

Proper management of goods and services flows is of paramount importance, not only to reduce the costs associated with the processes of supply, production and distribution, but also to provide a quick response to customer requirements.

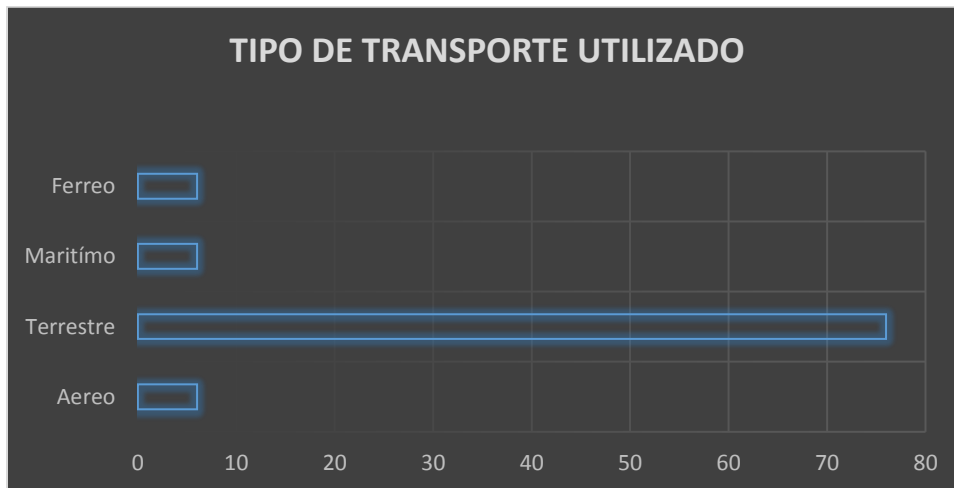
Graphics

Graph 1. Problems with logistics services.



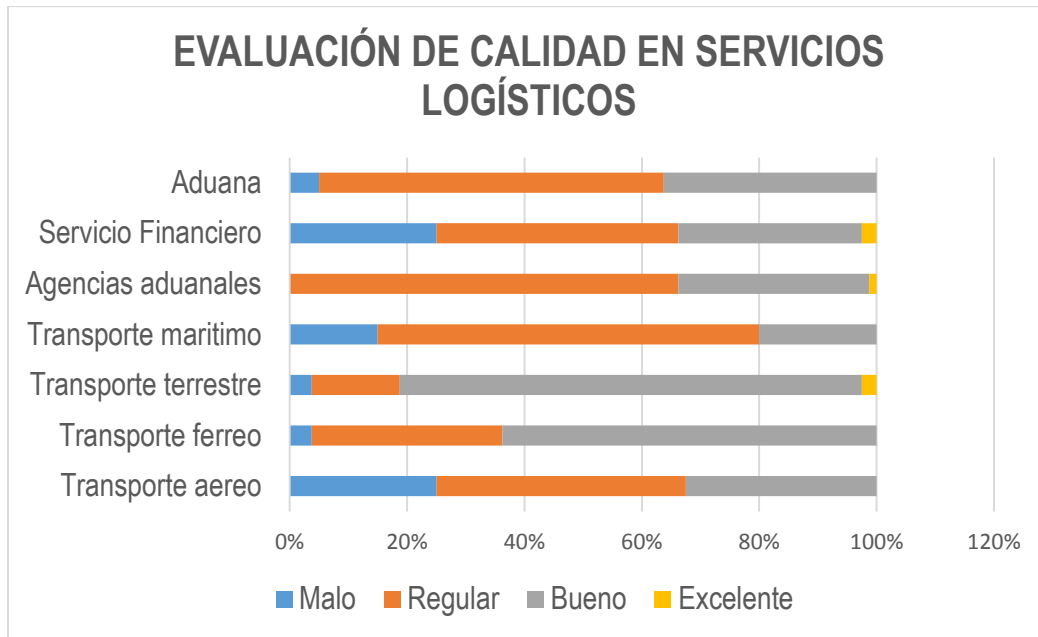
Source: elaboración propia.

Graph 2. Most used type of transport in exports and imports.



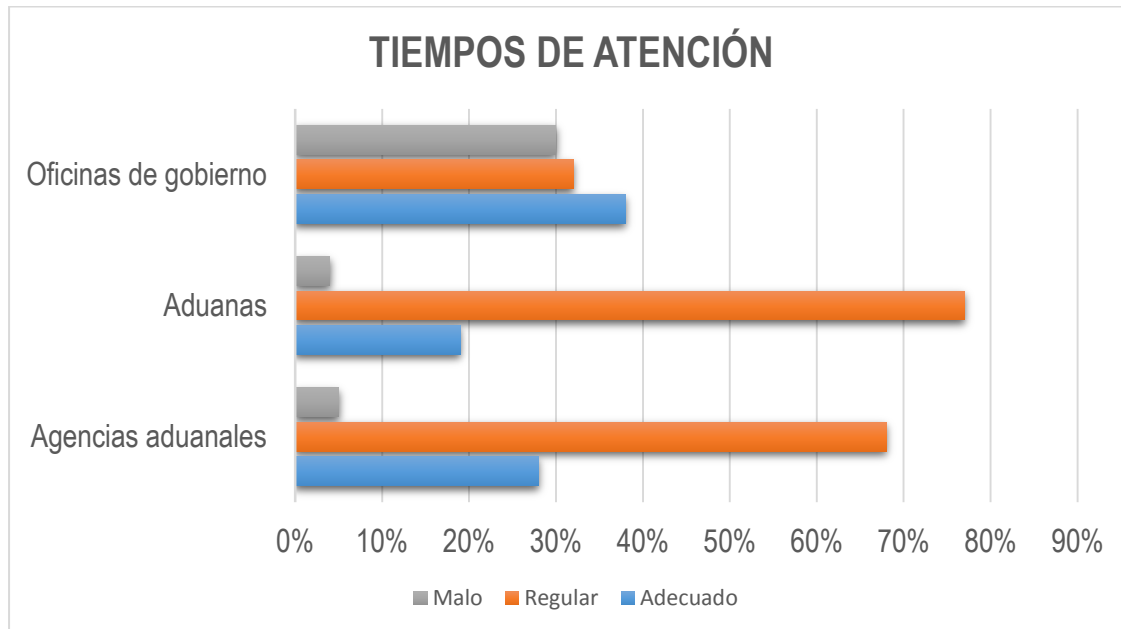
Source: elaboración propia.

Graph 3. Evaluation of the quality in the logistics service.



Source: elaboración propia.

Graph 4. Times of care in the logistics service.



Source: elaboración propia.

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