

# A Study of the Armed Forces Logistics Policy - Taking the Utilization of Warehouse as an Example to Research the Relation

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## ABSTRACT

This research takes the down sizing and operation process simplification faced by the MND of R.O.C. as precondition, to inquire into the relationship (affection) between wholesalers service quality felt by troops and customer satisfaction of the subordinate armies' usage of "consumable parts supply agreement" signed with commercial wholesalers, and the objects of this research are officers, soldiers and employees who work in the Army, Navy, Air Force, and Combined Logistics Command, which uses the supply agreements. The questionnaire is utilized as research method. 450 questionnaires were sent out, 311 were recovered. After statisticing and analyzing the data via t-examination and variation, the conclusions are as follow: The key point of satisfaction of commercial "consumable parts supply agreement" and service quality from the user units is related to the five factors of service quality: visibility, reliability, response, assurance, and concern, and it's predictable. From here, it's understood that if the contractors are able to keep upgrading or improving the five factors of their service quality, the integrated customer satisfaction from user units will be increased. The commercial businesses usually ignore military organization characteristics and limitation under the impact of national logistics transformation, fast and diverse civil environmental changes. Through the methods of this research, we found that there are still a lot of issues of service quality and customer satisfaction from the military authority need to be re-analyzed. The suggestions of this research provide important references of logistics policy correction to the MND military command departments and subordinates.

Keywords : supply agreement ; service quality ; customer satisfaction ; wholesaler ; logistics policy

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