

THE INFLUENCE OF LOGISTICS PROCESSES ON THE FORMATION OF CONSUMER VALUE AND CUSTOMER LOYALTY*Mamatkulova Shoirra Djalolovna**Candidate of Economic Sciences,**Associate Professor of the Marketing Department,**Samarkand Institute of Economics and Service*

Abstract: Our article examines the impact of logistics processes on customer value and loyalty. We examine key logistics elements, including supply chain management, delivery speed and reliability, service quality, and information support, as well as their impact on customer satisfaction. Particular attention is given to practical recommendations for improving logistics operations to increase customer value and build sustainable loyalty.

Key words: logistics processes, customer value, customer loyalty, supply chain management, service quality, customer satisfaction, competitiveness, logistics optimization.

Аннотация: Наша статья посвящена исследованию влияния логистических процессов на формирование потребительской ценности и лояльности клиентов. Мы рассмотрели ключевые элементы логистики, включая управление цепями поставок, скорость и надежность доставки, качество сервиса и информационное сопровождение, а также их воздействие на удовлетворенность клиентов. Особое внимание уделено практическим рекомендациям по улучшению логистических операций с целью увеличения потребительской ценности и формирования устойчивой лояльности.

Ключевые слова: логистические процессы, потребительская ценность, лояльность клиентов, управление цепями поставок, сервисное качество, удовлетворенность клиентов, конкурентоспособность, оптимизация логистики.

Introduction. In today's market economy, a company's competitiveness is largely determined by the efficiency of its logistics processes. Logistics is the integrated management of material, information, and financial flows aimed at satisfying customer needs and creating customer value. Customer value is formed not only through the quality of a product or service, but also through the speed of delivery, service reliability, information transparency, and the overall level of customer interaction. Given increasing competition in various industries, companies are increasingly considering logistics as a strategic tool for building long-term customer loyalty. Efficient logistics processes reduce costs, expedite order fulfillment, minimize errors, and, as a result, increase customer satisfaction. Research shows a direct correlation between logistics quality and customer loyalty: the more reliable and transparent the logistics, the higher the consumer trust and the likelihood of repeat purchases.

Main part. The efficiency of logistics processes is a key factor in building customer value and loyalty in today's market conditions. Logistics encompasses the management of the flow of goods, information, and finances, ensuring the timely and high-quality satisfaction of customer needs. One of the key aspects is supply chain management, including planning, procurement, transportation, storage, and distribution of products. Effective supply chain management reduces costs, shortens order fulfillment times, and improves delivery accuracy, which directly impacts customer satisfaction and loyalty [1]. Speed and reliability of delivery are also crucial. Modern consumers evaluate service not only by the quality of the product but also by the speed with which their orders are received. Research shows that delays, delivery errors, and insufficient transparency in logistics processes lead to decreased customer trust and increased dissatisfaction, which negatively impacts repeat purchases and overall loyalty [2]. To create high customer value, companies employ logistics optimization methods: automation of warehouse and

transportation operations, implementation of inventory management systems (ERP, WMS), and the use of analytics for demand forecasting and resource planning [3].

A key factor influencing logistics' impact on customer value is information support for orders. Integration of information systems allows customers to track product movement, receive order status notifications, and interact with support in real time. Transparency and accessibility of information increases trust in the company, strengthens the emotional connection with the brand, and promotes long-term loyalty [4]. An equally important aspect is the quality of service, which depends on the organization of logistics processes. Timely delivery, the integrity and safety of goods, and the flexibility of logistics operations to meet changing customer demands are crucial parameters for creating customer value. Companies that invest in developing logistics competencies gain a competitive advantage, as satisfied customers are more loyal to their brand and are willing to recommend it to others [5].

In today's environment, particular attention is being paid to the integration of logistics and marketing. Companies use logistics as a tool for differentiation and increasing the value of their offerings. For example, implementing expedited delivery, personalized service conditions, and flexible return and exchange options creates a sense of added value in customers, which positively impacts their loyalty and increases overall business profitability [6]. Furthermore, the cost-effectiveness of logistics solutions is an important aspect. Route optimization, inventory reduction without compromising product availability, and streamlining transportation operations reduce operating costs and allow resources to be directed toward improving customer service. This approach achieves a dual effect: increasing customer value and strengthening long-term loyalty, which is the foundation for sustainable company growth [7].

To better understand the impact of logistics processes on customer value and loyalty, it's useful to examine key logistics factors and their impact on customer satisfaction. Table 1 presents the key logistics elements, their performance indicators, and their impact on customer value and loyalty. This analysis allows us to identify priority areas for logistics optimization and increased competitiveness.

Table 1.

The impact of key logistics factors on customer value and loyalty

Logistics Factor	Performance Indicators	Impact on Customer Value	Impact on customer loyalty
Delivery Speed	Average order fulfillment time, % of on-time deliveries	High – Reduces customer expectations, increases satisfaction	High – Increases trust and likelihood of repeat purchase
Supply Reliability	Rate of errors and damages, picking accuracy	High – Maintains product quality and integrity	High – Reduces negative customer experiences
Order Information Support	Tracking availability, notification quality	Medium – Provides transparency and customer confidence	Medium – Increases trust and customer engagement
Service Quality	Feedback, response time to requests	High – Increases perceived service value	High – Strengthens emotional connection and loyalty
Flexibility of Logistics	Ability to change delivery terms and	Medium – Improves satisfaction as needs	Medium – Increases the company's adaptability

Operations	conditions	change	to customer needs
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An analysis of Table 1 shows that the greatest impact on customer value and loyalty is exerted by speed and reliability of delivery, as well as service quality. These logistics elements form the foundation for a positive customer experience and are key factors determining repeat purchases and long-term brand loyalty. Information support and flexibility of logistics operations also have a significant impact, ensuring process transparency and the ability to adapt to individual customer needs. Optimizing all of these factors allows companies to increase the overall value of their offering and strengthen their competitive position in the market.

Thus, logistics processes act as a strategic tool for building competitive advantages. Comprehensive optimization of all logistics elements—from planning and inventory management to delivery and information support—creates significant customer value and fosters strong, long-term customer relationships. Effective logistics ensures synergy between a company's operational activities and strategic goals of retaining customers and increasing their loyalty [8].

Conclusions and suggestions. The study leads to several key conclusions. First, logistics processes play a strategic role in building customer value and loyalty, as delivery efficiency, supply reliability, service quality, and information support determine customer satisfaction. Second, the speed and accuracy of order fulfillment directly impact customer trust and their willingness to make repeat purchases, making logistics a key retention tool. Third, integrating logistics with marketing strategies allows companies to create additional benefits, enhance the value proposition, and strengthen the emotional connection with the brand. Furthermore, analysis has shown that optimizing logistics processes has a dual effect: reducing operating costs and increasing customer satisfaction. Investments in order information support, warehouse automation, and demand forecasting enhance process transparency and a company's adaptability to changing consumer needs. Thus, companies focused on strategic logistics development gain a competitive advantage and build sustainable customer loyalty. Based on our research on this topic, we offer the following recommendations:

➤ first, it is necessary to implement modern information systems for order tracking and supply chain management to increase the transparency of logistics processes and improve customer engagement.

➤ second, it is necessary to optimize the speed and reliability of delivery by streamlining transport routes, automating warehouse operations, and implementing inventory management systems.

➤ third, it is recommended that companies integrate logistics and marketing, offering customers personalized service conditions and flexible delivery and return options, which will enhance the customer value proposition.

➤ fourth, it is necessary to regularly evaluate the effectiveness of logistics processes through key performance indicators and make adjustments based on changing market demands and customer needs.

Implementing these recommendations will enable companies to create a high level of customer value, strengthen customer loyalty, and achieve a sustainable competitive advantage in the market.

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