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Research Article

A STUDY ON OPERATIONAL PERFORMANCE OF LOGISTICS OPERATORS WITH SPECIAL REFERENCE TO PSTS LOGISTICS, TUTICORIN

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ABSTRACT

The logistics of physical items usually involves the integration of information flow, which is material handling, production, packaging, inventory, transportation, warehousing, and often security. The complexity of logistics can be modeled, analyzed, visualized, and optimized by dedicated simulation software. The minimization of the use of resources is a common motivation in logistics for import and export. This article throws an operational performance and marketing performance of logistics. The result shows that the effective operational management system arrived at PSTS logistics.

Keywords: operational performance, logistics management, traffic systems.

INTRODUCTION

Logistics is the management of the flow of things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. The resources managed in logistics can include physical items, such as food, materials, animals, equipment and liquids, as well as abstract items, such as time, information, particles, and energy. The logistics of physical items usually involves the integration of information flow, which is material handling, production, packaging, inventory, transportation, warehousing, and often security. The complexity of logistics can be modeled, analyzed, visualized, and optimized by dedicated simulation software. The minimization of the use of resources is a common motivation in logistics for import and export.

LOGISTIC OPERATORS

Logistics operators own trucks to pick up freight, and own track, rail cars and locomotives to move freight across long distances on land. They own and operate aircraft or ships to move large cargoes through the air and across the ocean, to other continents. Some logistics operators do not own equipment, but act as agents to arrange transportation. All are links in the supply chain that moves the freight.

COMPANY PROFILE

PSTS Group's corporate team can trace the beginning of their history to the vision to satisfy Shipping Agency, way back in 1940. His clients at the time were 3 liners Mohammedi Steamship Co. Ltd., Apeejay Lines and Gill Amin & Co. Ltd. True to his credo of 'Growth by Matching and Exceeding Customer Needs', he went beyond leading his Company, to lead a delegation of the Tuticorin Port Development Council to New Delhi, to meet the then Prime Minister of India Pandit Shri. Jawaharlal Nehru in 1958. This meeting paved the way for Tuticorin to be recognized as 'Tuticorin Major Port'.

PSTS Offers…

- ✓ "One Stop" service for all logistics requirements
- ✓ Skilled professional and dedicated workforce
- ✓ Impressive Track Record
- ✓ Extensive global and domestic network
- ✓ Excellent industrial relations
- ✓ Complete Care for your Cargo

Services - PSTS has excellent rapport with Port Authorities and is committed to providing quality services to its customers by ensuring quick turnaround time to the vessels. Besides this, our experienced professional team offers advice on

- Port traffic and expenses
- Berth availability and Cargo readiness
- Navigational restrictions

Freight Forwarding - In order to provide an integrated logistics solutions to our customers, we recently began the freight forwarding services. We are now registered with the Director General of Shipping, Mumbai, India as a Multi Modal Transport Operator (MTO), and are authorized to issue our own Multi Modal Transport Document (MTD) (also known as a House Bill of Lading) covered under the Multi Modal Transportation of Goods Act of 1993 which is equal in status to that issued by any other mail line carrier. Irrespective of size and weight, the shipments are handled with utmost care and dispatched in the shortest time possible.

Warehousing and Packaging - As an upward integration of port support logistics, we undertake warehousing and packaging for both import and export shipments ranging from tea to fertilizer and pipe to aggregates, chemicals to machinery in product range.

Transportation and Distribution - To add value to our logistics chain, we offer transportation and distribution for both inbound and outbound shipment and undertake to deliver and pick up cargo from factory, warehouse and dealer points.

OBJECTIVES OF THE STUDY:

1. To study the operational performance of PSTS .
2. To examine the structure of warehousing at PSTS.
3. To identify customer satisfaction towards service rendered by PSTS.
4. To study about logistics & Marketing performance of PSTS.
5. To know the attributes of supply chain at PSTS.

SCOPE OF THE STUDY - The study on Improving in logistics oprational practices, process design and the possible improvements can be made on it. It is one of the global market leaders of the international logistics industry, specializing in providing innovative and customized solutions from a single source. Scope offers expertise in air and ocean freight, Shipping, logistics, Cargo, overland transport, contract logistics, Distributors, Carriers, Custom Clearance, Transferor as well as project handling services, combined with worldwide coverage and an in-depth understanding of local markets. About 2500 of our agents

worldwide are dedicated to providing fast and reliable services that exceed customers' expectation.

LIMITATIONS OF THE STUDY

- The answers that provided to certain questions were of the past memories of the respondents. So there may some possibility the answers may not be exact.
- Since the data was collected using a questionnaire, the interviewer's inability to understand and record the responses correctly is possible.
- The sample selected may not represent the exact characteristics of the population. So the suggestions given will not be applicable for entire population.

RESEARCH METHODOLOGY

Sampling Size **:** 120

Sampling method **:** Convenience sampling.

Sampling unit **:** PSTS Logistics, Tuticorin.

Sampling period **:** Two Months

Tool used for data collection **:** Interview schedule and questionnaire method

Method of data collection **:** Both Primary & Secondary Method

Tools for the analysis **:** Simple Percentage Analysis & Chi-Square Test

ANALYSIS AND INTERPRETATION

TABLE NO.1 - DISTRIBUTION OF THE RESPONDENTS BY THEIR GENDER

S. No	Sex	Frequency	Percentage
1	Male	83	69.17
2	Female	37	30.83
	Total	120	100.0

INTERPRETATION - Table No.1 shows that 69.17 % are male respondents and 30.83 % are female respondents.

TABLE NO.2 - DISTRIBUTION OF THE RESPONDENTS BY THEIR AGE

S. No	Age (in years)	Frequency	Percentage
1	Up to 30	28	23.33
2	31- 35	41	34.16
3	36-40	33	27.61
4	Above 40	18	15.0
	Total	120	100.0

INTERPRETATION - Table No.2 indicates that 34.16 % of the respondents belong to the age group of 31 to 35 years, 27.61 % of the respondents belong to the age group of 36 to 40 years, 23.33 % of the respondents belong to the age group of up to 30 years and the remaining 15 % of the respondents belong to the age group of above 40 years.

TABLE NO.3-DISTRIBUTION OF THE RESPONDENTS BY THEIR WORK EXPERIENCE

S .No	Experience (in yrs.)	Frequency	Percentage
1	1-2	33	27.5
2	2-5	52	43.33
3	Above 5	35	29.17
	Total	120	100.0

INTERPRETATON- Table No.3 shows that 43.33 % of the respondents have the working experience up to 2-5 years, 35 % of the respondents have the working experience above 5 years and 27.5 % of the respondents have the working experience up to 1-2 years.

TABLE NO.4-DISTRIBUTION OF THE RESPONDENTS BY THEIR EDUCATIONAL QUALIFICATION

S. No	Educational Qualif.	Frequency	Percentage
1	Up to 10th	70	58.33
2	U.G	35	29.16
3	P.G	15	12.6
	Total	120	100.0

INTERPRETATION- Table No.4 shows that 58.33 % of the respondents had school level of education, 29.16 % of the respondents are under graduate degree holders and the remaining 12.6 % of the respondents are post graduate degree holders.

TABLE NO.5- DISTRIBUTION OF THE RESPONDENTS BY THEIR SALARY

S .No	Salary (In Rs.)	Frequency	Percentage
1	3000-7000	72	60.0
2	7000-12000	33	27.5
3	12000-15000	15	12.5
	Total	120	100.0

INTERPRETATION- Table No.5 depicts that 60 % of the respondents monthly salary is between Rs.3000 to Rs.7000, 27.5 % of the respondents monthly salary is Rs.7000 to Rs.12000 and the remaining 12.5 % of the respondents monthly salary is Rs.12000 to Rs.15000.

TABLE NO.6- DISTRIBUTION OF THE RESPONDENTS BY THE MODE OF TRANSPORTATION

S .No	Mode of Transportation	Frequency	Percentage
1	FTL (Flight transport loading)	36	30.0
2	LTL (light transport loading)	59	49.16
3	Center Shipping	25	20.84
	Total	120	100.0

INTERPRETATION- Table No.6 shows that 49.16 % of the respondents are using LTL, 30 % of the respondents are using FTL and remaining 20.84 % of the respondents are using center shipping.

TABLE NO.7- DISTRIBUTION OF THE RESPONDENTS BY THE MODE OF STORAGE OF SEGMENTS

S. No	Mode of Storage of Segments	Frequency	Percentage
1	Modern Warehousing	38	31.66
2	ICV (Inland Container Depots)	40	33.34
3	Container Freight Stations	28	23.33
4	Port	14	11.67
	Total	120	100.0

INTERPRETATION- Table No.7 shows that 33.34 % of the respondents are using ICV for storage, 31.66 % of the respondents are using Modern Warehousing, 23.33 % of the respondents are using Container freight stations and remaining 11.67 % of the respondents are using Port for storage.

TABLE NO.8- DISTRIBUTION OF THE RESPONDENTS BY THEIR OPINION OF THE SALARY

S .No	Opinion of the salary	Frequency	Percentage
1	Happy with salary	88	73.33
2	Not happy with salary	32	26.67
	Total	120	100.0

INTERPRETATION- Table No.8 shows that 73.33 % of the respondents are happy with their salary and 26.67 % of the respondents are not happy with their salary.

TABLE NO.9- DISTRIBUTION OF THE RESPONDENTS BY THEIR INTEREST IN THE JOB

S. No	Interest in job	Frequency	Percentage
1	Yes	82	68.33
2	No	38	31.67
	Total	120	100.0

INTERPRETATION- It is concluded from the Table No.9 that 68.33 % of the respondents are interested in the job and remaining 31.67 % of the respondents are not interested in the job.

TABLE NO.10- DISTRIBUTION OF THE RESPONDENTS BY THEIR OPINION ABOUT KEY LOGISTICS SEGMENTS

S .No	Opinion about key logistics segments	Frequency	Percentage
1	Highly Satisfied-Freight Forwarding	24	20.01
2	Satisfied-Road Transport	39	32.5
3	Neutral-Sea (Port)	34	28.33
4	Dissatisfied-Courier Services	13	10.83
5	Highly Dissatisfied-Express logistics	10	8.33

INTERPRETATION- Table No.10 indicates that 32.5 % of the respondents are satisfied with road transport, 28.33 % of the respondents are neither satisfied nor dissatisfied with their Sea (Port), 20.01 % of the respondents are highly satisfied with Freight Forwarding, 10.33 % of the respondents are dissatisfied with Courier Services and remaining 8.33% of the respondents are highly dissatisfied with Express Logistics.

CHI-SQUARE TEST

H_0: There is no relationship between the logistics operators and marketing performance

H_1: There is relationship between the logistics operators and marketing performance

FACTORS	Highly	satisfied	neutral	Dis	Highly	Total
Product	6	11	9	4	3	33
Customer	10	16	15	6	5	52
Sales Growth	6	12	11	6	0	35
TOTAL	22	39	35	16	8	120

To Calculate the Tabulated Chi-Square Value:

Degrees of freedom = (R-1) x (C-1) = (3-1) x(5-1) =8

Level of significance = 5%, i.e., 0.05

INTERPRETATION - 5% level of significance and 8 degrees of freedom, the calculated value of Chi-Square is 4.60954, and the table value is 15.507. The calculated value is less than the table value. Hence the null hypothesis is accepted. Therefore there is no relationship between logistics operators and marketing performance.

H_0: There is no relationship between the experience and logistics performance.

H_1: There is relationship between the experience and logistics performance.

FACTORS	Highly satisfied	satisfied	neutral	Dissatisfied	Highly Dissatisfied	Total
1-2 years	7	7	10	5	4	33
2-5 years	17	20	10	4	1	52
Above 5 years	5	8	9	5	8	35
TOTAL	29	35	29	15	12	120

To Calculate the Tabulated Chi-Square Value:

Degree of freedom = (R-1) x (C-1) = (3-1) x (5-1) =8

Level of significance = 5%, i.e., 0.05

INTERPRETATION- 5% level of significance and 8 degrees of freedom, the calculated value of Chi-Square is 17.604, and the table value is 15.507. The calculated value is greater than the table value. Hence the null hypothesis is rejected and the alternative hypothesis is selected. Therefore there is relationship between the experience and logistics performance.

FINDINGS, SUGGESTIONS AND CONCLUSION

SIMPLE PERCENTAGE FINDINGS:

1. 69.17 % are male respondents and 30.83 % are female respondents.

2. 34.16 % of the respondents belong to the age group of 31 to 35 years, and 15 % of the respondents belong to the age group of above 40 years.

3. 43.33 % of the respondents have the working experience up to 2-5 years, and 27.5 % of the respondents have the working experience up to 1-2 years.

4. 58.33 % of the respondents had school level of education, and 12.6 % of the respondents are post graduate degree holders.

5. 60 % of the respondents' monthly salary is between Rs.3000 to Rs.7000, and 12.5 % of the respondents' monthly salary is Rs.12000 to Rs.15000.

6. 49.16 % of the respondents are using LTL transport and 20.84 % of the respondents are using Center Shipping.

7. 33.34 % of the respondents are using ICV for storage, and 11.67 % of the respondents are using ports for storage.

8. 73.33 % of the respondents are happy with their salary and 26.67 % of the respondents are not happy with their salary.

9. 68.33 % of the respondents are interested in the job and remaining 31.67 % of the respondents are not interested in the job.

10. 32.5 % of the respondents are satisfied with road transport and 8.33 % of the respondents are highly dissatisfied with express logistics.

CHI-SQUARE FINDINGS:

1. The test proves that there is no relationship between logistics operators and marketing performance. Therefore, the null hypothesis is accepted.

2. The test proves that there is relationship between the experience and logistics performance. Hence the null hypothesis is rejected and the alternative hypothesis is selected.

CONCLUSION:

The success of the individual logistics operators now depends upon the overall success of the supply chain(s) in which the partners participate. Manufacturing managers should now consider the implications for the overall performance of marketing and line decisions related to their organization's manufacturing, purchasing, selling, and logistics processes. Those processes are integrated and coordinated throughout the various modes of transport utility with the help of service providers to meet better serve the ultimate customers. It has become critically important to measure the performance as well as organizational performance.

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