



IDENTIFICATION OF PERFORMANCE INDICATORS BASE ON LOGISTIC CAPABILITY FOR SUPPLY CHAIN PERFORMANCE MEASUREMENT IN E-COMMERCE: A REVIEW

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Research Highlights

The internet usage on the business process has brought changes in virtual business transactions that have led to the concept of e-commerce (Cho et al., 2008; Delone et al., 2004; Gibbs et al., 2004). The success story of companies that involved in e-commerce can be influenced by the supply chain management effectiveness (Cho et al., 2008). Supply chain performance measurement is important to regulate operational improvement strategies (Agami et al, 2012; Bigliardi et al, 2010). Moreover, performance indicators is needed to measure supply chain performance based on the company's strategic objectives, especially in e-commerce and virtual companies (Gunasekaran et al., 2007). Using literature review, this paper identified performance indicators for measuring supply chain performance on e-commerce based on the logistics capability dimensions.

Research Objectives

The objective of this paper is to identify performance indicators that can be proposed for measuring supply chain performance on e-commerce by reviewing literature from journals or proceedings. This paper discuss about the indicators of dimensions of logistics capability as performance measurement. The performance indicators that have been obtained could be a reference on measuring supply chain performance in e-commerce business processes.

Methodology

Expolaration method is used in this paper by reviewing literature from journals and proceedings that are related with the topic of discussion. This method obtain initial topic, research development, and techniques improvement (Forza, 2002). Journals and proceedings are collected from international and national publications with supply chain and e-commerce topics. The key words for searching journals and proceedings are supply chain performance measurement, supply chain, and e-commerce. Furthermore, the journals and proceedings that supported to the discussion are selected. Finally, the selected journals and proceedings are reviewed to identify the supply chain performance indicators on e-commerce based on the dimensions of logistics capabilities. These performance indicators allowed to be used in supply chain performance measurement on e-commerce.

Results

Literature review has been conducted, and the result is performance measurment indicators on e-commerce based on logistics capability dimensions. These performance indicators allowed to be used in supply chain performance measurment on e-commerce. As shown in table 1.

Table 1. Performance measurment indicators on e-commerce based on logistics capability dimensions

No	Indicators	References
1.	Pre Sale Customer service	Ramanathan (2010); Delone et al. (2004); Chan et al. (2003); Cho et al. (2008); Sezen (2008);
2.	After-sales servies	Hyvonen (2007); Delone et al. (2004); Chan et al. (2003); Cho et al. (2008); Ramanathan (2010); Sezen (2008);
3.	Delivery speed	Hyvonen (2007); Delone et al. (2004); Ariani et al. (2013); Chan et al. (2003); Cho et al. (2008); Gibbs et al. (2003); Ramanathan (2010); Sezen (2008);





4.	Reliability of shipping	Delone et al. (2004); Yaqoub, (2012); Ariani et al. 2013; Chan et al. (2003); Cho et al. (2008); Gibbs et al. (2003); Won Lee et al. (2007);
5.	Target market responsiveness	Delone et al. (2004); Chan et al. (2003); Cho et al. (2008); Evans (2002); Huang et al. (2009); Karmawan (2014); Ordanini et al. (2010);
6.	Low cost distribution	Cho et al. (2008)
7.	Inventory Management	Huang et al. (2009); Yaqoub (2012); Chan et al. (2003); Karmawan (2014); Won Lee et al. (2007); Sezen (2008); Zhu et al. (2002);
8.	Payment process	Chan et al. (2002); Ramanathan (2010);
9.	Order tracking status	Yaqoub, (2012); Zhu et al. (2002); Chan et al. (2003); Won Lee et al. (2007)

Findings

Based on the discussion, it found that several indicators for measuring supply chain performance on e-commerce, especially on logistics capability dimensions. Nevertheless, there is still needed to explore more broadly on supply chain performance measurement on e-commerce based on various dimensions and performance indicators. Moreover, validation of the identified performance indicators is also needed.

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