ABSTRACT

As complex entities, supply chains function in numerous ways. They link producers, processors, marketers and distributors and fulfill the duty of an institute. They allow buyers and sellers who are separated by time and space to identify which apportion risks among participants as an industrial organization. The determinants of supplier's logistics performance in Vegetable anf Fruits sector in Sri Lanka were the focus of this study. As economic systems, the benefits were distributed by the agri-supply chains as well. In this study the determinants of supplier's logistics performance have investigated as customer satisfaction and the supplier's logistics performance such as quality, delivery, reliability and flexibility. The most important agricultural output in the Sri Lankan context is the vegetables and fruits sector. They are used daily by the Sri Lankan people in their day to day life. Therefore this study focuses on vegetable and fruit supply chain. The data needed for the study was gathered by providing a questionnaire to the purchasing professionals in dedicated economic Centre at meegoda. According to the study the major logistics performances were the supplier's quality performance, delivery performance, reliability performance & flexibility performance also developed hypotheses. To analyze the data and the analysis proved that supplier's logistics performance positively affects the customer satisfaction in the Vegetable and Fruits sector in Sri Lanka, the Chi-Square testing has done. For the purchasing profession in dedicated economic Centre at meegoda, this study can be recommended, to evaluate their suppliers and their logistics performance .It helps to identify the suppliers who are maintaining proper logistics performance and keep long term relationship with them. Through that they can be satisfied about their suppliers, on what they buy and sell.

Keywords: Vegetable and Fruits supply chain, Logistics performance, Determinants, Customer Satisfaction, Hypotheses, Dedicated economic Centre meegoda (DECM)