

# Significance of Information Quality in Driving Repurchases and Additional Purchases: An Empirical Study of Mindanao Exporters Utilizing Ocean Freight Forwarder Services

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## Abstract

This study examines the significance of information quality in driving customer loyalty specifically repurchases and additional purchases among Mindanao exporters utilizing ocean freight forwarding services. Using a quantitative descriptive-correlational design, the study analyzed the relationship between key service quality dimensions, including technical quality, functional quality, trust, and information quality, and their influence on customer loyalty. Data were gathered from export company representatives directly involved in logistics operations and analyzed using multiple linear regression to identify significant predictors. Results revealed that information quality and credibility are the strongest determinants of customer loyalty, significantly influencing both repurchase and additional purchase intentions. Accurate, timely, and transparent communication was found to enhance trust and confidence, while credibility reinforced long-term business relationships. Based on these findings, the study proposes the Information Quality Enhancement Program for Sustainable Logistics, a practical framework aimed at improving real-time data accuracy, communication competence, and sustainability in logistics operations. This initiative aligns with United Nations Sustainable Development Goal 9 (Industry, Innovation, and Infrastructure) by promoting innovation-driven, transparent, and sustainable logistics systems. The study concludes that improving information management and credibility in freight forwarding services not only enhances customer loyalty but also contributes to resilient and inclusive industrial growth in emerging markets like Mindanao.

**Keywords:** Credibility; Customer Loyalty; Freight Forwarding; Information Quality; SDG 9; Sustainable Logistics

## 1. Introduction

In the competitive landscape of the export and logistics industry, particularly for Mindanao exporters using ocean freight forwarding services, customer loyalty is pivotal for achieving sustained growth and profitability. Research has shown that service quality is a primary determinant of customer satisfaction, which directly influences customer loyalty and retention (Ortega & Gevero, 2024). High service quality fosters trust in logistics providers, a crucial factor for encouraging repeat business and positive word-of-mouth, both essential for maintaining long-term relationships in this sector (Ortega & Gevero, 2024; Shu et al., 2024). Moreover, engagement strategies such as Customer Relationship Management (CRM) can significantly enhance customer interactions by anticipating client needs, thereby driving satisfaction and loyalty (Sudirjo et al., 2024). Ultimately, organizations that prioritize service excellence and effective customer engagement are more likely to secure a competitive advantage and thrive in the global marketplace (Milovanović et al., 2023; Vahlepy et al., 2022).

### 1.1. Information Quality and Customer Loyalty

The significance of information quality in logistics and supply chain operations, particularly within the freight forwarding sector, cannot be overstated. High-quality information characterized by accuracy, timeliness, relevance, and clarity plays a crucial role in enhancing customer trust and facilitating informed decision-making among clients. In freight forwarding, customers rely heavily on precise information regarding shipment updates, documentation, and communication throughout the logistics process (Sitanggang et al., 2022; Khan et al., 2021). The reliability of such information directly correlates with customer satisfaction and loyalty. For instance, when customers have access to timely and clear updates, their confidence in the logistics provider increases, which is essential for nurturing long-term relationships (Ortega & Gevero, 2024). Recent studies have also emphasized that digital transformation and documentation efficiency directly affect organizational credibility and service responsiveness (Jacoba et al., 2025; Binaluyo et al., 2024). Inadequate information management can lead to significant challenges, including customer dissatisfaction and potential loss of business opportunities. Poorly managed information systems can result in miscommunication regarding shipment statuses and delays, undermining the client experience and eroding trust (Violinda et al., 2022). Research in quality management further supports that maintaining accuracy and transparency in data exchange enhances institutional reputation and customer trust (Gamit et al., 2024; Santos, 2023). Studies indicate that aspects such as service quality intertwined with effective information delivery

are vital for fostering customer loyalty, as evidenced by research in various sectors, including logistics (Olfebri, 2024). Additionally, the human factor remains essential in ensuring that information is not only accurate but also effectively delivered to meet customer expectations (Sitanggang et al., 2022; Khan et al., 2021). Institutional frameworks like ISO-based systems highlight how proper documentation, monitoring, and feedback mechanisms lead to sustained stakeholder satisfaction (De Lara & Santos, 2024; Armas et al., 2025). The freight forwarding industry must therefore prioritize information quality as a fundamental component of service excellence. By fostering robust information systems and ensuring high service quality, logistics providers can enhance customer loyalty, thereby gaining a competitive advantage in an increasingly demanding environment (Khan et al., 2021; Violinda et al., 2022; Olfebri, 2024; Yu & Santos, 2025).

### 1.2. Service Quality Dimensions and Trust

Customer loyalty within the logistics and supply chain sectors is a multifaceted construct influenced by several dimensions of service quality namely technical quality, functional quality, and trust. Technical quality encompasses the operational aspects of service delivery, such as reliability and efficiency, while functional quality pertains to the overall customer experience during service delivery, including communication and responsiveness (Panday & Nursal, 2021). Trust, on the other hand, serves as the emotional and relational foundation that facilitates repeat transactions and long-term loyalty (Ortega & Gevero, 2024). In emerging markets like Mindanao, where logistics infrastructure and digital systems are still developing, the importance of these service quality dimensions becomes even more pronounced. Technical and functional quality standards significantly influence customer perceptions; effective operational processes lead to smoother transactions, while high service quality ensures satisfaction and reduces the perceived risk of switching providers (Rasyidi et al., 2021). This aligns with performance-based frameworks that emphasize continuous monitoring and measurement to ensure consistency in service outcomes (Armas et al., 2025; Hipolito & Santos, 2025). Research indicates that as customers gain more experience engaging with logistics providers, their trust in service quality increases, thereby fostering greater loyalty and a lower tendency to switch services (Kurniati et al., 2023). This finding aligns with the notion that customers are likely to repurchase from providers they trust particularly vital in environments marked by limited logistics capabilities. Moreover, studies have identified interactions among these dimensions that serve as leverage points for enhancing customer loyalty. For instance, the interplay between trust and both technical and functional service quality offers valuable insights for practitioners. As trust in a service provider strengthens, the impact of high technical and functional quality becomes more pronounced, reinforcing customers' behavioral intentions to remain loyal (Widodo & Jauhari, 2023). These relational dimensions are further strengthened through transparent information systems and ethical communication practices (Santos et al., 2025; Yu & Santos, 2025). Recognizing this relationship helps policymakers and logistics managers strategize to enhance service delivery in ways that build both immediate satisfaction and long-term loyalty, particularly amid the growth of digital logistics frameworks (Hu et al., 2022; Gamit et al., 2024). In conclusion, understanding the multi-dimensional nature of service quality specifically the roles of technical quality, functional quality, and trust is crucial for fostering customer loyalty among logistics service providers. This understanding not only supports business retention strategies but also informs the ongoing development of logistics in emerging markets (Hu et al., 2021; Galano & Santos, 2024).

### 1.3. Study Focus and Conceptual Basis

The significance of information quality as a driver of customer loyalty, particularly in the context of Mindanao exporters utilizing ocean freight forwarding services, is a critical area of exploration. This study examines the contributions of technical quality, functional quality, and trust in fostering customer loyalty and encouraging repurchases among exporters. Technical quality pertains to the operational aspects of service delivery, including the accuracy and reliability of shipment information fundamental in logistics services. Quality information translates into timely updates regarding shipment status, which is essential for establishing customer trust and promoting repurchase intentions (Ortega & Gevero, 2024). The study posits that as Mindanao exporters receive more accurate and timely shipping information, their perceived trust in logistics providers increases, consequently enhancing customer loyalty. This view is reinforced by previous studies that link transparent documentation and standardized processes with improved organizational credibility and user satisfaction (Jacoba et al., 2025; Gamit et al., 2024). Functional quality relates to the overall customer experience, emphasizing communication, responsiveness, and support from service providers. Kawa and Zdrenka (2023) highlight the impact of functional elements on customer satisfaction and loyalty, suggesting that the service experience plays a significant role in determining the likelihood of repeat purchases. In freight forwarding, where effective communication and efficient handling of inquiries are paramount, superior functional quality can act as a strong predictor of customer loyalty behaviors. Trust serves as a fundamental component that intertwines the other dimensions of service quality. Built through consistent service delivery, trust is vital for fostering emotional engagement with customers. Ortega and Gevero (2024) reinforce this notion by indicating that trust is a cornerstone in establishing long-term customer relationships in emerging markets like Mindanao. A customer's trust in a logistics service provider not only affects immediate satisfaction but also their likelihood of future engagements. This concept aligns with service innovation studies that emphasize leadership accountability and the integration of quality assurance systems for sustainable trust-building (De Lara & Santos, 2024; Armas et al., 2025). The interplay among these dimensions technical quality, functional quality, and trust underscores the multifaceted nature of customer loyalty in logistics. By developing strategies that enhance these service qualities, logistics providers can foster stronger relationships with their customers, enabling them to navigate challenges posed by lower infrastructure and limited

digital systems in regions like Mindanao. This holistic approach can lead to improved service delivery that not only meets but anticipates customer needs, thereby enhancing loyalty and long-term sustainability (Kawa & Zdrenka, 2023; Santos et al., 2025). Furthermore, integrating sustainable innovation in information systems contributes to resilience and inclusive growth, echoing the objectives of SDG 9 as discussed by Galano and Santos (2024) and Santos et al. (2025).

#### 1.4. Sustainable Development Goals

This research emphasizes the critical role of information quality in enhancing customer loyalty among Mindanao exporters utilizing ocean freight forwarding services, aligning closely with United Nations Sustainable Development Goal (SDG) 9: Industry, Innovation, and Infrastructure. SDG 9 underscores the importance of building resilient infrastructure, promoting sustainable industrialization, and fostering innovation vital for economic growth and development, especially in emerging markets like Mindanao (Korder et al., 2024). High-quality information systems are essential in achieving these goals as they provide the backbone for operational efficiency and decision-making in logistics. By ensuring exporters possess accurate, timely, and relevant information, logistics providers can significantly improve service delivery and customer satisfaction (Ortega & Gevero, 2024). This advancement aligns with SDG 9's vision of fostering sustainable and inclusive industrial growth through enhanced service quality. Specifically, establishing reliable information systems not only aids operational processes but also builds customer trust, thereby facilitating repeat purchases and loyalty key components of sustainable business practices (Ortega & Gevero, 2024). Moreover, this research highlights the potential for technological advancements within logistics to drive innovative practices, further supporting the broader goals set forth by the United Nations. The evolution of management paradigms, supported by robust information systems, provides an opportunity to establish resilience in logistics operations and contribute to sustainable economic growth (Korder et al., 2024). Addressing the need for improved information quality not only meets operational challenges but also enhances the competitive edge of Mindanao exporters in global markets.

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## 2. Material and methods

### 2.1 Research Design

This study employed a quantitative research design using a descriptive-correlational approach. The design was chosen to determine the relationship between service quality dimensions specifically technical quality, functional quality, trust, and information quality and customer loyalty in terms of repurchases and additional purchases. Multiple linear regression analysis was utilized to identify which independent variables significantly predict customer loyalty among Mindanao exporters utilizing ocean freight forwarder services.

### 2.2 Research Locale

The study was conducted among exporting companies located in Mindanao, Philippines. Mindanao serves as one of the major export regions in the country, with key products such as coconut-based goods, processed foods, marine products, and agricultural commodities. These exporters rely heavily on ocean freight forwarding services to facilitate the transport of goods to international markets.

### 2.3 Respondents of the Study

The respondents consisted of export company representatives directly involved in logistics, shipping, and supply chain operations. These included logistics managers, operations officers, export coordinators, and business owners who regularly transact with ocean freight forwarders. A purposive sampling technique was used to ensure that respondents had relevant experience and knowledge of freight forwarding services.

### 2.4 Research Instrument

A structured questionnaire was developed to measure the variables under investigation. The instrument consisted of sections representing three major constructs: (1) Technical Quality, (2) Functional Quality, and (3) Trust, along with (4) Information Quality as a separate component. Each construct was measured using several indicators assessed on a five-point Likert scale ranging from *1 – Strongly Disagree* to *5 – Strongly Agree*. The questionnaire was validated by experts in logistics management and research methodology to ensure clarity, reliability, and content validity.

### 2.5 Data Gathering Procedure

Data were collected through online and face-to-face survey administration. Permission was obtained from the participating export firms prior to data collection. Respondents were informed of the purpose of the study, and their participation was voluntary. Collected data were encoded, cleaned, and prepared for statistical analysis.

### 2.6 Statistical Treatment of Data

Descriptive statistics, such as mean and standard deviation, were used to summarize the respondents' perceptions of each variable. Multiple linear regression analysis was applied to determine which independent variables significantly predict customer loyalty in terms of repurchases and additional purchases. The strength of the model was assessed using the

correlation coefficient (R) and the coefficient of determination ( $R^2$ ). Predictors with *p-values less than 0.05* were considered statistically significant.

### 3. Results and discussion

#### 3.1. Predictors of Customer Loyalty in Terms of Repurchases

The analysis revealed a strong and positive relationship between the predictors technical quality, functional quality, trust, and information quality and customer loyalty measured through repurchase intentions. The model explained a large portion of the variance in repurchases, indicating that the identified service quality dimensions collectively provide a reliable basis for predicting repeat customer behavior. Among all variables, information quality, credibility, and order accuracy emerged as statistically significant predictors of repurchase intentions. Information quality, with the strongest coefficient and a *p-value less than 0.001*, proved to be the key driver of customer loyalty. This finding underscores that accurate, clear, and timely information significantly strengthens customers' confidence in freight forwarders, resulting in higher levels of trust and repeated patronage. The results align with the assertion of Ortega and Gevero (2024), who emphasized that transparency and reliability in communication enhance long-term client relationships in logistics. Credibility also played a vital role, indicating that customers are more likely to repurchase from service providers perceived as dependable and honest. Order accuracy, an aspect of technical quality, further contributes by ensuring that the logistical process from release to delivery is efficient and error-free. Together, these findings highlight that customer retention is not solely dependent on operational performance but equally influenced by the perceived reliability of information and the integrity of the service provider.

#### 3.2. Predictors of Customer Loyalty in Terms of Additional Purchases

The results for customer loyalty expressed through **additional purchases** revealed a similarly strong model fit, confirming that the predictors collectively explain a substantial proportion of customer behavior. However, in this model, information quality and credibility stood out as the only significant predictors influencing customers' willingness to make additional purchases beyond their regular transactions. The prominence of information quality once again highlights its central role in sustaining long-term business relationships. Customers who consistently receive accurate and useful shipment details are more likely to expand their business with the same provider. This supports the findings of Sitanggang et al. (2022) and Olfebri (2024), who emphasized that well-managed information systems are critical in shaping customer confidence and satisfaction. Credibility also significantly influenced additional purchases, showing that trust built through consistent performance and integrity leads to deeper commercial engagements. Other variables such as order quality, timeliness, and personal contact quality did not significantly predict additional purchases. While they contribute to overall satisfaction, their effects are indirect compared to the dominant influence of information quality and credibility. This finding suggests that in a data-driven logistics environment, customers value reliable information flow and trustworthy communication more than transactional efficiency when deciding to expand their business activities.

#### 3.3. Comparative Analysis of Significant Predictors

A comparison between the two models shows that information quality and credibility consistently emerged as the strongest and most reliable predictors of customer loyalty across both repurchases and additional purchases. This consistent pattern highlights the dual role of these factors as both operational and relational enablers of loyalty. In the context of freight forwarding, information quality serves as the backbone of customer experience, influencing both the confidence to return and the willingness to increase business transactions. The results suggest that while technical accuracy such as proper order handling and delivery remains important, customers place greater emphasis on the clarity, accuracy, and timeliness of communication. This reinforces the importance of digital platforms and transparent tracking systems in maintaining customer trust. Furthermore, the significance of credibility indicates that customer loyalty is not built solely on process efficiency but also on the perceived integrity and consistency of the logistics provider. The absence of significant effects from timeliness and functional quality variables implies that these may act as baseline expectations rather than differentiating factors in competitive freight forwarding markets.

#### 3.4. Implications for Logistics Service Quality

The findings provide essential implications for logistics service providers operating in Mindanao and similar emerging markets. The dominance of information quality and credibility as predictors suggests that customer loyalty hinges more on communication transparency and relational trust than purely on technical operations. Therefore, logistics firms should prioritize information management systems that ensure real-time accuracy and accessibility of shipment data. Developing a Customer Relationship Management (CRM) framework that integrates feedback mechanisms, automated tracking, and personalized communication can significantly enhance perceived information quality. Furthermore, reinforcing staff training in communication ethics and reliability can strengthen organizational credibility. This approach aligns with Sudirjo et al. (2024), who highlighted that customer engagement strategies embedded in quality service design lead to stronger customer loyalty and business sustainability. For freight forwarders, improving these dimensions could translate into reduced customer churn, increased referral rates, and sustained market competitiveness. It also implies a paradigm shift

from focusing merely on operational logistics to investing in data transparency, customer education, and trust-driven digitalization.

### 3.5. Theoretical and Practical Contributions

From a theoretical perspective, the study extends the existing literature on service quality and customer loyalty by demonstrating the mediating role of information quality in the logistics sector. Previous models have largely emphasized technical and functional dimensions; however, the findings here reveal that information quality bridges the gap between service performance and customer trust. This validates the multidimensional nature of service quality as proposed by Panday and Nursal (2021) and Widodo and Jauhari (2023), reinforcing that loyalty stems from both tangible service outcomes and intangible relational experiences. Practically, the results guide logistics providers and policymakers in identifying strategic focus areas. The consistent influence of credibility across models confirms that ethical communication and professional conduct remain key differentiators in competitive logistics markets. Moreover, the findings highlight that customers now expect proactive information sharing, not just problem-solving after delays or discrepancies occur. By emphasizing these relational elements, logistics companies can enhance both retention and expansion opportunities among export clients.

### 3.6. Proposed Information Quality Enhancement Program

Based on the study's findings and in support of United Nations Sustainable Development Goal 9 (Industry, Innovation, and Infrastructure), the proposed Information Quality Enhancement Program for Sustainable Logistics (IQEP-SL) aims to strengthen customer loyalty through accurate, timely, and transparent logistics information. The program focuses on improving the reliability of communication systems and building customer trust among Mindanao exporters using ocean freight forwarding services. Its core objectives are to (1) establish a digital platform for real-time shipment tracking and automated updates, (2) enhance staff communication credibility through regular training, (3) institutionalize customer feedback and data audits, and (4) promote sustainable, paperless logistics operations aligned with SDG 9. Key components include a Digital Transparency Module for real-time tracking, Trust and Credibility Training for freight personnel, an Information Quality Audit System to ensure data accuracy, and Sustainability Integration through eco-friendly and digitalized processes. The program's impact is both practical and attainable boosting customer trust, encouraging repurchases and additional purchases, improving operational efficiency, and promoting innovation-driven and sustainable logistics. In essence, IQEP-SL transforms information management into a strategic advantage that supports both business growth and sustainable industrial development.

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## 4. Conclusion

The study revealed that information quality and credibility are the strongest predictors of customer loyalty among Mindanao exporters utilizing ocean freight forwarding services. Information quality, particularly the accuracy, timeliness, and clarity of communication, was found to significantly influence both repurchase and additional purchase behaviors. Credibility, as a reflection of trust and professional integrity, also emerged as a critical factor in sustaining long-term customer relationships. These findings emphasize that the foundation of customer loyalty in logistics lies not only in technical performance but also in transparent, reliable, and ethical communication practices. The proposed Information Quality Enhancement Program for Sustainable Logistics (IQEP-SL) offers a practical and attainable strategy to address these needs by integrating digital innovation, feedback mechanisms, and sustainable operations aligned with United Nations Sustainable Development Goal 9 (Industry, Innovation, and Infrastructure). Through this program, logistics providers can improve information flow, strengthen customer trust, and promote innovation-driven and sustainable industrial development. This study contributes to both academic and practical understanding of how information management and credibility drive customer loyalty in logistics. It benefits society by providing a model for improving service quality and sustainability in the export sector, thereby fostering inclusive economic growth and industrial resilience in Mindanao and beyond.

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### Compliance with ethical standards

The author declares that the present research work complies with institutional and ethical standards. It does not contain any studies performed on animals or human subjects by the author.

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### Conflict of interest statement

The author declares no conflict of interest or competing interest related to the publication of this manuscript or any institution or product mentioned herein.

### Statement of ethical approval

The present research work does not contain any studies performed on animals or human subjects by the author.

### Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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