

## Relationship Between Inventory Management Practices and Customer Satisfaction In International Supply Chains

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### Abstract

This research explored the correlation between inventory management practices and customer satisfaction in international supply chains. A descriptive-correlational research design was employed, with data collected from 100 participant representatives coming from various demographic and professional backgrounds in the logistics and supply chain industry. Four inventory management practice dimensions, namely information quality, order handling quality, physical distribution service quality, and timeliness, were evaluated by the study, together with various facets of customer satisfaction, namely service reliability, responsiveness, assurance, and trust, and overall satisfaction in terms of delivery performance. Generally, high to very high ratings were observed across most dimensions, with timeliness and order handling quality being best evaluated. It was evidenced by correlation analysis that all four inventory management dimensions significantly correlated positively with customer satisfaction, with the highest correlation observed for timeliness. From these results, an Inventory–Logistics Service Quality Optimization Framework has been constructed, harmoniously blending process improvements, adoption of technologies, and ongoing monitoring for the purpose of filling in observed gaps and strengthening observed strengths. Guiding international supply chain organizations in operation efficiency improvements and in building better, trust-based relationships with customers so as to gain a competitive advantage in the global marketplace is the purpose of the framework.

*Keywords: Inventory Management, Customer Satisfaction, International Supply Chains, Logistics Service Quality, Timeliness*