

META-RELQUAL construct for Small and Medium Enterprises in Puerto Rico

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Abstract

The purpose of this study is to test a relationship quality model (RELQUAL), composed of twelve constructs, in the buyer-supplier relationship of Puerto Rico's small and medium size enterprises (SME). The data was obtained through the use of a questionnaire provided to a convenience sample of 170 SME in Puerto Rico using online survey software or by physical contact. A total of 105 questionnaires were filled for an overall response rate of 69.4%. Results obtained can be summarized in two statements: Opportunism negatively impact the buyer's perceived satisfaction of the supplier; and continuity, trust, cooperation, commitment, formalization and competitive intensity among buyer and supplier positively impact the buyer's perceived satisfaction of the supplier. Although the multiple statistical analysis performed confirmed the significance of the RELQUAL model, findings are accurate for Puerto Rico's SME; to prove worldwide validity it should be tested in other countries. This study contributes to theory by identifying the constructs that influence buyer's perceived satisfaction of the relationship with the supplier in Puerto Rico's SME. Also it benefits Puerto Rico's SME owners by providing a guide of the key elements they need to consider to develop and maintain a quality relationship with their supplier in which satisfaction is achieved.

Introduction

Competition has intensified across the years and many companies have had to find ways to stay in business by improving their competitive advantages. Is usual to see how companies these days rely on their supplier to increase their competitive advantages by reducing cost, improving quality and ensuring faster turnaround of their products (Liker and Choi, 2004). Another