

**EFFECT OF RADIO FREQUENCY IDENTIFICATION SYSTEM ON SUPPLY CHAIN
PERFORMANCE OF LOGISTICS SERVICE PROVIDERS IN KENYA: A CASE OF MAERSK
KENYA LIMITED**

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ABSTRACT

Logistics service providers face myriad of problems including; poor data management, high insecurity, wild fluctuation of tag reads, poor distribution management and inaccurate demand forecasting leading to poor supply chain performance. The purpose of the study was to assess the effects of Radio Frequency Identification system on supply chain performance of logistics service providers in Kenya. The study focused on 280 employees working in different departments at Maersk Kenya Limited who are directly involved in managing distribution activities in the organization as the target population. The sampling frame was the Human Resource register at Maersk Kenya Limited. The population sample was 74 respondents and stratified sampling technique was used. Structured questionnaires containing both open ended and closed ended questions were used to collect primary data. 66 questionnaires were filled and returned for analysis. The study concluded that; data management, communication management, distribution management and demand management had a positive influence on supply chain performance. Based on the findings, the study recommended that the management of logistics service provider firms should employ RFID system to develop a supply management system to enable better tracking of materials along the supply chain to produce instantaneous benefits. There is need for management to adopt RFID systems so as to reduce paperwork by providing visibility and tracking of products along the supply chain . To ensure effective distribution management, the management has to embrace active RFID tags to be used to track containers in real-time in yards and docks.

Key words: *Data management, Communication management, Distribution management, Demand management*

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