

FUCAPE PESQUISA E ENSINO S/A

IVAN GAGNO

**ANTECEDENTES E CONSEQUENTES DO RELACIONAMENTO
BUSINESS-TO-BUSINESS NO SETOR DE DISTRIBUIÇÃO DE
FRUTAS, LEGUMES E VERDURAS**

**VITÓRIA
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Dissertação apresentada ao Programa de Pós-Graduação em Ciências Contábeis, da Fucape Pesquisa e Ensino S/A, como requisito parcial para obtenção do título de Mestre em Administração e Ciências Contábeis – Nível Profissionalizante.

Orientador: Prof. Dr. Emerson Wagner Mainardes

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RESUMO

Este estudo objetivou verificar se a qualidade do serviço logístico prestado por uma empresa distribuidora de frutas, legumes e verduras (FLV) e a qualidade dos seus produtos influenciam o relacionamento *Business-to-Business* (B2B) da empresa com os seus clientes. Também, verificar se esse relacionamento influencia a disposição dos clientes em pagar um preço premium pelos produtos FLV e a percepção da reputação corporativa da empresa. Além disso, verificar se a capacidade comercial da empresa modera as relações da qualidade do produto e da qualidade do serviço logístico com o relacionamento da empresa com os seus clientes. Foi proposto um modelo estrutural com base em construtos já utilizados na literatura. Em seguida, os dados foram coletados por meio de um questionário aplicado a 164 compradores de FLV. A análise foi por meio da modelagem de equações estruturais, com estimação por mínimos quadrados parciais. Os resultados mostraram que a qualidade do produto ofertado pela empresa distribuidora de FLV e a qualidade do serviço logístico prestado tendem a influenciar positivamente o relacionamento B2B com clientes. Além disso, o relacionamento B2B pode influenciar os clientes de uma distribuidora de FLV a pagar por um preço premium pelos produtos e a reputação da própria distribuidora. Por fim, evidenciou-se que, para qualidade do produto, a capacidade comercial apresentou efeito de moderação negativo, de forma que, se a distribuidora de FLV tiver boa capacidade comercial, a qualidade do produto impacta menos no relacionamento B2B com clientes. Por sua vez, a capacidade comercial apresentou efeito moderador positivo na relação da qualidade do serviço logístico com o relacionamento B2B, de forma que a presença de capacidade comercial aumenta a força do efeito da qualidade do serviço logístico no relacionamento B2B.

Palavras-chave: FLV (Frutas, Legumes e Verduras); B2B; Relacionamento; Distribuidoras; Qualidade; Logística; Preço Premium.

ABSTRACT

This study aimed to verify whether the quality of the logistics service provided by a fruits, vegetables and greens (FVG) distribution company and the quality of its products influence the company's Business-to-Business (B2B) relationship with its clients. Also, check if this relationship influences the willingness of clients to pay a premium price for FVG products and the perception of the company's corporate reputation. In addition, verify that the company's commercial capacity moderates the relationship between product quality and logistics service with the company's relationship with its customers. A structural model based on constructs already used in the literature was proposed. Next, data were collected through a questionnaire applied to 164 FVG buyers. The analysis was carried out by structural equation modeling, with partial least squares estimation. The results showed that the quality of the product offered by the FVG distribution company and the quality of the logistics service provided tend to positively influence the B2B relationship with customers. In addition, the B2B relationship can influence a FVG distributor's customers to pay a premium price for the products and the reputation of the distributor itself. Finally, it was evidenced that, for product quality, the commercial capacity presented a negative moderation effect, so that, if the FVG distributor has good commercial capacity, the quality of the product has less impact on the B2B relationship with customers. On the other hand, the commercial capacity had a positive moderating effect on the relationship between the quality of the logistics service and the B2B relationship, so that the presence of the commercial capacity increases the strength of the effect of the quality of the logistics service on the B2B relationship.

Keywords: FV (Fruits and Vegetables); B2B; Relationship; Distributors; Quality; Supply; Premium Price.

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