Abstract
This paper focuses on the study of the ICT applied to the role of logistics in companies relationships, therefore a deeper analysis will be carried out on how the ICT affect the traditional chain of consequences, Service Quality - Value - Satisfaction - Loyalty. The SEM analysis is used in order to contrast the hypotheses of the links proposed bearing in mind the high/low presence of the ICT. The results on the reliability and validation analysis of the scales used are satisfactory and our conclusions confirm the above-mentioned chain of consequences and remark the ICT influence when describing these relations.

Keywords