
ABSTRACT

This study investigated the effect of ecommerce on organizational effectiveness of multinational companies in Rwanda, specifically Bollere Africa Logistics. The objectives of the study included the following: i) to determine the effect of electronic order delivery on organizational effectiveness of Bollere Africa Logistics; ii) to establish the effect of electronic payment system on organizational effectiveness of Bollere Africa Logistics; and iii) to determine the effect of electronic customer service on organizational effectiveness of Bollere Africa Logistics. This study used mixed method research design using both quantitative and qualitative approaches. The target population was 317 participants, including the managerial and support staff and the sample size determined using Slovic's formula was 177 respondents, however the actual number of participants was 129 respondents giving a response rate of 73%. The main research instruments were questionnaires and interviews. Data was analysed using frequency and percentage tables; mean and standard deviations; and Regression Analysis. Qualitative data was descriptively analysed. The study found that electronic order delivery affects organizational effectiveness by 25.5% (R Square=0.255, $p=0.000$). Furthermore, the study found that electronic payment system affects organizational effectiveness by 27.7% (R Square=0.277, $p=0.000$), and lastly the study found that electronic customer service affects organizational effectiveness by 34.5% (R Square=0.345, $p=0.000$). The study concluded that organizational effectiveness at Bollere Africa Logistics is attributed to electronic order delivery, electronic payment system, and electronic customer service tools of ecommerce. The study made the following recommendations: the need for Bollere Africa Logistics to keep on upgrading their ecommerce systems so as to ensure the safety and security of their clients from online hackers when doing online payments or when monitoring delivery of products; the need for Bollere to ensure that all customer complaints and grievances are responded to and addressed as quickly as possible to the satisfaction of the customer; last but not least, the need for Bollere train its customers on customer care and communication skills so as to enable them handle every matter professionally.