

DOOR TO DOOR SERVICE SALES MARKETING PERFORMANCE ANALYSIS DURING PANDEMIC COVID-19 AT SPIL

Dewi Milania Fitri Aryani¹, Dody Kardova Milano Panjaitan², Siska Amonalisa
Silalahi³, Erny Sulistyaningsih⁴

^{1,2,3,4}Institute Transportation and Logistic Trisakti Jakarta, Indonesia

Corresponding author:

dewimilania93@gmail.com

dodykardovaa@gmail.com

Abstract: Every year the flow of logistics business at PT SPIL demonstrates growth in sales. A significant increase began in 2017 when the MySPIL application was launched and started the operations. The rapid development encourages PT SPIL to monitor the performance of the MySPIL application by continuing to develop the application. Thus, the increase occurred in 2019 reached 762,890 teus, in other words it increased by 11.11% from 2018, which only reached 686,601 teus. In 2020, when the Covid-19 pandemic occurred, sales at PT SPIL reached 778,234 teus that year. It did not decrease but instead grew by just 2% from the previous year.

Keywords: *Performance, Marketing, Sales, Door to Door, MySPIL, Covid-19*

Introduction

The globe is now dealing with a pandemic caused by the Covid-19 virus. This pandemic has started to exist in Indonesia since 2020. During the pandemic, it also encouraged policy changes by the government to suppress the spread of Covid-19. Based on PP No.21 of 2020, PSBB, or The Application of Large-Scale Social Restrictions, is an individual quarantine phrase to improve immunity vital for Indonesia's public health during this pandemic season. Quarantine limits certain activities for people who live in an area suspected of being infected or contaminated by the Covid-19 virus. PSBB aims to prevent the spread of Covid-19 (Nasruddin & Haq, 2020). Part of the policy is to restrict human movement, which significantly influences operations in all sectors. The logistics industry is one of them. The logistics services sector is critical because of its function in distributing products and services ranging from raw material extraction, manufacturing processes, marketing, and commodities and services that can arrive at customers (Striteska & Jelinkova, 2015).

Logistics is also one of Indonesia's fastest-growing commercial areas, according to the community's growing demands. Every logistics operation within a corporation requires management that is similar to logistics management. The science or art of logistics management involves the planning, purchase, distribution, storage, maintenance, and disposal of commodities. Essentially, it is applying management principles to logistics activities to transport an item effectively and efficiently. Planning, implementing, and controlling flow are all part of the supply chain process. The goal is to increase efficiency and effectiveness in moving connected commodities from the beginning point (the point of origin) to the end of consumption to satisfy the consumer's demands (Suherman & Nurwahyuni, 2019).

In maintaining the logistics business during this pandemic, performance is also required in marketing. According to Basu and Hani, marketing is a planning process for managing goods and services, from pricing goods and services to promotion and distribution. The entire marketing process aims to meet the needs and earn a profit (Handoko, 2000). Each company has a target every month or year that is related to marketing & sales. Marketing & Sales is the key to the sustainability of a business and one of the communicators in a company. That marketing performance indicates the quality of a company's marketing functions, both in terms of effectiveness and efficiency (Ambler, Tim; Kokkinaki, Flora ; Puntoni, Stefano; Riley, 2001). Because sales are a source of income, marketing performance is a form of effort to achieve sales for the company

Every company wants to achieve its target of making sales. One of them is the shipping line company. A shipping line is a service in the field of providing marine space to transport people's cargo and merchandise from the port of origin to the port of destination, both domestically (interinsurer) and abroad (ocean-going interinsurer) (Sadjiono et al., 2018). One of the shipping line companies in Indonesia is SPIL. SPIL (SALAM PACIFIC INDONESIA LINES) has several logistics services to send containers, one of which is the Door-to-Door service. Door-to-Door service in the world of cargo is in the form of a service where the goods are picked up or picked up at the sender's place and then delivered to the recipient of the goods (Budi et al., 19).

Over time, the logistics business is growing especially in the digital era. Then it is also necessary to improve the performance of sales marketing within the company. Sales

marketing performance measures achievements at the end of the strategy on sales obtained in promoting products or services thoroughly in a company. It can also be a concept used to measure the achievements in sales generated by a company. Performance is also the result of an employee's work in carrying out the task given and then carried out with quality and quantity. (Santoso, 2019). According to this perspective, performance is a process that measures and reflects a person's success rate in completing a previous job based on skill, experience, and perseverance. If an employee's performance is not recognized, it can lead to undesirable results and impact the company, such as unsatisfactory work output. Therefore, the company's leadership must pay attention to issues that might influence employee performance. (Ramadhani, 2016).

At SPIL, companies improving their sales and marketing performance are assisted by technology. Technology is a collection of tools used to gain added value in producing a beneficial product (Smaldino, 2008). In general, these are the first three roles of information and communication technology. Technology replaces the role of humans by using and working automatically on a task or particular process. Second, strengthen the position of humans by presenting information, duties, or procedures. Third, to restructure or make changes to a job or process (Munawaroh, 2010).

The SPIL Company's Door-to-Door service already uses technology to support sales and marketing performance by using an application called MySPIL. In logistics, especially in the logistics business, the use of technology is very helpful in improving sales and marketing performance, especially during the Covid-19 pandemic, which must all be done online, given the importance of consumer needs and the increasing needs of the community. From the explanation above, this research focuses on business processes in SPIL companies, the marketing performance of Door-to-Door services, the impact of the MySPIL application during the Covid-19 pandemic, and how to improve the marketing strategy of Door-to-Door services to enhance future performance in SPIL companies.

Method

This research used a qualitative approach to describe and analyze sales marketing performance in depth in the industrial logistics sector in Door-to-Door services and the MySPIL application for Door-to-Door services in SPIL companies.

The data source in this study used primary data obtained directly from sources that had the ability and expertise to provide information that suited the research needs by using instruments that had been determined. This interview was conducted online through the Zoom app on June 24 and July 13, 2021, and delivered to respondents. The respondent was Stevens Sugiharto, Senior Sales Manager at SPIL.

This research was also obtained by using secondary data in the form of opinions from companies or other authorized parties related to this research through information in the form of formal, print, and internet media. The researchers conducted this research in June-July 2021. Data collection techniques were conducted through structured interviews, semi-structured interviews, and focused group interviews (Miles et al., 2014).

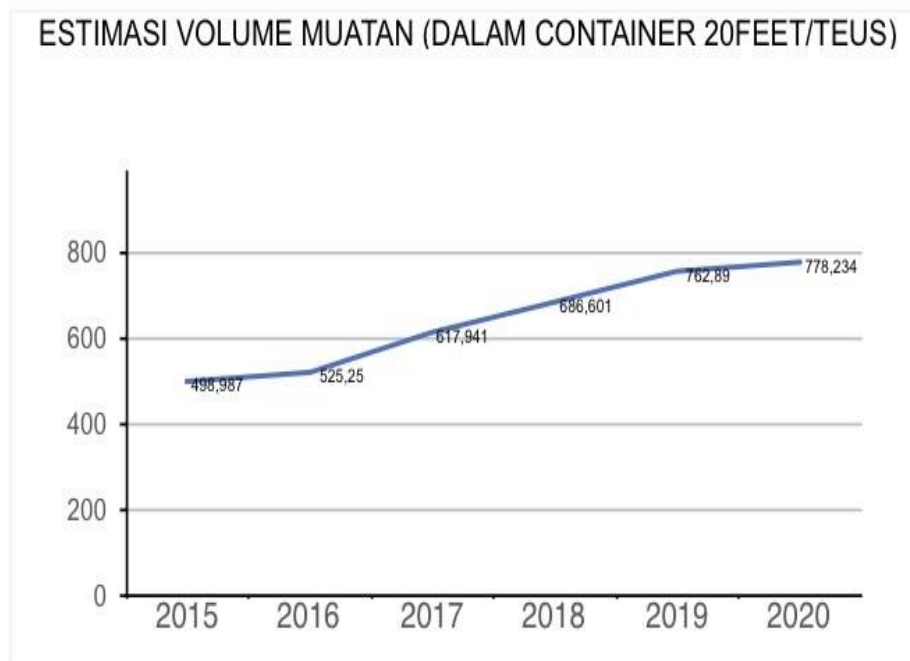
Discussion and Result

SPIL Company has services; namely, one of them is Door to Door. SPIL is the first shipping company that has an application in the marketing process for the Door-to-Door service. Before the MySPIL application, sales marketing in SPIL Companies was still done conventionally and manually by serving orders; door-to-door is one of the services. SPIL used only to have limited customer service and still used the phone to serve customers, consequently, customers had to wait due to all customer service officers were receiving a call from other customers who contacted them first. It can affect service performance to customers, which resulted in a potential slow customer service response. It will make customers uncomfortable because ordering Door-to-Door services process in SPIL companies did not run effectively and efficiently. And it can cause customers to switch to using services of other shipping line companies.

Over time, to improve marketing and sales performance, SPIL evaluates problems in its service performance process. Because it is very influential in sales, to enhance sales marketing performance in Door-to-Door services, SPIL Company has an innovation by adopting technology to help and support the marketing performance process so that sales increase by creating an application called MySPIL. This MySPIL application makes it very easy for customers to order Door-to-Door service. The ease offered by the MySPIL application is that customers can fill in the data for booking. Also, view the ship's schedule, request estimated costs, track the ship's position, monitor all customer

shipments in real-time, and make payments through BCA and Tokopedia virtual accounts. The MySPIL can make all Door-to-Door service processes, ranging from ordering to delivery and pay through the application.

Before SPIL had the MySPIL application, the order on the Door-to-Door service and the sales result was not as large as when the MySPIL application was calculated from the data below, the estimated load volume (in a container of 20ft/teus). As seen from the data, in 2015 and 2016, the cargo volume still showed an increase, but the increase was very different compared to 2017. In 2017, there was a significant increase compared to the previous year, namely before using the MySPIL application. In 2017, sales showed a very substantial boost to reach 617,941 teus. Because 2017, that was the year the mySPIL application was created and started its operation. Since there is a MySPIL application, the data shows that there is always an increase in sales every year. The rapid development encourages PT SPIL to monitor the performance of the MySPIL application by continuing to develop the application. A significant increase occurred again in 2019, reaching 762,890 teus, which increased by 11.11% from 2018, which went 686,601 teus. Then in 2020, when the Covid-19 pandemic occurred, sales reached 778,234 teus. In that year did not decrease but only increased 2% from the previous year.



The Covid-19 pandemic impact on the MySPIL app shows an increase due to the increasing community activity in delivering goods during this pandemic. MySPIL continues to develop the feature in its application because all activities always are online in this pandemic. The MySPIL during this pandemic also created Delivery Order (e-DO), Bill of Lading (e-BL), and Shipping Instruction (e-SL). Those can be obtained online directly from the MySPIL application to make it easier for customers to use Door to Door services at SPIL companies. Customers can now purchase seals directly at any time through vending machines available in terminal 2. The impact of the MySPIL application is that the sales marketing strategy in SPIL sales companies is increasing because the MySPIL application is beneficial for customers to be able to provide updated information about promotions or complete details on their marketing-related schedules. Also, can give criticism and suggestions for SPIL in the MySPIL application. SPIL conducts marketing through Instagram social media by providing interesting updates and internet marketing to effectively market ads to one specific target market to promote Door-to-Door services and introduce the advantages of using the MySPIL application because it is more efficient and effortless to use.

SPIL's corporate strategy to constantly improve the marketing performance of Door-to-Door services always offers fast service because customers always want a quick finish to all the processes, such as order until the goods are delivered. And customer desires, such as fast response, security, competitive price, and visibility, include the proper boat schedule. Because every customer must already have a further plan to be on time as planned, the SPIL Company answered it by going through its digital technology product, the MySPIL application. SPIL also always provides convenience and speed for customers using Door-to-Door services. Also, SPIL offers insurance to customers to protect against loss and damage to cargo resulting from marine hazards that occur during the transportation of customer cargo, both by sea and land. By including this insurance in cargo delivery, customers will be calmer and safer when delivering goods with SPIL because SPIL companies are always looking for what customers need. By having such a marketing performance strategy and running consistently, SPIL will always get sales that increase every year.

Conclusion

SPIL is the first shipping company in Indonesia that only has an application to serve customers ordering Door-to-Door services through MySPIL. The ease offered by the MySPIL application is that customers can fill in the data for booking, view the ship's schedule, request estimated costs, track the ship's position, monitor all customer shipments in real-time. Moreover, it can make payments through BCA and Tokopedia virtual accounts. MySPIL can make all Door-to-Door service processes, ranging from ordering to delivery and pay through the MySPIL application. The application's existence also makes the marketing performance of SPIL companies better and grow, which impacts sales, which always increases every year. MySPIL during this pandemic is also increasingly developing its application by creating Delivery Orders (e-DO), Bills of Lading (e-BL), and Shipping Instructions (e-SL). Those can be done online directly from the MySPIL application to make it easier for customers to use Door-to-Door services. Although during the Covid-19 pandemic, SPIL was one of the companies that did not experience a decrease in sales. It is still increasing from the previous year because of the MySPIL application that encourages customers to continue to use Door-to-Door services in SPIL companies. All the processes can run effectively and efficiently and then provide convenience for customers to use Door-to-Door services only through the MySPIL application. Indeed, in the covid-19 pandemic, people should do all activities online. Another service provided by SPIL for customers, namely customers during the Covid-19 pandemic, can also buy seals using vending machines in terminal 2 available at all times. SPIL also offers customers insurance to protect against loss and damage to cargo due to sea hazards that occur during cargo transportation, both by sea and land. By including this insurance on cargo delivery, customers will be calmer and safer when delivering goods with SPIL because SPIL companies always want to determine what customers need.

References

- Ambler, Tim; Kokkinaki, Flora ; Puntoni, Stefano; Riley, D. (2001). Assessing market performance the current state of metrics. *London Business School Centre for Marketing*, 01, 1–68.

- Budi, S. S., Ariningsih, P. K., & Iswari, T. (2019). Proposing an Algorithm to Solve the Forward and Reverse Logistics Distribution Problem with One Door Container. *Jurnal Teknik Industri*, 21(1), 1–14. <https://doi.org/10.9744/jti.21.1.1-14>
- Handoko, B. S. dan T. H. (2000). *Manajemen Pemasaran (Analisa Perilaku Konsumen)*. BPFE UGM.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Qualitative Data Anlaysis. In *SAGE Publication, Inc.* <https://doi.org/10.1192/bjp.112.483.211-a>
- Munawaroh, I. (2010). Pemanfaatan Teknologi Informasi Dan Komunikasi Untuk Menumbuhkan Kreativitas Dan Kemandirian Belajar. *Jurnal Teknologi Informasi Dan Komunikasi*, 1–10.
- Nasruddin, R., & Haq, I. (2020). Pembatasan Sosial Berskala Besar (PSBB) dan Masyarakat Berpenghasilan Rendah. *SALAM: Jurnal Sosial Dan Budaya Syar-I*, 7(7). <https://doi.org/10.15408/sjsbs.v7i7.15569>
- Ramadhani, P. A. E. (2016). *PENGARUH BUDAYA ORGANISASI DAN MOTIVASI KERJA TERHADAP KINERJA SALES MARKETING PT INTI BHARU MAS LAMPUNG*.
- Sadjiono, I., Istijab, B., & Malisan, J. (2018). *Jurnal Penelitian Transportasi Laut A Potential Freight Consolidation Center for Asia Pacific Regional Hub : An Importance Performance Analysis*. 20, 98–108.
- Santoso, P. (2019). Pengembangan Media Interaktif Menggunakan Model Assure Untuk Membantu Guru Dalam Pembelajaran Fisika Tentang Alat Ukur Listrik. *Briliant: Jurnal Riset Dan Konseptual*, 4(2), 235. <https://doi.org/10.28926/briliant.v4i2.319>
- Smaldino. (2008). *Instructional Technology & Media for Learning* (Terjemahan). Kencana.
- Striteska, M., & Jelinkova, L. (2015). Strategic Performance Management with Focus on the Customer. *Procedia - Social and Behavioral Sciences*, 210, 66–76. <https://doi.org/10.1016/j.sbspro.2015.11.330>
- Suherman, S., & Nurwahyuni, A. (2019). Analisa Pengelolaan Kebutuhan Logistik Farmasi pada Instalasi Farmasi RS MBSD Periode Juli 2017- Juni 2018. *Jurnal Administrasi Rumah Sakit Indonesia*, 5(2), 49–58.