

THE EFFECT OF ORDER MANAGEMENT TRACKING ON SERVICE LEVEL DELIVERY CUSTOMERS ON LION PARCEL IN JAKARTA

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Abstract: The convenience of customers in the delivery of goods is an important thing. In addition, the influence of order management tracking is always taken into account for freight forwarding companies to provide satisfaction to customers in using their services. This study explores the effect of order management tracking on service level delivery customers at Lion Parcel. The research method used is quantitative associative, where the data is obtained by distributing questionnaires and doing literature studies. The research population is Lion Parcel users in Jakarta. The research sample used the saturation sampling technique by conducting trials of 30 samples. The result of this research is that order management tracking has a positive effect on service level delivery.

Keyword: Order Management Tracking, Service Level, Lion Parcel

Introduction

The need to deliver goods is the main thing in the buying and selling system, especially for transactions in the digital era (online). The ease of transactions makes the demand for cargo business grow very rapidly both nationally and on an international scale. Cargo is an essential component in supporting the economic development in Indonesia. In today's era, where everything is technology-based, it is necessary for the cargo industry to keep their trade worldwide. Lion Parcel is a delivery service provider belonging to the Lion Air Group. Lion Parcel began operating on February 14, 2013 and has a large infrastructure network and extensive destinations because it is supported by three airlines that are also under the guidance of the Lion Air Group, namely Lion Air, Batik Air, and Wings Air. Lion Parcel develops its business by collaborating with several companies in Indonesia. They have also increased the number of truck land transportation fleets by up to 25%. This addition is expected to support the needs of areas that do not yet have an airport. The other truck fleet is expected to help improve the

efficiency and optimization of Lion Parcel routes. To deal with the surge in package deliveries, Lion Parcel will increase the number of couriers by 20% to continue providing excellent service to each customer. In addition, in 2021, Lion Parcel will also increase the number of its agents by 40% and hubs up to 50%. (R. Industri et al. 2020).

From the description above, the researchers conducted a study on one of the Lion Parcel expedition services. This is due to several reasons. One of them is that in order management tracking, there are several obstacles felt by some customers who use Lion Parcel services such as: no clarity about the goods being held in the warehouse, a misunderstanding with the customer, and incomplete tracking address.

Order Management

In short, order management is an activity about tracking orders or managing the process to fulfill those customer orders. The order fulfillment process includes all operations such as procurement, fulfillment, delivery, service to customer requests. The activities carried out in the order fulfillment business process are divided into five sub-processes, namely: (1) Enter Order, (2) Proses Order, (3) Handle Documentation, (4) Fill Order, (5) Delivery Order. (Dachyar and Zufri 2016).

Tracking

Tracking is a mechanism for monitoring the presence of a moving object and its path. The definition of moving in the perspective of geography is the movement of the position of an object from one coordinate to another. Tracking is obtained by recording the displacement data (Sunyoto, 2009). It provides accurate information so that consumers can enter the receipt code to complete its feature as a service identity. The indicators of this research are as follows: (a) Reliability, (b) Web design, (c) Privacy/security, and (d) Customer service.

Service Level

Service level is the concept of assessing customer satisfaction for the delivery of orders on time and with the amount according to the order. The level of service is influenced by several factors, including the number of

incoming goods, the average inventory, and safety stock. (F. T. Industri and Indonesia 2007). According to Kotler in Tjiptono and Chandra (2016: 284), there are five determinants of service quality, including: 1. Tangible, 2. Empathy, 3. Responsiveness, 4. Reliability 5. Assurance.

Delivery

Delivery is an activity to provide services to consumers. Customer satisfaction in delivery service is any activity that is intended to provide customer satisfaction through services that can meet customer wants and needs. (Burrahmad et al. 2020). The factors that affect delivery, according to (Henriette 2010), are (1) Delivery Time, (2) Delivery Flexibility, (3) Delivery accuracy, (4) Stock service, and (5) Information.

E-Commerce

E-Commerce is a dynamic set of technologies, applications, and business processes connecting companies, consumers, and specific communities through electronic transactions and trading goods, services, and information. (David Baum, 2000).

According to Wong (2010) e-commerce is the process of buying and selling and marketing goods and services through electronic systems, such as radio, television and computer networks or the internet.

Cargo

According to (Warpani, 2009:95), cargo or cargo are all (goods) sent by air (airplanes), sea (ships), or land (container trucks) which are usually for trade, both between regions/cities within the country. as well as between countries (internationally) known as export-import. Cargo is goods sent by air, sea, or land, usually carried out for trade activities both between regions/cities within the country and between countries or known as export-import.

Courier

Courier is someone who has the responsibility to deliver an item between two or more people. Couriers are usually employed by a company that provides an average price to each user of its services.

Customers

According to Greenberg (2010: 8), a customer or customer is an individual or a group accustomed to buying a product or service based on their decisions on benefits and price considerations which then communicate with the company by telephone, mail, and other facilities to obtain a new offer.

Conceptual Framework

The conceptual framework is a good relationship from the theoretical basis and empirical studies. The conceptual framework in this study is presented in figure 1. as follows:

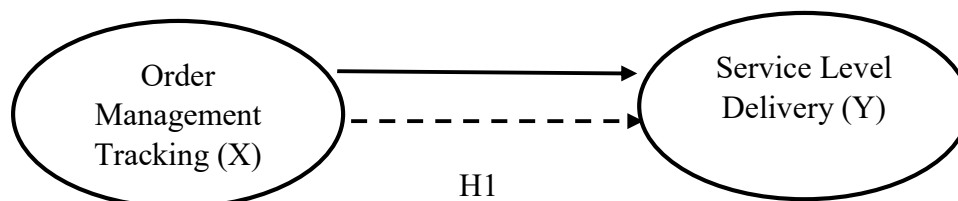


Figure 1.

Source: Conceptual Framework

Based on the conceptual framework above, it can be explained that this research has one independent variable (order management tracking) and one related variable (service level delivery). From the conceptual framework above, it can be seen that order management tracking partially affects service level delivery, and simultaneously order management tracking affects service level delivery.

Research Hypothesis:

H1: Order Management Tracking is suspected of having a simultaneous influence on Service Level Delivery.

Method

In this study, researchers used quantitative methods with an associative approach. This study was conducted on Lion Parcel in Jakarta. The population in this study were all Lion Parcel expedition service users who used their services in July 2021. This study used primary data and secondary data. Preliminary data were obtained using a questionnaire, and secondary data were obtained from literature study such as journals and

reading sources available on the internet. The technique used for data analysis was a simple regression analysis technique. Several linear regression analyses were used to determine the effect of the independent variable Order Management Tracking (X) on the dependent variable Service Level Delivery (Y). In this study, a partial test (t-test) was used to determine whether the independent variable's partial effect was on the dependent variable. The sampling technique used in this study was a saturation sampling. According to Sugiyono (2018:85), saturated sampling is a sampling technique when all members of the population are used as samples. The condition of the respondents who were sampled were customers who had used the Lion Parcel expedition service. The number of samples taken was 100 respondents.

Discussion and Results

Validity Test

The researchers first conducted a validity test to determine whether the measuring instrument or instrument used got valid data. They were testing the instrument in this study using the help of software *SPSS 25.0 for Windows*. The writers distributed a questionnaire containing nine questions concerning the independent variable, namely order management tracking, while the dependent variable is service level delivery. As instrument testing, the data used in the validity tests was 30 respondents who are samples of the research population. The number of samples taken was 30 respondents. This is in accordance with the opinion of Singarimbun and Effendi (1995) which says that the minimum number of questionnaire trials is at least 30 respondents. The results of the presentation of validity are as follows:

Table 1. Validity test

Variable	Items	Pearson Correlation	r-table	Status
Order Management Tracking (X)	X.1	0.677	0.1966	VALID
	X.2	0.587	0.1966	VALID
	X.3	0.705	0.1966	VALID

	X.4	0.554	0.1966	VALID
Service Level Delivery (Y)	Y.1	0.658	0.1966	VALID
	Y.2	0.56	0.1966	VALID
	Y.3	0.635	0.1966	VALID
	Y.4	0.739	0.1966	VALID
	Y.5	0.722	0.1966	VALID

Source: Processed based on the results of questionnaire data, 2021

At a significance of 0,05 with degrees of freedom $df = n - 2$, $df = 100 - 2$, r table of 0,1966. The results show that the correlation values of 9 questions from the Order Management Tracking (X) and Service Level Delivery (Y) variables were all valid.

Reliability Test

Table 2. Reliability Test

Reliability Statistics					
Variable	Cronbach's Alpha	> / <	Constant	Number of questions	Explanation
Order Management Tracking (X)	0.811	>	0,6	4	Reliable
Service Level Delivery (Y)	0.855	>	0,6	5	Reliable

Source: Processed based on the results of questionnaire data, 2021

Based on the table of product quality variable reliability test results above, the value of the reliability coefficient (Cronbach's Alpha) on Order Management Tracking (X) is 0.811, and at Service Level Delivery (Y) is 0.855. Thus, the same as the previous manual test, this value is more significant than 0.6, so that the conclusion is that the instrument is reliable.

Simple Regression Analysis**Table.3 Simple Regression Analysis**

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.668	2.020		4.292	.000
Order Management Tracking	.687	.118	.508	5.835	.000
a. Dependent Variable: Service Level Delivery					

Source: Processed based on the results of questionnaire data, 2021

Based on figure 3, it is revealed that from the results of processing using SPSS, a functional influence can be obtained between Order Management Tracking (X) and Service Level Delivery (Y). Based on the above calculations, it can be seen that the simple linear regression equation $Y = 8.668 + 0.687x$.

Simple Correlation Test

This test determines the nature of the relationship and the strength of the relationship between the variables Order Management Tracking (X) and Service Level Delivery (Y).

Table 4. Simple Correlation Test

Correlations			
		The Influence of Order Management Tracking	Service Level Delivery
Order Management Tracking	Pearson Correlation	1	.508**
	Sig. (2-tailed)		.000
	N	100	100
Service Level Delivery	Pearson Correlation	.508**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Processed based on the results of questionnaire data, 2021

According to the Correlation Coefficient Interpretation Table, the influence of Order Management Tracking (X) on Service Level Delivery (Y) is Medium. This is because the Pearson Correlation number is at 0.508, and according to the coefficient interpretation table and the correlation number 0.40 – 0.5999, the level of influence is Medium.

Partial Significant Test (Test - T)

The T-test is intended to determine how far the influence of one independent variable is individually in explaining the variable.

Table 5. Partial Significant Test (Test - T)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.668	2.020		4.292	.000
Order Management Tracking	.687	.118	.508	5.835	.000

a. Dependent Variable: Service Level Delivery

Source: Processed based on the results of questionnaire data, 2021

The table shows the results of the t statistical test so that it can partially explain the effect of the independent variable. From the regression table, it can be seen that the t-count for the Order Management Tracking (X) variable is 5.835, with a significance value of 0.000. Significance shows the number <0.05 ($0.000 < 0.05$), then H_0 is rejected. H_a is accepted, meaning that Order Management Tracking (X) has a significant effect on Service Level Delivery (Y).

Simultaneous Significant Test (Test - F)

This test is used to determine the combined effect of the independent variables on the dependent variable.

Table 6. Simultaneous Significant Test (Test - F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	221.007	1	221.007	34.053	.000 ^b
	Residual	636.033	98	6.490		
	Total	857.040	99			
a. Dependent Variable: Service Level Delivery						
b. Predictors: (Constant), Order Management Tracking						

Source: Processed based on the results of questionnaire data, 2021

The table above shows that the calculated F value is 34.053 with a significance level of 0.000 which is smaller than 0.05. By using the significance value of table F, the number sig 0.05 is obtained where the sig number for table F is 0.000 ($0.000 < 0.05$) so that H_0 is rejected and H_a is accepted, meaning that the independent variable, namely Order Management Tracking (X) has a significant effect on Service Level Delivery (Y).

Determination Test

The coefficient of determination determines how much influence do the independent variables have on the dependent variable. The value of the coefficient of decision for the independent variable is used R Square, as follows:

Table 7. Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.508 ^a	.258	.250	2.548	2.039
a. Predictors: (Constant), Order Management Tracking					
b. Dependent Variable: Service Level Delivery					

Source: Processed based on the results of questionnaire data, 2021

From the analysis of determination above, the coefficient of determination (R Square) is 0.258. This means that Order Management Tracking (X)

contributes 25.8% to the dependent variable (Y), namely Service Level Delivery, while other factors of this study influence the remaining 74.2%.

Discussion

In this study, the indicators used in the Order Management Tracking variable (X) and the Service Level Delivery variable (Y) are valid based on the validity test carried out on 100 samples taken at random. The regression analysis results show that Order Management Tracking (X) has a significant influence on the Service Level Delivery variable (Y). This can be seen from the results of the partial test of research variables. It is known that another independent variable, namely Order Management Tracking (X), has a significant influence on the dependent variable, namely Service Level Delivery (Y). This is following the significance value of 0.000, which is smaller than 0.05.

The adjusted R Square value can be concluded that the influence caused by the Order Management Tracking (X) and Service Level Delivery (Y) variables is 0.258, this means that Order Management Tracking (X) has a contribution of 25.8% to the dependent variable (Y) namely Service Level Delivery. In comparison, the remaining 74.2% is influenced by other factors from this research. Work motivation has a positive increase in the regression coefficient of 0.687 at a constant unit of 8.668.

Conclusion

Based on the research analysis results, it can be concluded that order management tracking has a positive effect on service level delivery customers. And it can be assumed that good and correct order management tracking can affect the customer service level so that it can attract customers to use Lion Parcel expedition services. This study concludes that the effect of order management tracking on service level delivery on Lion Parcel is proven correct.

Suggestion

Based on the results of the research and the conclusions that have been described previously, in order for the Lion Parcel company to better satisfy consumers, the researchers provides several suggestions, including the following:

1. In order to make the position of the tracked goods visible, the Lion Parcel company can add GPS tracking to the truck/courier that delivers goods on land. Every time it goes to the recipient's address, a link will be sent, and the recipient can see the position of the courier directly through the connection he has obtained.
2. Lion Parcel can add a tracking service feature that can directly track goods through a link sent to the recipient at the number listed on the item.

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