

**DELAY FACTOR IN DELIVERY OF GOODS DOOR TO DOOR
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Abstract: One business sector that currently has a high growth and development rate is freight forwarding services. This is in line with the society's needs, increasingly sophisticated technology, and the phenomenon of e-commerce affecting the presence of various new businesses managed online. Hence, goods that must reach the hands of consumers need safe and reliable delivery services. However, it is found that there are some problems in the process of delivery; one of them is delivery delay. Departing from that point, this study is focused on analyzing delay factor in delivery of goods door to door. The method used in this study is Qualitative Descriptive methods with interview and observation as the data collection instruments. As results, the delay factors in the goods delivery cover the misrouting case, delivery troubles such as unclear customers' data and emergency public activity restrictions effect, no transit flight, and the off day because of national holidays.

Keywords: Delay factor, delivery, door to door shipment

Introduction

Business development in the field of logistics delivery services in Indonesia is currently auspicious. The more online business popping up that resulted in the online transactions is likely to be rife, Technically, this also illustrates the level of demand for logistic delivery and transportation services growing (Nasution, 2008). This condition is assumed increase the need for freight forwarding services and logistic, and the process of moving and storing a material from the initial shipper to the end of the need for freight forwarding services and logistics (Walters, 2003: 3-4). Furthermore, distributing goods into the hands of consumers certainly need safe and reliable transportation. This necessary is due to the condition of Indonesia's territory which requires a means of transportation to support the distribution of goods by using land, sea, and air transportation to meet the needs of everyday people (Standy, 2012).

Concerning the topic above, Lion Parcel is a company engaged in freight and document delivery services where the company is under the

auspices of Lion Group. Supported by Lion Group's network and infrastructure, this company was established on February 14, 2013, and currently has 3500 branches and 7000 partners spread throughout Indonesia, to help people connect indefinitely and distance. Lion Parcel has a reasonably wide destination because it is supported by Lion Air, Batik Air and Wings Air, where the airline is under the auspices of Lion Group.

To support its business activities, Lion Parcel provides several kinds of freight forwarding services to customers, namely service types such as Onepack, Regpack, Landpack, Interpack, Bigpack and Docupack. Specifically, Onepack goods is one day delivery, Regpack is a two-to-three-day delivery service. More than that, This company also provides Landpack as a freight forwarding service using land mode on one island, and Interpack as a freight forwarding service abroad. Last, Bigpack is also one of the services, providing a freight forwarding service with a large document delivery service throughout Indonesia at the same price of Rp. 10,000.

Furthermore, Lion Parcel provides advantages compared to its competitors engaged in the shipping goods and documents such as Easiness, Fast, Reliable, Connected, Affordable. The purpose of Easiness is that costumers can easily send something or package without leaving the house by downloading the application from lion parcel and can be through Whatsapp. Then, the nearest courier will pick up the package without long and complicated. Fast is meant by sending the package fast and directly to the house or place with the support of a fleet of aircraft and high flight frequency from Lion Group. In terms of Reliable, this company provides lion parcel to customers with live tracking features ; therefore, customers can monitor shipments safely and comfortably to their destination. Connected itself aims to reach all corners of Indonesia because it has more than 7000 partners spread throughout Indonesia. Affordable is the advantage of Lion Parcel, which makes customers more efficient in sending goods or documents and pick-up systems without minimal cost. Hence, the costumers or customers can send as many packages as possible without fear of shipping costs and pick-up fees.

Along with the various services provided by Lion Parcel to customers, several problems often occur in shipping goods caused by several causative factors. Based on observation result, it is revealed that many Lion Parcel service users complain about the timeliness promised by Lion Parcel to get to the destination and the accuracy of destinations. This problem occurs in the package delivery (goods and documents) to remote areas outside the city - large cities, especially Sulawesi areas.

Method

This research was conducted by Qualitative Descriptive methods with primary data collection and secondary data. Peculiarly, the primary data were collected through in-person interviews with parties related to the research (Sugiyono, 2013: 193). In addition, secondary data in this study are a source that does not directly provide data to data collectors (Sugiyono, 2013: 193).

Discussion and Result

A. Freight flow on Lion Parcel

In process of shipping, Lion parcel goods will go through several processes. Particularly, the flow of the goods delivery process is visualized as follows.

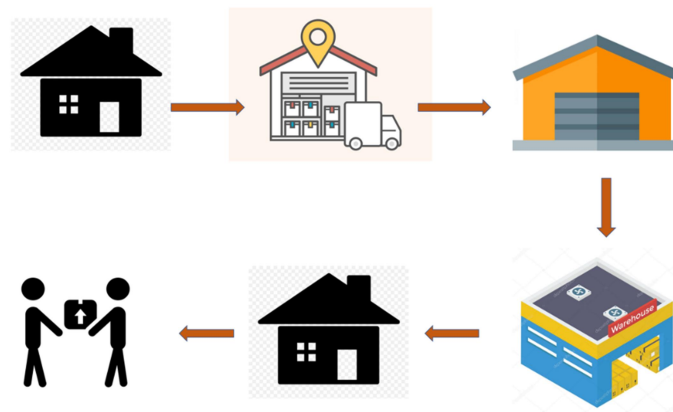


Figure 2. Freight forwarding flow

Source: source: author

1. First stage of Jakarta branch lion parcel agent

In this first stage, there are two options for delivery, First, the customer will send goods to agents in Jakarta. Second, couriers from Jakarta agents will pick up goods to the customer's location to be delivered to the Jakarta agent. After the goods arrive at the Jakarta agent, the officer will record the goods according to the address listed. Then, the goods will be taped receipts and sorted based on the purpose. The next stage, the officer will make a pick up manifest to be handed over to the courier to be delivered to the central warehouse in Kedoya Jakarta.

2. Second stage of Lion parcel center warehouse kedoya, Jakarta

After arriving at the Kedoya warehouse, the courier will deposit the goods by providing a pick-up manifest form. Then, the officer from the Kedoya warehouse will scan the goods based on the list in the pick-up manifest form. The next phase is that Kedoya warehouse officers will handover goods to the courier to be brought back to the Jakarta agent as proof that the Kedoya warehouse has received the items. The following stage is making an AWB (Airway Bill) and doing paste to each destination. Before leaving for RA (Regulated Agent), officers in Kedoya will unite several AWB per one destination, make a PTI form (Notification About Contents), then send it to RA (Regulated Agent)

3. Third stage Regulated Agent

In this third stage the courier will deposit the goods to the Regulated agent by showing the AWB (Airway Bill) along with the PTI form (Notification About Contents). then the Regulated agent officer will check the two documents provided by the courier then do an x-ray to ensure the goods entering the airport are not dangerous. Following the data in the AWB and PTI form, If the goods examined do not match the information in AWB and PTI then it will be returned to the courier to be taken to the Kedoya warehouse.

4. Fourth stage of line 1 warehouse

After our goods are completely inspected, regulated agent officers will put the goods into the truck to be taken to the warehouse line 1. Afterwards, officers will drop the item and x-ray again to make sure the item is completely safe. Later, the goods will be separated according to the destination city listed in the AWB (Airway Bill) and wait for the scheduled departure.

5. Fifth stage agent lion parcel in destination

Arriving at the destination city, Lion Parcel agents will pick up and take it to the post in the area, then sorted according to the area in the destination city, in collaboration with several vendors, Lion parcel agents will divide the package to vendors for areas not reached by Lion Parcel.

6. Goods arrive at the consumer.

Once in accordance with the destination area the courier will deliver to the consumer, then ask for a signature to the receipt. Next, it is reported to the Lion Parcel in Kedoya Jakarta that the goods have arrived safely.

B. Factors causing delays in the delivery of goods

In carrying out goods delivery, some problems that often occur. In response, the author has conducted an interview with the owner of the Lion Parcel agent's Jakarta branch, to find out the factors causing delays in delivery of goods.

From the results of interviews and data provided during July 2021, the Lion Parcel's Jakarta branch Helpdesk said that the causative factors for delays in delivery of goods consisted of several causes, among others are as follows.

1) Miss Route

This condition happens due to several factors.

- 1) Errors in creating receipts
- 2) Error at sorting of goods in the central warehouse

- 3) errors in the writing of destinations/destination areas
- 4) Error in delivery based on area code but still one region

STT Tracking

Search Criteria for STT Tracking:

*STT No / External Ref. No / Marketplace API & Scan :

11-21-5414753

Search

Reset

STT Details

STT Number	11-21-5414753	Current Status	MIS-ROUTE
Origin	CGK-JAKARTA	Destination	DPS-DENPASAR
Service Type / Commodity	PACKAGE / BARANG UMUM LAZIMNYA / GENERAL OTHERS	Product Name	CNERACK
Gross Weight	1.00	Volume Weight	1.00
Total No. of Pieces	1	Dest Territory	
COD Value	Rp 0	Cash Collected	
COD Remarks		Estimate	1-1 Days

Shipment Travel History (In UTC Date Format)

Date / Time	Track Code	Location	Piece	Remarks	Updated By	Updated Time
1 03-Jul-2021 15:10	MIS-ROUTE	PDG	1	[eCargo No. 938-1123244] MIS-ROUTE AT - PT. LINTAS BENJUA CARGO WAREHOUSE.	ENI JS PDG	03-Jul-2021 15:10
2 03-Jul-2021 12:15	SHORTLAND	DPS	1	[eCargo No. 938-1123244] SHORTLAND AT - CV. JASA NUSA WISATA WAREHOUSE.	AYU DPS	03-Jul-2021 13:15
3 02-Jul-2021 21:39	E-CARGO	CGK	1	[eCargo No. 938-1123244] BOOKING IN E-CARGO : eCargo Tracking: 938-1123244	HANDRI CGK	02-Jul-2021 21:39
4 02-Jul-2021 21:22	CONS	CGK	1	CONS GENERATION - [DPS-31044887 - CONS GENERATION]	HANDRI CGK	02-Jul-2021 21:22
5 02-Jul-2021 10:00	STI	CGK	1	STI AT LIONEX CGK WAREHOUSE.	192842-HUB BARAT	02-Jul-2021 17:00
6 02-Jul-2021 16:21	PUP	CGK	1	PUP FROM LION PARCEL BOJONG RAYA BY ADI SARUTRO .	LION PARCEL BOJONG RAYA 2	02-Jul-2021 16:21
7 02-Jul-2021	BKD	CGK	1	BOOKED BY LION PARCEL BOJONG RAYA .	LION PARCEL BOJONG RAYA 2	02-Jul-2021 08:56

Figure 3. Data status Missroute Lion Parcel

Source: lion Parcel system

From the case above, it is clearly revealed that the customer experienced late in receiving goods destination (specifically, Denpasar Bali) that should be one day deliver, on July 2- 3, 2021. In fact, the goods experienced to one of the shipments; therefore, it reached Padang until now, meaning that the goods have not been sent and are still waiting for flights to Bali.

2) The occurrence of errors in delivering to customers or problems related to customer conditions or on the ground when making delivery

In this case, there are several factors occur.

1. Delivery delayed due to address input not matching area code
2. Delivery error in the destination agent area
3. The closure of areas related to PPKM (Emergency public Activity Restrictions)

STT Tracking

Search Criteria for STT Tracking:

*STT No / External Ref. No / Marketplace API & Scan : 11-21-5387205

SearchReset

STT Details

STT Number	11-21-5387205	Current Status	DEX
Origin	CGK-JAKARTA	Destination	CGK-JAKARTA
Service Type / Commodity	PACKAGE / DOKUMEN / DOCUMENT	Product Name	REGPACK
Gross Weight	1.00	Volume Weight	1.00
Total No. of Pieces	1	Dest Territory	
COD Value	Rp 0	Cash Collected	
COD Remarks		Estimasi	2-3 Days

Shipment Travel History (In UTC Date Format)

Date / Time	Track Code	Location	Piece	Remarks	Updated By	Updated Time
8 08-Jul-2021 02:23	HAL	CGK	1	HOLD AT LOCATION[ALAMAT KANTOR TIDAK DITENJUKAN.]	192341-HUB BARAT	08-Jul-2021 02:23
2 09-Jul-2021 15:46	DEX	CGK	1	UN-DELIVERED [Lokasi Toko / Kantor Tutup] [1]	LIONAPP01	09-Jul-2021 15:46
3 09-Jul-2021 14:30	DEL	CGK	1	DELIVERED BY Rendi Yulita (Ops) from LP COD [CGK-7969-2104] .	LIONAPP01	09-Jul-2021 14:30
4 09-Jul-2021 04:41	HAL	THQ	1	HOLD AT LOCATION[KANTOR TUTUP.]	LP HQ THQ	09-Jul-2021 04:41
5 02-Jul-2021 16:02	DEX	CGK	1	UN-DELIVERED [Pesanan / Paket Bermasalah] [1]	LIONAPP01	02-Jul-2021 16:02
6 02-Jul-2021 13:07	DEL	CGK	1	DELIVERED BY Teguh Agung Prasetyo from LP COD [CGK-7969-2104] .	LIONAPP01	02-Jul-2021 13:07
7 01-Jul-2021 23:44	STT-DEST	CGK	1	STT AT LIONEL CGK WAREHOUSE.	180333-HUB TIMUR	01-Jul-2021 23:44
8 01-Jul-2021 10:55	PUP	CGK	1	PUP FROM LION PARCEL RAYA CEGER CIRAYUNG BY AGNEZ .	RAYA CEGER CIRAYUNG 2	01-Jul-2021 17:56
9 01-Jul-2021	BKD	CGK	1	BOOKED BY LION PARCEL RAYA CEGER CIRAYUNG .	RAYA CEGER CIRAYUNG 2	01-Jul-2021 13:57

Figure 4. DEX Status Data (description at delivery) Lion Parcel

Source: Lion Parcel system

1. The data mentioned above reveal that the customer is late receiving goods caused by the enactment of PPKM (Emergency public Activity Restrictions) in the destination area. The delivery time is only three days, from July 1- 3, 2021. However, when the courier arrived at the destination, is carried out, causing the goods must be returned to the destination branch post office until the PPKM was over by the government.

3) Transit flights

From the interview session, the owner of the Jakarta branch of Lion Parcel agent said that one of the factors for the delay in the delivery of goods was the aircraft transit to the destination. This problem occurs because there was no direct flight to the destination city. Therefore, the delivery of goods was diverted to trucking for delivery to the destination.

4) There is a national holiday (Eid al-Fitr)

As Muslims, of course, the Eid al-Fitr moment is a special moment where the community will cross paths with the family. This moment is precisely an obstacle for expeditions, especially Lion Parcel, where the number of shipments to the destination is hampered and limited because of the large cargo-passengers. Hence, the compartments to put goods on the plane are limited.

C. Solutions to reduce delays in delivery of goods

From the results of interviews conducted by the author with two Lion Parcel employees, here are the statements from both Lion Parcel employees about the solutions to reduce the delays in delivery of goods.

1. To reduce the occurrence of misrouting:

From the results of the interview with Rian as Lion Parcel Helpdesk to reduce the occurrence of misrouting is

- a. Double check the address to be input to fit the purpose
- b. Ask for a clear address to the customer so that no errors occur when inputting data
- c. Ask for a mobile number that can be contacted to make it easier to carry out the escort of goods

2. To reduce the occurrence of errors in delivering to customers or problems related to customer conditions or on the ground when making delivery:

The results of the interview with the Lion Parcel Helpdesk indicate that some strategies used to reduce the occurrence of errors in delivery to the destination are as follows.

- a. Ensuring that the input destination is correct in order to avoid errors at the time of delivery
- b. Double-check when sorting items for the purpose

3. To reduce the delays caused by transit

From the interview phase with the owner of lion parcel agent Jakarta branch, it is found that some steps are carried out as follows.

1. Make a delivery in the morning to get a direct flight

4. To reduce the delays caused by national holidays

From the interview phase with the owner of lion parcel agent Jakarta branch, it is found that some steps are carried out as follows.

1. Advise customers if they do not serve groceries or frozen food
2. If the delivery on national holiday such as Eid or national holidays lion parcel is advised to send the next day

Conclusion

From the research findings as explained in the previous part, it is recommended that Lion Parcel Branch tackle the delivery delay as the matter. First, the Management and board of directors of Lion Parcel is expected to encourage and help Lion Parcel achieve the vision, mission and goals. Second, this board is hoped to improve performance in a sustainable manner and have an advantage of the company's competitiveness through alignment of the company's plans. Third, this company will focus on employees / workforce and all actions that can ultimately be demonstrated by achieving superior results and high competitiveness.

Moreover, from the factors behind the delay of goods to get into the hands of the recipient, it is inferred that that it is necessary to do double-checking for the collection of goods in accordance with the address listed. When at the counter of Lion Parcel, partner agents or couriers come to take the goods directly to the place of the sender before the goods are received from the sender to the Lion Parcel. The current system implemented by Lion Parcel is able to provide fast and accurate information in providing information about the delivery process to consumers. It is also seen that currently, the existing system on Lion Parcel has not been efficient due to human resource factors. The problems still occur when sorting the sorting of goods in the central warehouse, data input errors and delivery errors in the destination agent area.

Suggestions

Lion Parcel Management needs to provide training (training) to lion parcel members and partners scattered throughout Indonesia for the problem of collecting goods following the address listed and clear. Along with the employees who work in warehouses and delivery couriers to avoid being

wrong in shipping. This training is necessary to achieve maximal abilities to employees or employees to help achieve organizational goals. In order to have a good competitive advantage in the field of shipping goods and documents, Lion Parcel needs to improve the quality of service and strive to make continuous quality improvements to the processes, products and services produced by the company.

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