

The Analysis of the Effectiveness of Delivery Order (DO) Online on Import Activities at Terminal 3 International PT. IPC TPK

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Abstract: The purpose of this study is to determine the effectiveness of Online Order Delivery activities on import activities. The researchers focused this scientific research on Terminal 3 of PT IPC Container Terminal. In an effort to improve the smooth flow of goods and reduce logistics costs at the port, it is necessary to accelerate the delivery of goods from the port to the implementation of electronic delivery orders or delivery orders online for imported good. The application of DO (Delivery Order) Online is an effort process requests (DO) (Delivery Order), payment DO (Delivery Order), until the delivery (release) of Delivery Order by shipping company by exchanging electronic data no longer manually. With This, it can reduce the operational costs of managing Delivery Order. This research method used descriptive qualitative by using SWOT analysis. Sources of data used are primary data taken from interviews with directors of PT IPC and secondary data obtained from the management of PT IPC and literature studies such as journals, articles, websites, and documents related to this research problem. This study is one of the pioneer research investigating the Effectiveness of Online Order Delivery at Terminal 3 of PT IPC Container Terminal. It is expected that this study can be used to analyze internal strengths with external elements.

Keywords: Effectiveness of Delivery Order Online, Management of Imported Goods

Introduction (Include Literature Review)

In the preparation of industry and trade, the government has provided opportunities for the center of entrepreneurs to carry out activities that refer to business. Import activity is one of the activities discussed in this study.

The progress of development in the industrial and trade sectors which is increasingly rapid lately has increased the flow of traffic in and out of the territory of Indonesia. The relations from the state is through the tax division in revenue, development of traffic of goods entering the territory of Indonesia, will consequently increase the state income coming from the imported goods.

The regulation issued by Minister of Transportation number PM 120 2017 about shipments of electronic (delivery order online) or so-called delivery online is documentary proof of the shipment issued by the shipping companies, the letter of the delivery of goods

In an effort to develop the smooth flow of goods and an impairment charge of logistics at the harbor, electronic delivery or delivery order online for imported good is implemented to release goods from ports with accelerated service.. The Ministry of Transportation issued PM number 120 of 2017 concerning electronic delivery of goods (Delivery Order Online) for imported goods at ports.

Prior to the existence of an electronic order delivery service system (Delivery Order Online), users who wish to use the services of PT IPC Container Terminal must first take a queue before obtaining a permit for shipping imported goods. After the user has obtained a permit for shipping imported goods, the service user of PT IPC Container Terminal must wait again to get an application for goods/containers and ships.

HYPOTHESIS

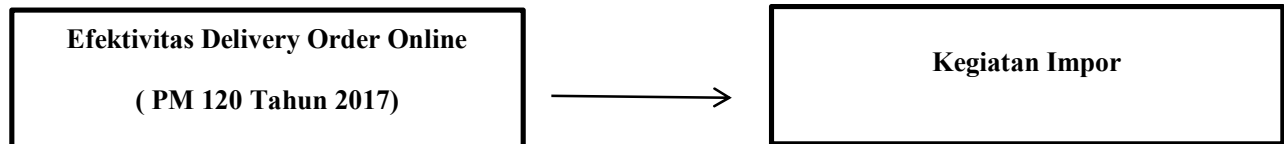
Fajar Muarifal Qhobir and Amrin Soamole(2020) state that the hypothesis comes from two words, namely hypo meaning weak or lacking and thesis meaning opinion or truth. It can be concluded that the hypothesis is a statement of something that must be tested for truth. The hypothesis will become a thesis or understanding or theory if it has been tested for truth. That there are 2 types of hypotheses used in the study, namely:

1. The working hypothesis (H_a) or Alternative Hypothesis (H_a), is to state the existence of a relationship between variables X and Y or the difference between the two groups.
2. The null hypothesis (H_o) is to state that there is no effect of the relationship between the two variables X and Y.

Based on the background, problem formulation, and theoretical basis, the Alternative Hypothesis (Ha) can be formulated as follows:

1. H1 = It is suspected that there is an effect on the Effectiveness of Online Order Delivery on Import Activities.

Figure 1. Conceptual framework



Method

This research used a qualitative descriptive method. According to Bogdan and Taylor (Moleong, 2010: 4) qualitative research is research that produces descriptive data in the form of written or spoken words of people and observable behavior. This research used interviews and SWOT analysis. SWOT analysis is used to analyze the strengths and weaknesses of a company, development opportunities, and external threats (Gretzky, 2010). The data used to support this research are primary data and secondary data. The primary data were obtained through in-depth interviews with Bpk. David Sirait as Director of PT IPC Container Terminal and from the management of PT IPC. In addition, this study also conducted a literature study related to research and journals that are relevant to this research problem.

Data Sources/Data Collection Tools

According to Lofland (1984:47) qualitative researches are words and actions, the rest are auxiliary data such as documents and others.

The study used several ways of collecting data, namely:

1. Observation

This research intends to develop thoughts on the complexity of social conditions and existing social relationships. Observations can be classified into views through successive and non-consecutive ways. In the view without successive, observers only fulfill one function, namely observation. The observer has two roles at once, namely as an observer and a member of a recognized group. In this observation method, researchers can identify the process of shipping human remains.

2. Interview

Conversations consist of 2 or more people with specific aims and objectives. Interview conversations, consists of interviewers or can be referred to as interviewers who ask questions and interviewees or we can call them in this context are respondents who provide statements on the questions asked. Informal interviews were conducted in this study under reasonable circumstances.

This research was carried out by asking several questions regarding the handling of human remains shipments.

1. Use of document materials

According to Guba and Lincoln (1981:228) any written material or film, other than recorded results, was not prepared due to the invitation of an investigator. The use of documents in the form of records, historical data and electronic messenger (WhatsApp) will be selected by the reviewer to be adjusted to the field situation being studied to become one of the applications for handling human remains shipments.

2. Based on the historical and experience of the respondent

The questions asked to the respondent were about the experience when dealing directly with events or difficulties that occurred and how to overcome them.

3. The online search method

This method is the most important because it mentions the source of the research results data with the website, both theoretical data and important information. The online search method was used to support the research to become more valid.

The input to this research is on how Effective Online Order Delivery and Dwelling Time is. While the subject of this research is PT IPC, the object of this research is Delivery Order Online. The output of this research is about the effectiveness of Online Order Delivery at Terminal 3 PT IPC Container Terminal.

Object of research

This research was conducted on July 22, 2021 at Terminal 3 International PT. IPC Container Terminal, which is one of the import places that uses an Delivery Order Online system. The object of this research is the effectiveness of Online Order Delivery and Dwelleng Time in handling imported goods at Terminal 3 International PT. Container Terminal IPC.

Discussion and Results

A. The Effectiveness of Online Order Delivery and Dwelling Time

LEGAL BASIS

1. Presidential Instruction number 5 of 2020 concerns about Structuring the National Logistics Ecosystem.

- Business Process Simplification
- Logistics System Collaboration
- Ease of Payment transactions

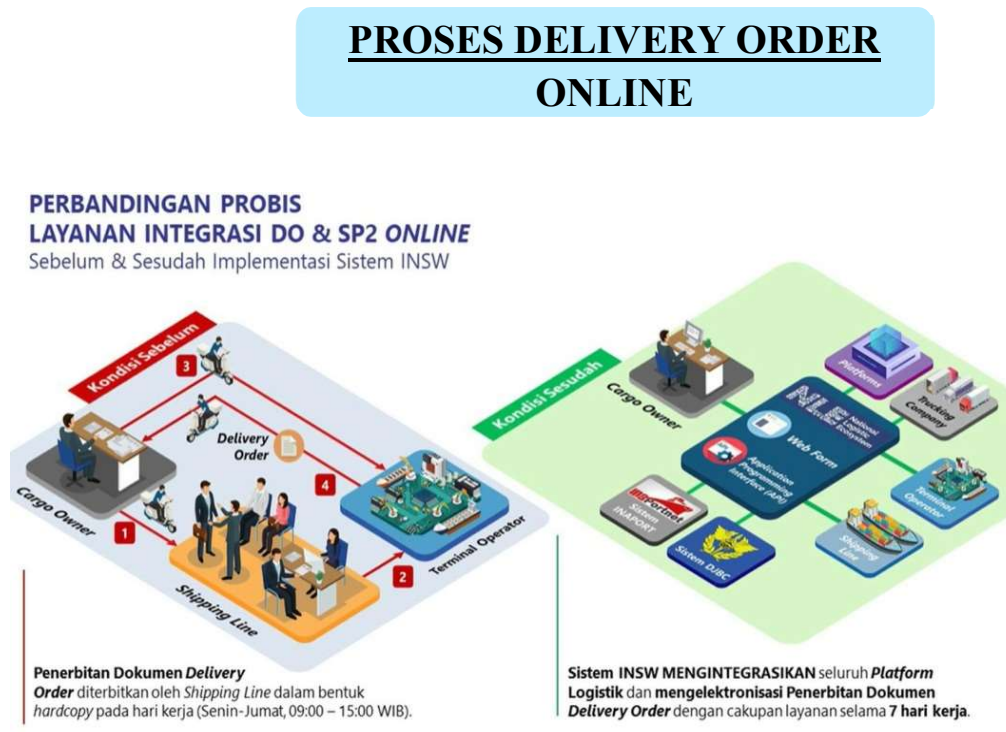
Minister of transportation regulation number PM 42 of 2020 concerns about Electronic-based order delivery services (Delivery Order Online) for Imported Goods at Ports.

- Requests for Delivery Order Online through SINSW or an electronic system are organized by sea transportation companies or other parties
- Sea Transportation Companies send data element of Delivery Order Online issued to SINSW and required to.
- Port business entities as Terminal managers are required to provide a system that allow them to receive Online Order Delivery data element from SINSW.

Letter of the Secretary of the Coordinating Ministry for Maritime Affairs to the Minister of Finance Number B-0331/SESMENKO/MARVES/AJ.03.11/2020 dated 19 February 2020 regarding Application for Assignment to National Single Window Institutions for Development of Online Gateway Delivery Order (DO) up to Letter of Delivery Containers (SP2) at the Port in SINSW

4. Minister of Finance Decree number 207/KMK.012/2020 concerning Assignment to National Single Window Institutions to Organize Gateway Services Related to Issuance of Delivery Orders and Container Delivery Letters Online

Figure 2. Delivery Order Online Process



The enactment of PM 120/2017 regarding the implementation of Delivery Order Online by shipping Lines to Terminal Operators is already underway. The results of the evaluation of the implementation are quite good, although more or less some of the terminals still need to be improved, such as the shipping line to Cargo.

Most of the delivery orders from international shipping lines for freight forwarders are still done manually. The reason why delivery orders are still being redeemed manually is that 84% of import sales terminals still use Bill of Lading (B/L) negotiations because the security factor is more than non-negotiating B/L.

The effectiveness of Delivery Order Online Implementation on import activities at Terminal 3 PT. IPC TPK is very effective because it can reduce

the cost of providing counter billing and of course the existing human resources can be transferred to other places in business expansion without adding additional human resources.

The implementation of standard operating procedures at PT. IPC TPK in managing the Delivery Order Online system requires for goods owners to pick up their containers at the international container terminal. There is the existence of a Delivery Order document from the shipping line and SPPB from Customs, where in terminal 3 international already uses online. Delivery order online produced by the produce shipping line to the owner of the goods will be notified to the terminal via EDI COREOR. Likewise, SPPB issued by Customs and Excise is notified to the Terminal online which is entered into the e-service system. So that all transactions in the SP2 printing requirements can be done anywhere. This includes payment for Alta or LOLO services and Storage can be done with online banking.

Figure 3. Scope of Online Order Delivery



The Scope of Online DO Development of an Online DO

Gateway within SINSW which has been completed by LNSW includes the following scope:

a) In the event that DO is submitted and processed through the shipping company in-house:

- SINSW receives DO data from the shipping company in-house;
- SINSW sends DO data to operator terminals and Inaportnet;
- In parallel, in-house shipping companies are still sending data to the operator's terminal.

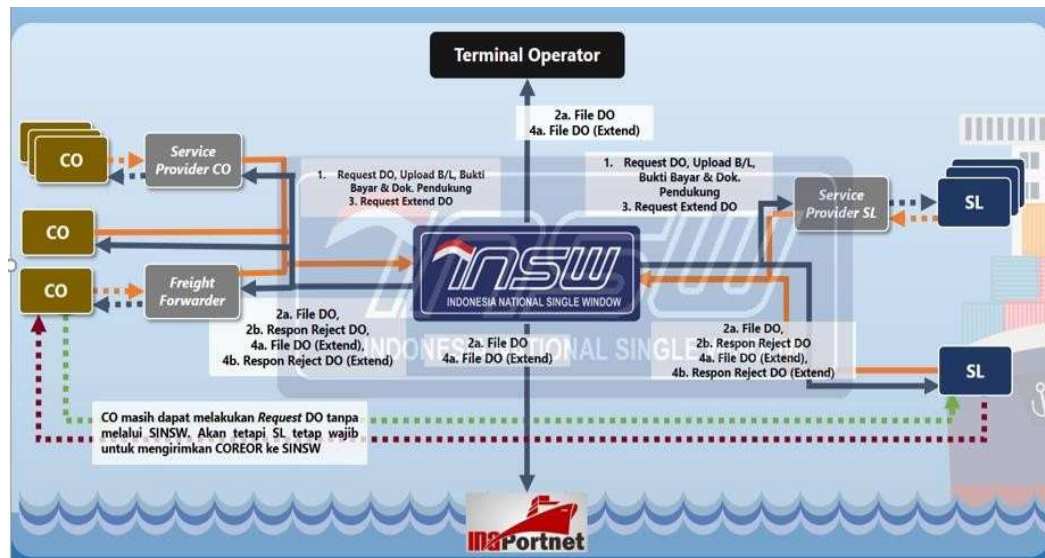
b) In the event that DO is submitted and processed through a logistics platform (eg DIGICO):

- SINSW receives DO data from the logistics platform;
- SINSW sends DO data to operator terminals and Inaportnet;
- In parallel, the logistics platform is still sending data to the operator's terminal.

c) In the event that a DO is submitted through SINSW:

- SINSW accepts the DO application;
- Shipping line processes and issues DOs to SINSW;
- SINSW sends DO data to operator terminals and Inaportnet.

Figure 4. Process The Delivery Order Online



Application is a mandate from PM 120 of 2017 regarding electronic transfer services for imported goods at the port. This system is implemented with the aim of accelerating the export-import process of goods, increasing Indonesia's competitiveness, increasing efficiency and being free of corruption. The electronic order system or Delivery Order Online has been fully implemented starting in October 2019.

The efficiency of this Online Order Delivery system can be enjoyed directly by service users. Document security falsification must be guaranteed, Shipping companies are responsible for issuing documents. The DO Online system is able to be faster and cheaper and reduce logistics costs at ports.

B. SWOT Analysis**Table 1. SWOT Indicators Terminal 3 PT IPC Terminal Peti Kemeas.**

Internal		Eksternal	
Strength	Weakness	Opportunity	Threat
1. Quality online DO system	1. There is still manual input	1. Increase the volume of delivery of goods	1. Delay in delivery
2. Having qualified human resources	2. High Variable Costs	2. There is support from the government	2. Documents sent are incomplete
3. The facilities provided are complete		3. Not many companies have switched to DO Online	
4. Extensive and safe data storage capacity			

Conclusion

There is a positive effect in the announcement of Delivery Order Online, which was given by PT IPC TPK in accordance with the instructions of the minister of transportation issued in PM number 120 of 2017 concerning (Delivery Order Online) assistance for sending orders electronically for imported goods at the port of Terminal 3 PT IPC Container Terminal. By carrying out the announcement of the delivery order online, it has participated in realizing the task of the minister of transportation to promote the smooth flow of goods and reduce logistics costs at ports. The implementation of Delivery Orders in Import activities that are implemented at Terminal 3 of PT

IPC Container Terminal is very effective because it can reduce the cost of providing billing counters.

The problem with implementing the delivery order online system at the container terminal is that the documents sent by the shipping company for the completeness of the delivery order online are still incomplete, so there is still manual verification carried out by the IPC company. With the implementation of the delivery order online system, it is expected to reduce logistics costs at ports and reduce dwelling time

There are still many companies that work with IPC container terminals that do not yet have a support system in implementing this online do system. The obstacle is that the delivery order system is still being carried out in accordance with the applicable contract, which is manually not using the online system. Suggestions that can be given by the author are the selection of employees according to their expertise in operating delivery order online systems, holding delivery order online operation training so that shipping line or consignees can easily use the system.

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