

EFFECT OF IMPORT MANIFEST DATA IMPROVEMENT (REDRESS) AND ON-TIME CLEARANCE ON CUSTOMER SATISFACTION AT PT DIFS INDONESIA LOGISTIK 2022

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Abstract: PT Difs Indonesia Logistik Is A Freight Forwarder Company, Which Is Engaged In The Delivery Of Goods, Logistics, and Delivery Of Goods Export And Import, With the services provided namely Import consolidator, Custom clearance, and Warehouse. The problem in this study is the effect of data improvement (redress) import manifest and on-time clearance on customer satisfaction at Pt. Difs Indonesia Logistics 2022. The purpose of this study is to know and analyze whether manifest redress can affect customer satisfaction, to know and analyze whether on-time clearance can affect customer satisfaction, and to know and analyze the effect of manifest redress and on-time clearance on customer satisfaction. To Solve This Problem, the Author Uses Descriptive Quantitative Methods. The author collects data through questionnaires using the spss application. In this study, it was proven that the relationship between each variable is very strong.

Keywords : *Data Repair, On Time Clearance, Customer Satisfaction, Import, Freight Forwarder*

Introduction

Manifest data is certainly very important in a logistics system in the process of sending goods and receiving goods. The business process carried out by freight forwarding companies that handle manifest documents, sometimes experiences obstacles in import activities, this is due to errors in the preparation of manifest documents which will later be used for licensing goods to be imported. In this case, it takes a fix on the data (redress). Correction of manifest data (Redress) is made against errors in the document or in the BC 1.1 manifest data that has been reported upon arrival of the means of transport. B.C. 1.1 manifest is a document containing a list of commercial goods transported using transport by sea, air, and land upon entering or leaving the customs area. (Septianto et al. 2020)

PT DIFS Indonesia Logistic is a freight forwarding company that handles the delivery of export and import goods sometimes experiencing data improvements and needs to process manifest data into actual data by applying for repairs. From the corrected manifest data, it is hoped that it can meet the punctuality (on time) in the services provided, to be able to meet customer satisfaction.

Literature review

Customer Satisfaction is the stage where the customer's feelings arise after seeing a comparison of what he can and wants (Dr. Meithiana Indrasari, 2019). Customers feel very happy with the quality that exists in the product or service, most likely to become loyal customers. According to (Dr. Meithiana Indrasari, 2019), Consumer Satisfaction is a sense of happiness or resentment that arises after comparing the work system, and the results of the desired product or service. According to (Dr. Meithiana Indrasari, 2019), Customer satisfaction is a condition shown by customers when it is the same as desired and well fulfilled. (Dr. Meithiana Indrasari, 2019) mentioned five main factors that need to be considered for customer satisfaction, including :

a. Product Quality

Customers can be happy if their correction results show that the products they use have quality. Products can be said to have qualified a person if a product can meet the needs needed (Dr. Meithiana Indrasari, 2019). There are two product qualities external and internal. Brand Image is one of the qualities of other products.

b. Quality of Service

Customers can feel fulfilled if they receive the desired service.

c. Emotional

Customers can feel fulfilled if someone gives praise to them for wearing a brand at a high price

d. Price

Products with the same value but having a low price can be a big selling point

a. Cost

Customers do not have to provide additional prices or do not have to neglect time to get a product or service that can be fulfilled there is a product or service itself.

From the explanation above, it can be concluded that the factor that influences customer satisfaction according to (Dr. Meithiana Indrasari, 2019) is the value of a product. Products can be said to have quality or value if they meet customer wishes. This desire has a benchmark for product image (Dr. Meithiana Indrasari, 2019). The Product Image is a collection of those in Brand Image (Dr. Meithiana Indrasari, 2019).

Clearance according to (Irhamna & Aprilian, 2017), is a process of supervision carried out by the syahbandar on ships that will sail leaving the port to ensure that the ship, its sailing crew, and cargo technically – administratively have met the requirements of shipping safety and security as well as the protection of the maritime environment.

On-Time Clearance; On-time is by the expected time. Clearance is a stage of Customs supervision starting with supervision through the transfer of manifest data to the Electronic Data Interchange or EDI system. Customs fulfillment obligations are carried out after notification of customs approval obtaining a registration number or before or after a physical examination of the goods (if necessary). So that on-time clearance can be concluded with timeliness in completing customs fulfillment obligations.

Import According to (Sera Jennifer et al., 2020) The definition of import is a trading activity through entering goods from abroad into the Indonesian customs area by applicable laws and regulations. Import is the activity of buying

goods from abroad by regulations from the government, paid for using foreign exchange (Sera Jennifer et al., 2020).

Definition of Manifest According to (Murti & Vikaliana, 2021), namely a document that contains any information about commodities or commercial products (cargo) transported using transport. When leaving or coming ships. After that, every export and import cargo transported by the means of transport is directly recorded (recorded) all in the Cargo Manifest.

Freight Forwarding, According to (SA DZULKARNAIN, 2019) Freight forwarding is a business entity that aims to provide services or management of all activities necessary for the delivery of transportation, and the receipt of goods using multimodal sea transportation. Freight forwarder activities as a whole include (SA DZULKARNAIN, 2019) :

- a. establishing the flow of travel of goods, the mode of transportation and transportation as it should be, and further booking space on the ship.
- b. Conducting receipt of goods, sorting and checking, packing and weighing and measuring goods, and then storing goods in the warehouse.
- c. Understand the letter of credit for goods, the rules of the export destination country, transit country, and import country, and then prepare other necessary documents.
- d. Transfer goods through transportation to the port, take care of customs clearance and then give the goods to the carrier.
- e. Pay handling fees and freight costs.
- f. Obtaining a bill of lading from the carrier.
- g. Take care of goods transportation insurance and help submit claims to the insurance company in case of damage or loss of goods.
- h. Pay attention to the flow of the journey of goods to the intended party, according to information from the carrier and forwarding agent in the transit or destination country.
- i. Carrying out the receipt of goods from the carrier.

- j. Take care of the entry permit to the customs and complete the import duties and fees at the port of transit or destination.
- k. Carrying out the transfer of goods by transportation from the port to the place of storage of goods in the warehouse.
- l. Hand over the goods to the consignee/ intended party.

Redress (Data repair) Data repair or redress, according to (Irhamna & Aprilian, 2017) is a manifest data correction made to errors that are in the data after it is reported upon arrival of the carrier mode. The purpose of Data Correction (Redress) is to correct errors in the manifest data. Correction of manifest data (redress) is carried out on manifest data that has been registered by the carrier to the Customs Office. Redress can be done by Customs and Excise to combine manifests, reconcile goods import notification (PIB) documents, and the need for completeness and accuracy of data (Merliana Putri & Anshar Syamsuddin, 2021).

Correction of Manifest data is needed because the data that has been entered in the Customs system is a reference for Customs officers to process the expenditure of imported goods. In the customs PDE system, the manifest data must exactly match the original condition of the goods. The obstruction of the process of removing imported goods can be caused by errors in the manifest data. Therefore, it is necessary to change the data (redress) that has been reported by the carrier. Those who can apply for correction of manifest data are the carrier or other parties responsible for the goods by being proven by sufficient supporting documents. According to (Sera Jennifer et al., 2020) For consignee and/or notify party changes, an application for change must be submitted by the carrier. Such changes also cannot be made if the evidence provided is not strong enough and may cause the application for change to be rejected.

Data Repair Process or Redress is the process of correcting errors in data that have been reported upon arrival or departure of the carrier mode. Data repair or Redress can be done, if :

- 1) There is an error regarding the number, brand, size, and type of packaging and/or container.
- 2) There are errors regarding the number of packaging and/or containers as well as the number of bulk goods.
- 3) There is a consignee and/or notify party name error in the Manifest
- 4) The need to merge several posts into one post, provided that the Manifest post to be combined is from the same Manifest, the name and address of the shipper/supplier, consignee, notify address/notify party, and loading port must be the same for each post to be merged, a revised Bill of Lading has been issued.

Data Repair Flow (Redress) for HS Code Change cases carried out by PT. DIFS Indonesia Logistics :

- a. Receive documents (Bill of Loading) from agents in Singapore
- b. From the Bill of Loading, the Bill of Loading data entry is then entered in the manifest module (Customs) which is then submitted in the form of a manifest.
- c. After the ship arrives, a pull of manifest data from the Customs module is carried out which then gets a response in the form of an import manifest,
- d. If there is an input error in the manifest, the Bill of Lading states the number of goods as many as 5 Packages (with code: PK), while the entry is on the manifest of 5 Pallets (with code: PX). This means that here the packaging code error must be redressed (manifest fix).
- e. Manifest improvements are carried out by submitting through the Customs web, namely SLIM Customs
- f. There that must be uploaded is a redress application letter that lists the purpose and purpose of changing the manifest data.

Method

This research uses a Descriptive Quantitative method. Quantitative research data is information collected in the form of numbers and obtained from the field, it can be said that also information collected qualitatively in the form of numbers is obtained through changing qualitative meanings into quantitative meanings. To obtain such data, data collection is carried out in the form of questionnaires. The population in this study is all employees and customers at PT. DIFS Indonesia Logistics and samples in this study are all employees and customers who carry out import service activities at PT. DIFS Indonesia Logistics. This study was conducted from January to August 2022..

Discussion and Result

As a freight forwarding company that handles the delivery of imported goods, it is expected to be able to meet customer satisfaction by achieving the target on-time clearance in every service provided. The following are the results of processing customer satisfaction data obtained through questionnaires to determine the effect of data improvement (redress) and on-time clearance on customer satisfaction at PT DIFS Indonesia Logistik in 2022.

RELIABILITY TEST

According to (Janna & Herianto, 2021), Reliability is an index that shows to what extent this measuring instrument can be trusted. The high and low reliability is empirically indicated by a number called the value of the reliability coefficient. High reliability is shown by the value of α close to the number 1. The general agreement of reliability is considered to be quite satisfactory if it is > 0.700 .

CRONBACH ALPHA MUST > 0.07

Table 2. Results of the Reliability Test

X1		X2		Y	
Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's		Cronbach's		Cronbach's	
Alpha	N of Items	Alpha	N of Items	Alpha	N of Items
.748	5	.768	5	.770	5

From the table above, it can be concluded that the Variable Data Repair or Redress (X1) with 0.748, On Time Clearance (X2) with 0.768, and Y with 0.770 is greater than 0.07 which means that the 3 variables are reliable.

T – TEST

Table 3. Results of the T – Test

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.637	1.409		1.871
	TOTALX1	.300	.057	.358	5.279
	TOTALX2	.592	.063	.634	9.345

a. Dependent Variable: TOTALY1

According to (Ghozali, 2018), the T-test is useful so that it can be known the effect of each independent variable on the dependent variable.

T TABLE = 1.993464

The significance value of X1 to the variable y is $0.00 < 0.05$. And the calculated T value is $5.279 >$ from T table 1.993464. So it can be concluded that X1 affects Y.

TEST F

Table 4. Results of test F

ANOVA^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	256.732	2	128.366	100.531
	Residual	91.935	72	1.277	
	Total	348.667	74		

a. Dependent Variable: TOTALY1

b. Predictors: (Constant), TOTALX2, TOTALX1

According to (Ghozali, 2018) Simultaneous Assay has the aim of knowing the influence of each independent variable present in the model simultaneously (Simultaneously) on the dependent variable,

SIGNIFICANCE SHOULD BE < 0.05

F TABLE = 3.10

The significance value of X1 and X2 to Y is $0.00 < 0.05$. From value, F calculates 100,531 is greater than f table 3.10. So it can be concluded that X1 and X2 affect Y.

R SQUARE

According to (Ansori, 2015), the Coefficient of Determination (R^2) estimates the extent to which a model is capable of explaining various dependent variables.

Table 5. Results of the R Square Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.736	.729	1.130

a. Predictors: (Constant), TOTALX2, TOTALX1

b. Dependent Variable: TOTALY1

Guidelines for giving an interpretation of the correlation coefficient

Table 6. Coefficient Interval Relationship Rate

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Average
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

His R is 0.858 Which Means His Relationship Level Is Very Strong, His R Square Is 0.736 Or By 73.6 % Means Variable Y Can Be Explained By Variable X1 X2 And The Remaining 26.4% Is Influenced By Unexamined Variables.

Conclusion

- 1) Data Improvement (Redress) affects customer satisfaction. Since the significance value of X1 to the variable y is $0.00 < 0.05$. And the value of T counts $5.279 >$ from T table 1.993464. So it can be concluded that X1 affects Y.

- 2) Time Clearance affects customer satisfaction. Since the significance value of X_2 to the variable y is $0.00 < 0.05$. And the value of T counts 9345 > from T table 1.993464. So it can be concluded that X_2 affects Y .
- 3) Data Improvement (Redress) and On Time Clearance affect customer satisfaction because the significance value of X_1 and X_2 to Y is $0.00 < 0.05$. From the Value of the F count, 100.531 is greater than the F of table 3.10. So it can be concluded that X_1 and X_2 affect Y .

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