

## Analysis of Shipment Handling, Tracking Systems, and Timeliness of the Performance of Gosend Services

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**Abstract :** This study aims to determine the effect of Handling Goods, Tracking Systems, and Timeliness on the Performance of Gosend services. This study used quantitative methods with a total sample of 163 respondents and the sampling technique used probability sampling. The results from the table in the discussion and results section show four different IBM SPSS analyses, from reliability, validity, and hypothesis analysis using the F-Test and T-Test. The four tests support the hypothesis that the Shipment Handling (X1) and Tracking System (X2) and Accuracy variables Time (X3) have a significantly positive effect on the Gosend Performance variable (Y). Although economic inflation has had a severe impact in Indonesia. Many people have lost their jobs, their wages have been cut, and their ability to buy goods and services has decreased due to rising prices. Gojek continues to excel in running one of its business areas (Gosend).

**Keywords:** *Handling Posts, Tracking System, Timeliness, Performance, Gosend Service*

### Introduction

In this day and age, all businesses in the world are impacted and are trying to survive amidst the pressures of declining profits. In addition, competition in the industry is also something that must be faced to retain loyal customers and acquire new customers (Arifin 2020). Despite the pandemic, freight forwarding services have actually increased in all parts of the industry. The logistics sector is one of the industries that is growing significantly. This is due to changes in people's behavior toward shopping online and the use of goods delivery services as a form of preventing the spread of the pandemic that various logistics service providers in Indonesia have also recorded an increase in the volume of delivery of goods. Freight forwarding services are

the main part of online transactions because they are fast, easy, safe, and practical in terms of shipping goods. The impact of the pandemic on logistics activities in Indonesia is interesting to know, especially its impact on the assessment of the quality of courier services provided by logistics courier service companies.

Handling in shipping is also one of the factors that must be considered. According to ( Desilia full moon Dewi, et al 2020), the definition of delivery is an effort to send goods from one part to another that can make it easier for consumers. Indirect processes are often encountered in everyday life. Most of the producers themselves are not able to handle shipping problems without the help of several delivery service providers themselves.

Finding out the delivery process can be seen through a tracking system, which means following the path or the meaning of being free in an activity to follow the trail of an object. The tracking system is an activity to monitor the presence of the vehicle based on the position obtained from the tracking equipment. In this system, the tool used is a tool in the form of active tracking, which, later on, the company or consumer can immediately see the presence of the position of the vehicle that is shipping or picking up.

Timeliness is the availability of information for decision makers when needed before the information loses the ability to influence a decision (Dzakiyuddin , 2018). Conceptually, what is meant by timeliness is the quality of the availability of information when needed or good quality information in terms of time (Diandi, 2020).

Experts in human resource management and organizational behavior explained the concept of performance using language and reviews from different points of view, but the meaning contained is essentially the same; namely, performance is a record of outcomes resulting from the function of

a job or certain activity over a certain period of time. The statement is in line with the opinion expressed by (Bernandin and Russel 1993), who stated that achievement or performance is a record of the results obtained from certain job functions or activities over a certain period of time.

The focus of the discussion in this study is the Go- Jek company. Go-Jek is a vehicle ordering service provider company in Indonesia. Gojek is a connector for riders or customers with partners or gojek drivers. Starting from a taxi provider application and ordering car vehicles as well as motorbikes at the beginning of its appearance, the Gojek Company has a commitment to provide social impact, notably the welfare of its partners, and is no exception to the riders. Gojek started its commitment by conveying to the entire community that currently, Gojek has added various types of services, one of which is the Gosend service. Gosend is a courier service or delivery of goods on a small scale using a motorcycle as a mode of transportation in which there are many choices of delivery times that people can choose to suit their needs.

Achieving customer satisfaction must always be an important point for the Gojek company. Some customers will review the Handling of Shipments, Tracking Systems, and Timeliness obtained from the Performance results of Gojek drivers as a decision to use Gosend services again because there is no guarantee that every customer will always be loyal to using Gojek services. Based on the description above, the author is interested in conducting a research entitled "Analysis of Shipment Handling, Tracking Systems and Timeliness of Gosend Service Performance. "

## **Method**

This study used quantitative research methods. According to (Primary, 2019), a quantitative research is a type of research that produces findings that

can be achieved using statistical procedures or other means of quantification (measurement). As the name implies, quantitative research involves itself in calculations or numbers, or quantities. Quantitative methods used several kinds of data collection methods, one of which is a questionnaire.

The sample size was taken using the Hair Formula. The Hair formula was used because the population size was not known with certainty. According to (Tanzeh & Arikunto, 2019), if the size of samples was too large, the method would become very sensitive, so it was difficult to get good goodness of fit measures. Thus, it is suggested that the minimum sample size was 5-10 observations for each estimated parameter. On research, the number of samples of 163 respondents originated from Gosend users. The number was obtained from the indicator as many as 30 pieces in times. Therefore, the number of samples must have got by 150 Gosend users based on the calculation formula, but this study obtained 163 Gosend users who participated filling the questionnaire for the sample test. The determination technique sample used was the probability sampling technique. According to (Sugiyono, 2017), probability sampling is a technique of election sample that provides equal opportunity to every all members of population for making samples in a study

## **Discussion and Result**

### **Validity test**

The validity test in this research was used to measure the validity of a questionnaire. According to Jonathan Sarwono (2015: 249), decision-making in the validity test using the corrected-item total correlation of 5% significance percentage can be interpreted as follows:

a) If the value of  $r$  arithmetic  $>$   $r$  critical 0.30, the questionnaire items are

declared valid

b) if  $r_{\text{count}} < r_{\text{critical}}$  0.30, the questionnaire items are declared invalid and fall

**Table 1. Validity Test Against Shipment Handling (X1)**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	21.46	9.828	.644	.454	.800
X1.2	21.39	9,842	.692	.544	.792
X1.3	21.48	9.829	.553	.386	.819
X1.4	21.34	10,263	.573	.377	.814
X1.5	21.54	9.567	.591	.386	.812
X1.6	21.40	9,832	.610	.419	.807

For items that can be considered valid in the validity test, the total item-corrected correlation value must be more than 0.3. Hence, it can be concluded that for the Shipment Handling (X1) all items were considered valid and could be used for research.

**Table 2 Validity Test Against Shipment Handling (X2)**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	42.81	29,460	.635	.438	.854
X2.2	43.59	29,387	.367	.217	.890
X2.3	42.72	30,142	.685	.532	.851
X2.4	42.57	31,191	.679	.595	.854
X2.5	42.80	29,331	.640	.489	.854
X2.6	42.57	30,669	.721	.643	.851
X2.7	42.62	30,362	.718	.592	.850
X2.8	42.82	30,496	.551	.354	.860
X2.9	42.54	31,045	.573	.444	.859
X2. 10	42.41	31,586	.592	.507	.858
X2.11	42.63	32.036	.469	.426	.865

Like the validity results for the X1 variable, the items representing the Tracking System variable (X2) were all valid because all corrected-item total correlation values were above 0.3.

**Table 3. Validity Test Against Shipment Handling (X3)**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	29.85	19,200	.632	.474	.883
X3.2	29.91	18,539	.680	.534	.878
X3.3	29.84	18,570	.682	.507	.878
X3.4	29.90	18,119	.782	.625	.868
X3.5	29.94	18,617	.670	.478	.879
X3.6	29.74	19,796	.560	.404	.889
X3.7	29.81	18,938	.648	.455	.882
X3.8	29.84	18,968	.712	.535	.876

The last independent variable Timeliness (X3) had all corrected item total correlation values above 0.3, which makes all items valid and credible for this study.

**Table 4 Validity Test Against Gosend Performance (Y)**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	17.13	5.579	.670	.455	.746
Y.2	17.02	6.528	.475	.253	.805
Y.3	17.05	5.762	.637	.454	.757
Y.4	17.07	5.883	.620	.394	.763
Y.5	16.74	6,591	.582	.366	.777

Finally, the results for the dependent variable Gosend Performance (Y) indicated that all items used in the research questionnaire were valid and could be used for research.

**Reliability Test**

Reliability Test is a tool to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable from time to time. The reliability test was carried out using Cronbach's Alpha ( $\alpha$ ). The requirements that must be met are:

- a. If the value of Cronbach's Alpha is 0.6, the questionnaire is declared reliable.
- b. If the value of Cronbach's Alpha is 0.6, the questionnaire is declared unreliable.

**Table 5 Reliability Test on Shipment Handling (X1)**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.837	6

The minimum result required the Cronbach's Alpha reliability test so that the data was considered reliable if it was more than 0.6. However, because the value was 0.834, this means that the items and respondents' results for the independent variable Handling Shipments (X1) were considered reliable and could be used for research.

**Table 6 Reliability Test Against Tracking System (X2)**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.890	11

The result of Cronbach's Alpha for the independent variable Tracking System (X2) was 0.870 well above 0.6. Therefore, the data was considered reliable.

**Table 7 Reliability Test on Timeliness (X3)**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.893	.893	8

Furthermore, the results of Cronbach's Alpha for the independent variable Timeliness (X3) were 0.893 above 0.6 which means that the items for variable X3 were reliable.

**Table 8 Reliability Test on Gosend Performance (Y)**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.808	.808	5

Finally, the reliability result of Cronbach's Alpha test was 0.808 which means that the results of the dependent variable Gosend Performance (Y) were reliable. Therefore, the data obtained from this study for the dependent variable Y was good and reliable.

#### **F test**

F test was conducted to determine whether the independent variable simultaneously affects the dependent variable. In this study, the F test was used to determine the effect of Viral Marketing (X1) and Brand Awareness (X2) simultaneously on the *Purchase Intention of South Korean Skincare Brand* products (Y). The steps that must be taken are as follows:

- 1) Hypothesis testing



- a.  $H_0 : \beta_1 = \beta_2 = 0$ ; This means that there is no positive influence between the independent variables, namely Viral Marketing (X1) and Brand Awareness (X2) simultaneously on the dependent variable, namely the Purchase Intention of South Korean *Skincare Brand* products (Y).
  - b.  $H_a : \beta_1 \neq \beta_2 \neq 0$ ; This means that there is a positive influence between the independent variables, namely Viral Marketing (X1) and Brand Awareness (X2) simultaneously on the dependent variable, namely the Purchase Intention of South Korean *Skincare Brand* products (Y).
- 2) Determine the level of significance ( $\alpha$ ) = 5% or 0.05
- a. If F count < F table, and Sig. value > 5% (0.050), then the result is that the independent variable simultaneously has no effect on the dependent variable.
  - b. If F count > F table, and Sig value < 5% (0.050), then the result is that the independent variable simultaneously has an influence on the dependent variable.
- 3) Determining the conclusion

Seeing the magnitude of the p value can, then, be compared with a value of 0.05, and it can be determined whether  $H_0$  is accepted or rejected .

**Table 8 Simultaneous Test Analysis (F Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	48,577	3	16,192	264,093	.000 <sup>b</sup>
Residual	9,688	158	.061		
Total	58,265	161			

Because the significance value is only 0.000, this means that the independent variable data Handling Shipments (X1) and Tracking System

(X2) and Timeliness (X3) have a significant effect on the Gosend Performance variable (Y) because the significance value is lower than 0.05 .

Therefore, the results of this simultaneous test (Test F) supported the hypothesis that Shipment Handling (X1) and Tracking System (X2) and Timeliness (X3) have a significant influence on the Gosend Performance variable (Y)

Therefore, it can be concluded that the case study of Skincare products from South Korea can be applied to the theory of Viral Marketing, Brand Awareness and Purchase Intention.

## T test

The t test was conducted to determine the effect of each independent variable on the dependent variable. Thus, researchers can determine the effect of the independent variable partially on the dependent variable. The steps that must be taken are as follows:

- 1) Hypothesis testing
  - a.  $H_0: \beta = 0$ ; This means that there is no positive influence between the independent variables, namely Viral Marketing (X1) and Brand Awareness (X2) partially on the dependent variable, namely the Purchase Intention of South Korean Skincare Brand products (Y).
  - b.  $H_a: \beta > 0$ ; This means that there is a positive influence between the independent variables, namely Viral Marketing (X1) and Brand Awareness (X2) partially on the dependent variable, namely the Purchase Intention of South Korean Skincare Brand products (Y).
- 2) Determine the level of significance ( $\alpha$ ) = 5% or 0.05
  - a. If  $t_{count} < t_{table}$ , or  $Sig > (0.05)$ , then the result is that the

independent variable partially has an influence on the dependent variable

- b. If  $t \text{ count} < t \text{ table}$ , or  $\text{Sig} > (0.05)$ , then the result is that the independent variable partially has no effect on the dependent variable.

### 3) Determining the conclusion

Seeing the magnitude of the p value can then be compared with a value of 0.05, it can be determined whether  $H_0$  is accepted or rejected.

**Table 9 Partial Test Analysis (T Test)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.066	.155		.428	.669
	X1	.444	.062	.456	7.163	.000
	X2	.298	.069	.271	4.293	.000
	X3	.236	.064	.242	3,701	.000

Table 9 shows that all independent variables partially have a significant positive effect on the dependent variable Gosend Performance. This can be seen from the significance value of 0.000 which is smaller than 0.05. Therefore, all independent variables are considered to have a significant positive effect. As a result, these findings support the hypothesis that the three independent variables have a significant positive effect on Gosend Performance.

### Conclusion

From the results of 163 respondents who participated in the study, it can be concluded that the respondents' responses to this study supported the hypothesis proposed for this study. The table in the discussion and results section shows four different IBM SPSS analyses, from reliability, validity,

and hypothesis analysis using the F Test and T-Test. The four tests support the hypothesis that the variables of Shipping Handling (X1) and Tracking System (X2), and Timeliness ( X3) have a significant positive effect on the Gosend Performance variable (Y)

Though the inflation economy impacts severely in Indonesia, where many people have lost jobs, cut wages, and the ability to buy goods and services has decreased because increase prices. Gojek keeps going superior in running one of its business areas (Gosend). It can also be said that in post-COVID-19, many people have from outside the office, like houses or coffee shops, because of the much-changing business, methods they work and operate. This increases Gosend orders because people may feel more comfortable sending somebody to send them products because it can be cheaper and does not waste time.

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