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# Interest Modeling in Using Less Than Container (LCL) Services in Micro, Small and Medium Enterprises Export Activities

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**Abstract**: Logistic companies (freight forwarders) are present as companies that provide services that cover every activity in the physical distribution chain. The presence of logistics companies (freight forwarders) is expected to reduce trade barriers, including through trade facilitation. Less than Container Load (LCL) is one form of container cargo transportation service offered by Freight Forwarders, especially for Micro, Small and Medium Enterprises (MSMEs) that have a small shipping capacity. This study was conducted to develop and test the interest of Micro, Small and Medium Enterprises (MSMEs) to use Less than Container Load (LCL) facilities in exporting their products. Testing of the research model and hypothesis was carried out using a quantitative research design analyzed by Structural Equation Modeling (SEM). The required data was obtained through interviews using questionnaires to respondents of Micro, Small and Medium Enterprises (MSMEs) in Semarang City who export products using Less than Container Load (LCL).
**Keywords:** *MSMEs, interest, Less than Container Load (LCL)*

## 1. Introduction

MSMEs are one of the parties that export to expand the market with a wider global market reach, an alternative market if the domestic market is saturated, and a relatively higher selling price, so that it can increase profits and product diversification. In order to compete internationally, products produced by MSMEs need to be encouraged to enter international trade through export activities. Exports can be done through seaports. Although it takes longer, shipping through seaports has several advantages, including: (1) Shipping can be done on a large scale, namely larger volumes and heavier tonnages, compared to other shipping methods, (2) The costs incurred are relatively more economical because shipping is done on a large scale, (3) Goods that can be shipped via sea shipping are more diverse.

Freight forwarding is present as part of logistics that is directly related to export and import activities, especially transportation activities and is always related to customer companies, both directly and indirectly (Purwoko et al., 2023a; Rodrigue, 2020; Schramm, 2012; Sumantri & Nugrahanto, 2018; Vidovic et al., 2015). According to Karingithi (2013)

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export and import activities can be used as indicators of the national economy which are greatly influenced by the performance of freight forwarders. Exports can be done through seaports. Although it takes longer, shipping via seaports has several advantages, including: (1) Shipping can be done on a large scale, namely larger volumes and heavier tonnages, compared to other shipping methods, (2) The costs incurred are relatively more economical because shipping is done on a large scale, (3) Goods that can be shipped via sea shipping are more diverse. Shipping by sea consists of Full Container Loaded (FCL) and Less than Container Loaded (LCL) shipments. LCL is a shipper consolidating/mixing its goods with other shippers' goods in one container. Usually the goods are in small volumes. The selection of the LCL shipping pattern depends on the customer's request itself. Compared to FCL, LCL is more in line with the characteristics of MSME products. LCL is the export of goods by combining or consolidating several goods before export through shipping services or forwarders. LCL shipping is usually done if the goods to be exported are not too many so that it will be more effective and efficient if the goods are combined with other goods before export.

Meanwhile, the results of previous research studies found that research on the decision to use Freight Forwarder services has been widely conducted, such as Nansi & Triwibowo (2022), Wulan & Hendrawan (2018), Sukarna et al (2021), Susilawati & Suganda (2021), Akmal & Kurnia (2023), Arsyad (2021), Kumar & Kamal (2019). However, research that empirically examines the factors that influence the decision to use Freight Forwarders with the LCL system is still limited.

## 2. Literature review

### Grand Theory

There are two main theories used in this research, namely the Theory of Planned Behavior and Total Quality Management

a. *Theory of Planned Behavior*

Theory of Planned Behavior is used in this study to explain the influence of interest on behavior using LCL. Theory of Planned Behavior provides a very useful framework, which is related to complex human social behavior (Ajzen, 1991). "Theory of Planned Behavior is a theory designed to predict and explain human behavior in specific context" (Ajzen, 1991). Which means, Theory of Planned Behavior is a theory designed to predict and explain human behavior in specific contexts.

Ajzen (1991) asserts that the primary driver of TPB is an individual's intention to engage in a particular behaviour. Intention is thought to capture the motivating factors influencing a behaviour as a sign of the degree to which an individual will exert himself and try to engage in a particular behaviour.

b. *Total Quality Management*

The concept of Total Quality Management (TQM) refers to the understanding conveyed by Bergman & Klefjso (2010), namely as an integrated effort designed to

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achieve quality improvement at every level in the company. The implementation of TQM in a company is an activity that is carried out in an integrated manner and is carried out continuously in order to provide quality service and achieve satisfied customers through the entire operation of the organization.

**Delivery time**

The conceptualization of the delivery time variable takes the concept of punctuality conveyed by Aminah (2017) that punctuality is the ability of supplier to send the product at the right time. Next, the freight forwarder make an checking based on the range of the company and the buyer, the capacity of production and the previous worker skill of delivering. Sakti and Mahfudz (2018) stated the emergency to consider the sending accurateness of product as the urgent factor to get customer satisfaction increase. In the other hand, Yuniati (2018 state the important to state the standard of delivering and reaching the product to the place and time rightly. Its also as an urgent factor that the relevant information can be provided to the customer by freight forwarder. Hafizha (2019) also gives an her own definition that delivery time is about how can freight forwarder can guarantee that the product sent will be arrive at the right time. The quality of being on time means how to meet the demand's of customer is the useful factor to get the trust of customer increase and customer will feel that freight forwarder have passion to pleased the customer and to fulfilled the customer expectation about the service of delivery time.

**Perceived Price**

Price is one of the important factors for a product or service, because it affects the producer's profit. Price is also a consideration for consumers to buy goods or services offered, so consideration is needed to determine the price. Kotler & Armstrong (2013) state that proce is about the sacrifice paid by the customer to get served from freight forwarder or about the exchange between service or benefit from freight forwarder and money paid by exporter (Anshar, 2019). Faradisa (2021) state that price is one of which the way to run the business. Wheter the service will good or not or cheap or expensive, it is very relative. Company must have an ability about knowing and conducting the customer research to get the right information about the price settled by competitors. Rianto, Setyawati, Rohaeni, & Woelandari (2022) said that marketing research can give good information to make a good decision about the prices of service that can compete with the competitors.

**Service Quality**

According to Tjiptono (2007), quality is a dynamic state that affects people, processes, goods, services, surroundings, and people who fullfil or surpass customer hopes. So, can be state that the service quality understanding is regarded as an endeavour to meet consumer requirements and wishes and the delivering rightness to balance the expectation of customer (Tjiptono, 2007). The other hands, the opinion of the customer state that service is about the reality can be got or obtain what is exactly the customer wants about the attributes of the

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service, the quality of the service which determined by the customer. In cases where the perceived service meets or beyond expectations, customers will view the quality of the service as excellent. Conversely, if the service falls short of their expectations, they will view it as exceptional. On the other hand, if the service obtained

**Hypothesis Development**

**a. The Influence of Shipping Time on Interest in Using LCL**

Yazid in Huda (2016) state that in the perception of the service company, time is the important factor that if company can not used the time effectively can cause of loosing their benefit. The contrary, if the company face an overload demand, the company may face the difficulty to fullfil the satisfaction of customer satisfaction about shipping time. The rightness of shipping time is a good tools for company to push the interest in using freight forwader services. Sometimes shipping time relate to the characteristics of the transportation chosen by freight forwarder. The other factor can obstruct the shipping time is about the condition of the weather and maybe other factors can be occured during the delivery.

Based on the description above, the following research hypothesis was developed:

H1: Timeliness of delivery has a positive effect on interest in using LCL.

**b. The Influence of Shipping Price Perception on Interest in Using LCL**

According to Tjiptono and Chandra (2017) in A. D. Lestari & Hidayat (2019) state that price is about the sacrifice made (monetary unit) or other aspects (non-monetary) as the effect of utility of service provide by freight forwarder or the effect as the emerging of service of product useness. Meanwhile, according to Kotler & Amstrong (2016) in Fahmi et al. (2020) stated that price is about the some of money spent by customer to get services from freight forwarder or the some of value which get from benefit and sacrifice get by customer. According to Mar'ari (2016) in Solikha & Suprapta (2020) there are several price indicators, namely: (1) Affordability, where consumers look for reasonable prices before making a purchase. Consumers will hunt for things that fit their budget; (2) Price suitability with product quality, where consumers are willing to pay a higher price for certain goods as long as the product quality is satisfactory.

Based on the description above, the following research hypothesis was developed:

H2: Perceived price has a positive effect on interest in using LCL.

**c. The Influence of Shipping Service Quality on Interest in Using LCL**

Service is about activities offered by freight forwarder to the customer which can not be touch, can not be owned but can be feel by the customer. Kotler and Keller (2010). Service is the main key to achieving success in various aspects of business or business activities engaged in the service sector (Batinggi and Badu, 2009). Service quality is closely related to the comparison between customer expectations and the reality of the service received by customers or consumers. The better the quality of service, the better the consumer's decision in choosing a service so that it can be said that there is a positive

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influence between service quality and service selection decisions. If a company has good service quality, consumers will know information, seek information about a particular product or brand and respond well to each alternative of the product easily. Research conducted by Chen et al. (2018) concluded that service quality has a positive influence on purchasing decisions. This statement is also consistent with research by Zitkien et al. (2017) which states that service quality has a positive influence on purchasing decisions. Research by Rizkalla and Suzanawaty (2012) states that there is a positive influence between service quality and decisions to choose goods or services.

Based on the description above, the following research hypothesis was developed:

H3: Service quality has a positive effect on interest in using LCL.

**d. The Influence of Interest on Behavior Using LCL**

Interest in using is the desire to use a product or service due to external or internal influences where previously an evaluation was carried out on the product or service to be purchased. Interest in using is something related to the consumer's plan to use a particular product/service and how many units of the product are needed at a certain time. The interest in using each consumer is different, depending on the consumer's desires.

Based on the description above, the following research hypothesis was developed:

H4: interest in using has a positive effect on behavior using LCL

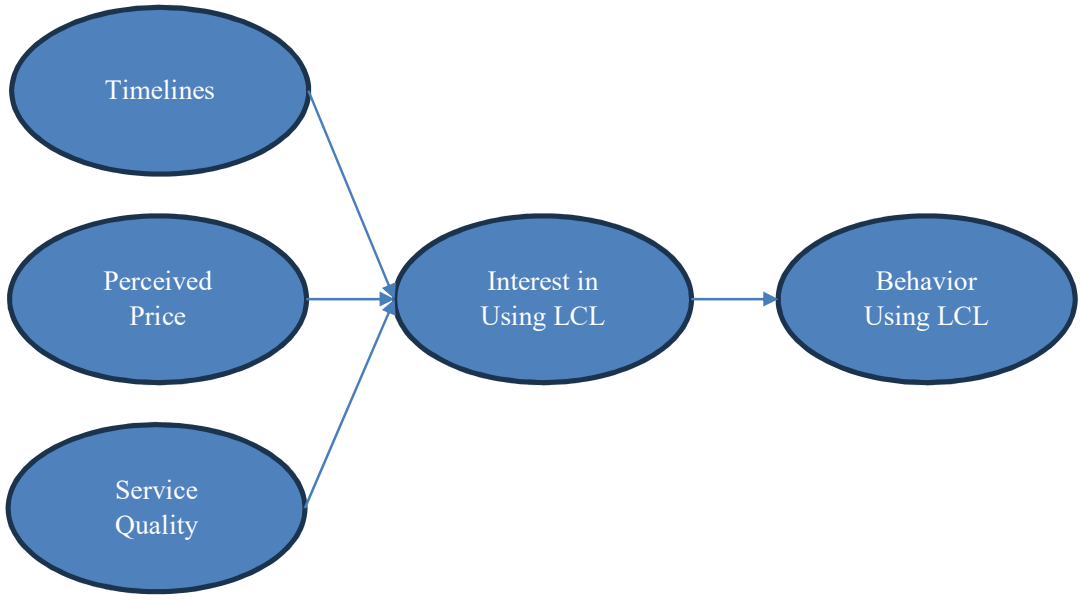


**Figure 1**
**Empirical Research Model**

## 3. Research method

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**Population and Sample**

The population studied in this study is MSMEs in Central Java that use LCL services from freight forwarders to export their products. Determination of the number of samples is determined by the formula 5 to 10 multiplied by the number of indicators. Therefore, the number of indicators in this study is 19, the number of samples used is 95 - 190 respondents.

**Data Sources and Data Collection Methods**

Primary data served as the study's research data source. The goal of this study was to collect primary data using questionnaire-based interviews. The questionnaire contains statements derived from indicators. The statements contained in the questionnaire use closed statements with the answer scale used is the Agree Disagree Scale in the range of 1 - 10. Measurement of research variables was carried out by adopting indicators from relevant previous research which are presented in the following table.

**Table 1**
**Research Variables Measurement**

| Variabel Penelitian | Indikator | | Sources |
|---|---|---|---|
| Timelines | X1: | On time delivery of goods | Sakti & Mahfudz (2018), Yuniati (2018), Hafizha (2019) |
| | X2: | Loading into containers on time | |
| | X3: | Loading onto the ship on time | |
| | X4: | Ship departure on time | |
| Perceived Price | X5: | Competitive price | Kotler & Amstrong (2008), Rianto, Setyawati, Rohaeni, & Woelandari (2022) |
| | X6: | Affordable prices | |
| | X7: | Prices are in accordance with service facilities | |
| | X8: | Prices are in accordance with the benefits received | |
| Service quality | X9: | *Tangibles* | Kotler (2007), Aptaguna & Pitaloka (2016) |
| | X10: | *Reliability* | |
| | X11: | *Responsiveness* | |
| | X12: | *Assurance* | |
| | X13: | *Emphaty* | |
| Interest in Using LCL | X14: | Searching for information | Developed for this research (2024) |
| | X15: | Make a price offer | |
| | X16: | Comparing with other FF | |
| Behavior Using LCL | X17: | Using FF services | Developed for this research (2024) |
| | X18: | Using export facilities via sea transportation | |
| | X19: | Making payments/export cooperation agreements | |

**Data Analysis Techniques**

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An analysis technique is required to test the model and linkages generated in this study. The AMOS application is utilised to operate Structural Equation Modelling (SEM), the analysis technique applied in this investigation.

## 4. Results and discussion

There are three stages of data analysis conducted in this study, namely confirmatory analysis, model feasibility analysis and hypothesis testing.

### Confirmatory Analysis

Confirmatory component analysis is a measurement stage of the indicators that compose the latent variables in the research model. The standardised regression weight value and significance value are analysed using the following criteria in order to determine the outcomes of the confirmatory factor analysis for each variable:

a. The indicator can be utilised as a measuring instrument for the variable if it can reflect the latent variable being measured and the Regression Weight value is greater than 0.6 and the probability value is less than 0.05.

b. The indicator cannot be utilised as a measuring tool for the variable and has to be deleted from the measurement items if the Regression Weight value is less than 0.6 and the probability value is more than 0.05.

The following are the results of the Standardized Regression Weight value study on exogenous and endogenous variables.

**Table 2**
**Standardized Regression Weight Analysis for Research Variables**

| | | | Std Estimate | C.R. | P |
|---|---|---|---|---|---|
| X1 | <--- | Delivery Time | .639 | | |
| X2 | <--- | Delivery Time | .855 | 7.718 | *** |
| X3 | <--- | Delivery Time | .781 | 7.686 | *** |
| X4 | <--- | Delivery Time | .654 | 6.645 | *** |
| X5 | <--- | Perceived Price | .738 | | |
| X6 | <--- | Perceived Price | .751 | 8.836 | *** |
| X7 | <--- | Perceived Price | .785 | 8.620 | *** |
| X8 | <--- | Perceived Price | .798 | 8.837 | *** |
| X9 | <--- | Service Quality | .777 | | |
| X10 | <--- | Service Quality | .791 | 10.245 | *** |
| X11 | <--- | Service Quality | .832 | 10.794 | *** |
| X12 | <--- | Service Quality | .816 | 10.636 | *** |
| X13 | <--- | Service Quality | .758 | 9.730 | *** |
| X15 | <--- | Interest in Using LCL | .865 | 14.562 | *** |
| X16 | <--- | Interest in Using LCL | .888 | 15.142 | *** |
| X14 | <--- | Interest in Using LCL | .896 | | |
| X17 | <--- | Behavior Using LCL | .865 | | |
| X18 | <--- | Behavior Using LCL | .847 | 12.365 | *** |
| X19 | <--- | Behavior Using LCL | .850 | 12.533 | *** |

Source: Processed primary data, 2024

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Each indicator used to measure the variables delivery time, perceived price, service quality, intention to LCL, and using behaviour to LCL produces a Regression Weight value> 0.6 and a probability value <0.05, which indicates that these indicators are able to reflect the latent variables being measured so they can be used as a measuring tool for research variables. These findings are based on an analysis of the standardised regression weight values for each indicator shown in the above table.

**Feasibility Testing of Research Model**

The entire model Structural Equal Modelling (SEM) study comes next, following an analysis of the unidimensionality level of the dimensions/indicators of the latent variables tested with confirmatory factor analysis. Below is an explanation of the data processing outcomes for the complete model SEM analysis.

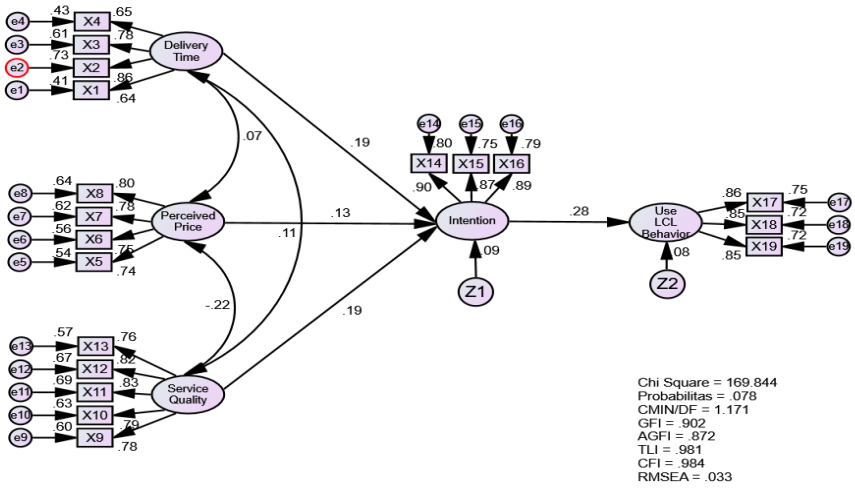


**Figure 2**
**Research Model Testing**

Source: Processed primary data, 2024

The model feasibility test results, as indicated in the above table, indicate that the test criteria, taken as a whole, fall into the good category or satisfy the necessary evaluation criteria. If the calculated Chi-Square number in the Chi-Square test is less than the Chi-Square table value, the model is deemed satisfactory. The stronger the model, the smaller

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the calculated Chi-Square from the Chi-square table value indicates that there is no difference between the tested sample and the population estimate. The following table displays the findings of the feasibility test conducted on the research model created for this project.

**Table 3**
**Results of the Feasibility Test of the Research Model**

| *Goodness of Fit Indeks* | *Cut off Value* | Hasil | Evaluasi Model |
|---|---|---|---|
| Chi-Square (df = 145) | < 174,101 | 169.844 | Good |
| Probability | ≥ 0.05 | 0.078 | Good |
| CMIN/DF | ≤ 2.00 | 1.171 | Good |
| GFI | ≥ 0.90 | 0.902 | Good |
| AGFI | ≥ 0.90 | 0.872 | Marginal |
| TLI | ≥ 0.95 | 0.981 | Good |
| CFI | ≥ 0.95 | 0.984 | Good |
| RMSEA | ≤ 0.08 | 0.033 | Good |

Source: Processed primary data, 2024

The research model built in this study was tested using empirical data, and the results showed a probability value of 0.078 and a computed Chi-Square value of 169.844. For this study, the Chi Square table value at df of 145 is 174.101. Given that the computed Chi-Square value (169.844) is less than the critical value/table (174.101), it can be said that the empirical behaviour model developed in this study using LCL is good (acceptable) and does not differ from the estimated population.

**Hypothesis Testing**

Testing the hypothesis from the previous chapter comes next after evaluating the SEM assumptions. This study's four hypotheses were tested by examining the probability of a causal association and the Critical Ratio (CR) value. The following testing criteria were applied when conducting hypothesis testing:

a. It can be determined that Ha can be accepted if the probability value is less than 0.05 or the Critical Ratio (CR) value is greater than 1.980.
b. It can be said that Ha is rejected if the probability value is more than 0.05 or the Critical Ratio (CR) value is less than 1.980.

**Table 4**

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**Hypothesis Testing**

| | | | Std Estimate | C.R. | P |
|---|---|---|---|---|---|
| Interest in Using LCL | <--- | Timeliness | .186 | 2.041 | .041 |
| Interest in Using LCL | <--- | Percieved Price | .128 | 1.397 | .163 |
| Interest in Using LCL | <--- | Service Quality | .190 | 2.104 | .035 |
| Behavior Using LCL | <--- | Using Interest on_LCL | .285 | 3.244 | .001 |

Source: Processed primary data, 2024

**a. The Influence of Delivery Time on Interest in Using LCL testing**

This study conducted empirical testing on the delivery time variable and the interest variable using LCL. Testing of both variables resulted in a CR value of 2.041 with probability 0.041. Therefore, the calculated CR value (2.041) > critical CR (1.98) and the significance value (0.041) < 0.05, it can be concluded that H0 is rejected and Ha is accepted. This means that delivery time has been proven to have a significant positive effect on interest in using LCL.

**b. The Influence of Perceived Price on Interest in Using LCL Testing**

This study conducted empirical testing on the variables of perceived price and interest variables using LCL. Testing of both variables resulted in a CR value of 1.397 with probability 0.163. Therefore, the calculated CR value (1.397) < critical CR (1.98) and probability (0.163) > 0.05, it can be said that H0 is accepted and Ha is rejected. This means that perceived price is proven to have a positive but insignificant effect on interest in using LCL.

**c. The Influence of Service Quality on Interest in Using LCL Testing**

This study conducted empirical testing on the service quality variable and the interest variable using LCL. Testing of both variables resulted in a CR value of 2.104 with probability 0.035. Therefore, the calculated CR value (2.104) > critical CR (1.98) and probability (0.035) < 0.05, it can be said that H0 is rejected and Ha is accepted. This means that service quality is proven to have a significant positive effect on the interest in using LCL.

**d. The Influence of Interest in Using LCL on Behavior in Using LCL Testing**

This study conducted empirical testing on the variables of interest in using LCL and behavior in using LCL. Testing of both variables resulted in a CR value of 3.244 with probability 0.001. Therefore, the calculated CR value (3.244) > critical CR (1.98) and probability (0.001) < 0.05, it can be said that H0 is rejected and Ha is accepted. This means that interest in using LCL has been proven to have a significant positive effect on behavior in using LCL.

## 5. Conclusion

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This study is based on an empirical phenomenon where the number of LCL users is lower than LCL and there are still limited studies that empirically examine the factors that determine the behavior of using LCL services from freight forwarders. This phenomenon underlies this study to develop a behavioral model of LCL users by taking MSMEs as research samples. The results of the study indicate that the behavior of using LCL is based on the interest in using LCL owned by MSMEs. To grow interest or attraction to LCL services, this study proves that delivery time and service quality factors are factors that determine the emergence of interest in using LCL. While the perceived price factor cannot be proven to have an influence in this study to explain the occurrence of interest.

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