



The Use of Online Delivery Order for Import Activities at PT Mitra Dua Mandiri Logistic

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ARTICLE INFORMATION	ABSTRACT
Section Internship Report Article	The online delivery order system was designed to speed up the process of issuing delivery orders, improve services in Indonesia, and reduce costs. However, several challenges still exist in practice. This study aims to assess how online delivery orders impact the import activities of goods at PT Mitra Dua Mandiri Logistic. Using a quantitative approach, the research involved surveys (questionnaires) and interviews. For analysis, simple linear regression and T-tests were conducted, along with descriptive and inferential techniques. The study included 60 respondents, equally divided into 30 employees and 30 consumers who met specific criteria. The findings indicate that online delivery orders have a positive effect on import activities at PT Mitra Dua Mandiri Logistic. Specifically, the aspects of smooth flow, logistics costs, and service quality each contribute positively to these import activities.
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INTRODUCTION

Import activities are a common thing for every country. Currently, in Indonesia, almost all import activities to Indonesia must pass through Tanjung Priok Port. According to the internal database of the Directorate General of Customs and Excise, almost 70 percent of imports of goods to Indonesia complete their activities at Tanjung Priok Port. However, the infrastructure of this port is also unable to accommodate the load which causes many queues from ships to several logistics trucks also queuing, so that the load also piles up at the port which causes dwelling time or the time the cargo stays at the port to be high. Dwelling time is the time needed



to carry out activities starting from when the ship docks to unload goods at the pier until the imported goods leave the port. With the long dwelling time, the procurement process of imported goods will be hampered and have an impact on increasing logistics costs, especially on procurement costs and storage costs (holding costs). That way, logistics costs will be high and have an impact on inefficient production and cause low competitiveness.

In order to develop a strategy to reduce dwelling time, it is necessary to provide computer-based services and permits and use electronic and network working methods such as the internet/web-based (Rafi and Purwanto, 2016). To improve the smooth flow of goods and reduce logistics costs at the port, it is necessary to send orders electronically or online delivery order for imported goods so that the service of releasing goods from the port can be carried out quickly and efficiently. PT Mitra Dua Mandiri Logistic as a service company engaged in Customs Service Administration (PPJK), has carried out and implemented its production quality standards (PT. Mitra Dua Mandiri Logistic, 2024).

Even so, in reality there are still several obstacles and problems both from within the service process and in the output of the services produced. The problem in question is that the shipping party to the port sometimes has not stated the 'online' status, so that the process of taking goods from the warehouse can be hampered because consumers usually want the process of removing their goods to be done at night when shipping is closed. Then, because this system uses an internet network and does not always get a good signal, this one problem also sometimes becomes an obstacle for companies in taking delivery order.

With the presence of online delivery order, officers working in customs services gain significant time efficiency in issuing Online DO, cutting processing costs and reducing processing queues at shipping. This Online DO system can also overcome several problems often faced by importers or customs services management companies such as the loss of hard copies of DO and forgery of delivery order letters. Where they are the ones who carry out the activities of managing the fulfillment of customs obligations for and on behalf of the importer. The Online DO is used with the intention of accelerating the process of issuing delivery orders, increasing Indonesia's competitiveness, improving services in Indonesia, and in order to save costs in the process of issuing delivery orders.

The implementation of this Online DO System can reduce operational costs by 20-30 percent. It is important to understand the perspective of consumers so that companies can identify areas of improvement and innovate to increase competitiveness and customer satisfaction. As a company engaged in Customs Services Management, of course PT Mitra Dua Mandiri Logistic wants to provide maximum service quality for its consumers. Therefore, this study will provide the perspective of PT Mitra Dua Mandiri Logistic employees and also the perspective of PT Mitra Dua Mandiri Logistic consumers regarding the effect of the use of delivery order online on import activities at PT Mitra Dua Mandiri Logistic using the dimensions of online delivery order, namely smooth flow (x_1), logistics costs (x_2), and service quality (x_3).

LITERATURE REVIEW & HYPOTHESIS

Delivery Order

According to Yahya (2012), delivery order can also be called a letter of instruction for the delivery of goods. Although its use is quite broad in the context of the order for the delivery of goods, in this discussion. Delivery Order (DO) is a letter stating ownership of goods or cargo. It can be concluded that delivery order is a letter issued by the shipping party or forwarder to

the shipper (owner of the goods) as proof of the collection of empty containers or proof of delivery of goods from the shipper's warehouse to the warehouse.

Delivery Order Online

According to Menteri Perhubungan Republik Indonesia (2017), about Electronic Delivery Order Service (Online Delivery Order) for imported goods at the port. It is said that in order to improve the smooth flow of goods and reduce logistics costs at the port, it is necessary to accelerate the service of releasing goods from the port through the implementation of electronic delivery orders (Online Delivery Order) for imported goods. Electronic delivery orders (Online Delivery Order) or commonly referred to as Online DO is a proof of delivery of goods issued by a shipping company or its attorney to the owner of the goods which is proof of delivery of goods.

Import

According to Feriyanto (2015), import is trade by bringing goods from abroad into the Indonesian customs territory by fulfilling the applicable provisions. Meanwhile, according to Law of the Republic of Indonesia Number 17 of 2006 Concerning the Amendment to Law Number 10 of 1995 Concerning Customs (2006), import is formulated as the activity of bringing goods into the customs area. This law also provides a detailed explanation, namely, when goods enter the customs area and determines when the goods are subject to import duty and is the legal basis for customs and import officials to carry out supervision. In simple terms, the definition of import can be said to be the activity of bringing goods from outside the territory of Indonesia or commonly called the customs area into the territory of Indonesia or within the customs area.

Research Framework

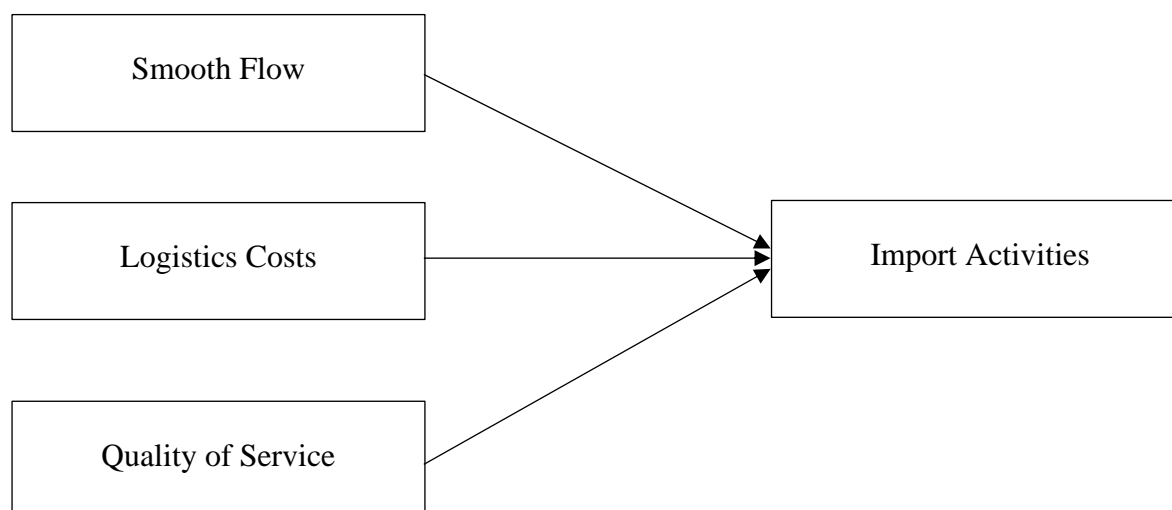


Figure 1. Research Framework

Source: Processed by The Author (2024)

Major Hypothesis

H₀: *There is No Influence of The Use of Online Delivery Order on Import Activities at PT Mitra Dua Mandiri Logistic*

H₁: *There is An Influence of The Use of Online Delivery Order on Import Activities at PT Mitra Dua Mandiri Logistic*

Minor Hypothesis

1. **H₀:** *There is No Influence of Flow Smoothness on Import Activities at PT Mitra Dua Mandiri Logistic*

H₁: *There is An Influence of Flow Smoothness on Import Activities at PT Mitra Dua Mandiri Logistic*

2. **H₀:** *There is No Influence of Logistics Costs on Import Activities at PT Mitra Dua Mandiri Logistic*

H₂: *There is An Influence of Logistics Costs on Import Activities at PT Mitra Dua Mandiri Logistic*

3. **H₀:** *There is No Influence of Service Quality on Import Activities at PT Mitra Dua Mandiri Logistic*

H₃: *There is An Influence of Service Quality on Import Activities at PT Mitra Dua Mandiri Logistic*

INTERNSHIP METHOD

The approach used in this research is a quantitative approach. According to Suharsimi (2006), quantitative research is a research procedure that is carried out systematically, planned, and structured to be able to solve problems using numbers, statistical processing, structures and controlled experiments. Quantitative research methods are also methods by collecting, interpreting and displaying data using numbers, tables, graphs, charts, images or other displays to strengthen the position of the data being analyzed

In this study, the method used by the researcher to obtain data is the interview and survey method. Sugiyono (2016), states that interviews are used as a data collection technique if researchers want to conduct preliminary studies to find problems that must be studied, besides that it is also useful when researchers want to know things from sources in more depth. In addition, researchers also use the survey method. The survey method is a method that uses questionnaires as the main tool for collecting data (Siyoto and Sodik, 2015). In the survey conducted, researchers created respondent answers using a Likert scale by assessing the perceptions and opinions of respondents.

This research is located at PT Mitra Dua Mandiri Logistic and focuses this research on the delivery order division and employees involved in import activities in the company. In addition, researchers also distributed questionnaires to several consumer companies of PT Mitra Dua Mandiri Logistic to find out the perspective of consumers. The companies selected are companies that are quite active in using the services of PT Mitra Dua Mandiri Logistic, such as PT Prima Manunggal Inti Internusa, PT Concord Industry, PT Ometraco, PT Farमारindo Jaya, and PT Supertone. Based on the data obtained, PT Mitra Dua Mandiri Logistic has around 30 employees who meet the criteria, and a total of 30 consumer respondents were obtained who had been selected from several companies that use the services of PT Mitra Dua Mandiri Logistic.

RESEARCH RESULTS & DISCUSSION

Data Analysis Results

Below are the results of the data analysis of this research:

Table 1. Results of Employee Online Delivery Order Hypothesis Test (X)

	B	t	Sig.
(Constant)	1,808	0,318	0,753
Delivery Order Online	0,261	4,513	0,000

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,000 < 0,05$. This shows that delivery order online (X) has a significant effect on import activities (Y). So it can be explained that delivery order online has a positive effect on import activities received.

Table 2. Results of Hypothesis Testing of Sub-Variables of Smooth Flow (X₁) Employees

	B	t	Sig.
(Constant)	-1,047	-0,175	0,862
Smooth Flow	0,670	4,774	0,001

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,001 < 0,05$. This shows that the smoothness of the flow (X₁) has a significant effect on import activities (Y). So it can be explained that the smoothness of the flow has a positive effect on the import activities received.

Table 3. Hypothesis Test Results for Logistics Cost Sub-Variables (X₂) Employees

	B	t	Sig.
(Constant)	14,924	4,189	0,001
Logistics Costs	0,466	3,527	0,001

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,001 < 0,05$. This shows that logistics costs (X₂) have a significant effect on import activities (Y). So it can be explained that logistics costs have a positive effect on import activities being accepted.

Table 4. Hypothesis Test Results for Sub-Variables of Service Quality (X₃) Employees

	B	t	Sig.
(Constant)	3,663	0,450	0,656
Quality of Service	0,823	2,924	0,007

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,007 < 0,05$. This shows that the quality of service (X₃) has a significant effect on import activities (Y). So it can be explained that the quality of service has a positive effect on the import activities received.

Table 5. Hypothesis Test Results for Sub-Variables of Smooth Flow (X₁) Consumers

	B	t	Sig.
(Constant)	2,400	0,423	0,675

	B	t	Sig.
Smooth Flow	0,888	4,421	0,000

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,000 < 0,05$. This shows that the smoothness of the flow (X_1) has a significant effect on import activities (Y). So it can be explained that the smoothness of the flow has a positive effect on the import activities received.

Table 6. Hypothesis Test Results for Consumer Logistics Cost Sub-Variables (X_2)

	B	t	Sig.
(Constant)	14,743	4,283	0,000
Smooth Flow	0,566	3,705	0,000

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,000 < 0,05$. This shows that logistics costs (X_2) have a significant effect on import activities (Y). So it can be explained that logistics costs have a positive effect on import activities being accepted.

Table 7. Hypothesis Test Results for Sub-Variables of Service Quality (X_3) Consumers

	B	t	Sig.
(Constant)	3,663	0,450	0,656
Smooth Flow	0,823	2,924	0,007

Source: Primary Data Process (2024)

Based on the table above, it can be seen that the significance value is $0,007 < 0,05$. This shows that the quality of service (X_3) has a significant effect on import activities (y). So it can be explained that the quality of service has a positive effect on the import activities received.

Discussion

The Impact of Using Online Delivery Order on Import Activities at PT Mitra Dua Mandiri Logistic

Based on the results of a simple regression analysis on the hypothesis test, the results obtained show that there is a positive influence of the use of online delivery order on import activities. This means that the higher the value of online delivery order, the more it will increase the value of import activities. This study is in line with the statement based on Capt. Hermanta as the Head of OP Priok, he stated that electronic system services are solely to provide convenience, speed, smooth flow in import activities, and transparency to service users at the port without having to meet physically between parties (Oceanweek, 2019). Currently, in collecting the delivery order letter, officers from the owner of the goods no longer need to come to the shipping office, but simply from the office using the online system, after the administration is completed, the shipping will provide a delivery order to the person concerned. By implementing the Online DO system, it can also reduce the company's operational costs in managing delivery orders more efficiently and can save time in import activities.

The Influence of Flow Smoothness on Import Activities at PT Mitra Dua Mandiri Logistic

Based on the results of simple regression analysis in the hypothesis test, the results obtained show that there is a positive influence of smooth flow on import activities. This means that the

higher the value of smooth flow, the higher the value of import activities. This research is in line with the statement by Tjetjep Zahrudin as the President Director of PT Tenders Marine Indonesia, according to him implementing Online DO at each port will have an impact on the smooth flow of traffic in import activities such as the release of goods at the port, so that it can reduce the waiting time and the stay of goods or dwelling time at the port (Mabrori, 2018). By using Online DO, it will also make employees on duty not need to visit the shipping office directly to wait for the delivery order file to come out which can take up to days so that it hampers the process of importing goods at the port and can also cut the manpower and costs of the company that will be used. That way, the use of Online DO has a great influence on the smooth flow of import activities because it facilitates the process of picking up goods at the port in a fast and easier way.

In the smoothness of flow sub-variable, the statement regarding the number of workers from PT Mitra Dua Mandiri Logistic is adequate and the costs from PT Mitra Dua Mandiri Logistic are sufficient, getting the lowest average total of all statements contained in the smoothness of flow sub-variable according to employees. It can be said that the employees of PT Mitra Dua Mandiri Logistic feel that the number of workers currently available is still not fully adequate and the costs provided by PT Mitra Dua Mandiri Logistic are still not sufficient.

Meanwhile, according to the questionnaire given to consumers, they feel that the workforce of PT Mitra Dua Mandiri Logistic has not been able to complete the work well. It can be seen from the total average of respondents' answers to the questionnaire given, where the statement gets the lowest value of all statements in the smoothness of flow sub-variable. In this statement, consumers feel that the workforce of PT Mitra Dua Mandiri Logistic is still unable to complete the work given well enough.

Thus, due to the number of workers of PT Mitra Dua Mandiri Logistic which is not yet fully adequate, it can make the work they do not be completed properly or optimally which causes the final results received by consumers to not be fully satisfactory. This explanation is in accordance with Yulianto and Setiono (2013) which states that one of the factors that influences the smooth flow of goods is human resources (HR).

From the above explanation, it can be explained that PT Mitra Dua Mandiri Logistic needs to add several new employees who are more competent and instruct their employees to be able to complete the work entrusted by consumers well in the future. So that consumers in the future will increasingly trust and believe in PT Mitra Dua Mandiri Logistic to make it their export and import service company.

The Influence of Logistics Costs on Import Activities at PT Mitra Dua Mandiri Logistic

Based on the results of simple regression analysis on hypothesis testing, it was found that there is a positive influence of logistics costs on import activities. This means that the higher the value of logistics costs, the higher the value of import activities. This research is in line with Herijanto (2020), that the implementation of the online delivery order service in import activities can reduce logistics costs at the port by 20 to 30 percent. With the online delivery order system, the process of releasing containers from the terminal becomes more effective because document verification is carried out automatically which can speed up the process of importing goods and increasing work efficiency.

The use of online delivery order can also reduce the company's operational costs and implement company expenses to be better and clearer in managing delivery order files, because it does not require costs to go to the shipping office which can cost more for the trip. That way, the implementation of company expenses will be more effective and efficient in the future. In the logistic cost sub-variable, the statement regarding the implementation of cost expenditure

from PT Mitra Dua Mandiri Logistic in accordance with what has been planned gets the lowest average value according to the questionnaire given to employees of PT Mitra Dua Mandiri Logistic. It can be stated that the expenditure from PT Mitra Dua Mandiri Logistic is still not fully in accordance with what they have spent on logistics activities and so on.

Meanwhile, according to the questionnaire given to consumers on the sub-variable of logistics costs, the statement regarding the flow of goods at PT Mitra Dua Mandiri Logistic is efficient gets the lowest average value compared to other statements. According to the results of the questionnaire, it can be stated that the flow of goods at PT Mitra Dua Mandiri Logistic has not been fully running properly.

Therefore, with the implementation of expenditure from PT Mitra Dua Mandiri Logistic still not in accordance with what has been planned, the flow of goods that is carried out is still not fully efficient which makes consumers not feel satisfied. This statement is reinforced by Zaroni (2017) which states that the logistics costs include all costs associated with the flow of goods throughout the supply chain process. So, PT Mitra Dua Mandiri Logistic in the future must pay more attention to the implementation of the costs that must be incurred so that the flow of goods can be more efficient and make consumers comfortable using the services of PT Mitra Dua Mandiri Logistic.

The Influence of Service Quality on Import Activities at PT Mitra Dua Mandiri Logistic

Based on the results of simple regression analysis on hypothesis testing, it was found that there is a positive influence of service quality on import activities. This means that the higher the value of service quality, the higher the value of import activities. This research is also in line with Herijanto (2020), which states that online delivery order is considered very efficient by service users, namely regarding the security of data that has been guaranteed from forgery because the delivery order document is entered directly by the shipping company as the party responsible for issuing the document.

Therefore, the online delivery order system is able to make the quality of service for import activities at the port faster and cheaper which in turn can reduce logistics costs. In addition, by using online delivery order, it can make customers who use the company's services feel that the data they have is safe because they have received a guarantee from data forgery. Also, using the online delivery order system will makes the process of releasing containers from the terminal smoother because document verification is carried out automatically, and will further speed up the process of retrieving delivery order documents because it does not require a collection time of up to days. Thus, the company's service to customer requests will be carried out faster and make the company's reputation even better.

In the sub-variable of service quality, the statement regarding employees of PT Mitra Dua Mandiri Logistic paying attention to morals in working, both from the employee and consumer side, both received the lowest average value. It can be said that from the employee side, they realize that all employees of PT Mitra Dua Mandiri Logistic have not fully paid attention to morals in their work activities. The same thing is also felt by consumers who give low scores to the statement. With the lack of attention to the morale of PT Mitra Dua Mandiri Logistic employees, the quality of service felt by consumers is less good.

Although PT Mitra Dua Mandiri Logistic is open to criticism and suggestions from consumers, employees must also pay attention to themselves in order to give a good impression to consumers. In the explanation above, it can be said that the director or superior of the employees of PT Mitra Dua Mandiri Logistic needs to review the employees in the company to pay more attention to morals in working in the future so that they can make a good impression on consumers. Employees are also required to pay more attention to their behavior

when serving consumers in order to give a good impression and not raise suspicions about employees who can make the company's image bad.

CONCLUSION

Based on the results of the hypothesis test using simple linear regression and T-test, it can be concluded that there is a positive influence of the use of online delivery order on import activities at PT Mitra Dua Mandiri Logistic. And also strengthened by 3 (three) dimensions of online delivery order, namely smooth flow (X_1), logistics costs (X_2), and service quality (X_3) each of which has a positive influence on import activities at PT Mitra Dua Mandiri Logistic. This shows that both employees and consumers of PT Mitra Dua Mandiri Logistic feel that there is something positive about the use of online delivery order in import activities. Overall, the dimensions of the X and Y variables each have a positive influence. Based on the results of the study, H_0 is rejected and H_1 is accepted. These results indicate that there is a positive influence between the online delivery order variable and import activities.

The researcher suggests that further researchers can conduct research not only by using the online delivery order variable, but it is expected to use other variables that can affect import activities. Then, for PT Mitra Dua Mandiri Logistic in order to maintain the existing workforce because looking at the results of the questionnaire answers given, that the respondents felt that the abilities of the existing workforce were satisfactory. It can also add workers from those that are currently available, because if seen from the results of the questionnaire answers, it can be seen that the respondents felt that there was still a lack of the number of existing workers, so that it can be a consideration for the future to increase the number of employees.

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