

Analysis of Sweetpeasbabykids Customers using JNE Logistics Services and J&T Express at Shopee

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Abstract: The purpose of this study was to determine the analysis results of Sweetpeasbabykids customers who use JNE and J&T Express logistics delivery services. The sampling uses purposive sampling techniques. The data used are primary data obtained by distributing questionnaires to Sweetpeasbabykids customers who shop at Shopee using JNE services and J&T Express logistics delivery. The analysis technique used is descriptive statistics using SPSS version 25 for windows. The results of data analysis show that from the perception of J&T Express customers, the company sends the orders to customers faster, safer in sending orders to customers, and more responsible in solving shipping problems than JNE.

1 INTRODUCTION

The development of increasingly advanced and sophisticated technology and the quality of the internet is increasing quickly in today's modern era. The Internet is used as a means of exchanging data and information quickly, accessing literature, communicating close and long distance, product promotion and so forth.

Riyanto (2015) describes the involvement of the internet in business functions to provide information to online consumers both in the form of e-mail media, promotions, electronic questionnaires, bulletin boards, and mailing lists, so consumers can participate proactively and interactively in designing, developing, marketing, and selling services or products.

The lifestyle of people in the modern era is increasingly instantaneous. Many people are looking for something practical to meet their daily needs. It affects the factors of consumer spending in the current era. Increasing internet penetration makes consumers have a variety of choices to buy goods they need through e-commerce platforms.

In this study, researchers will discuss one of the Consumer-to-Consumer Shopee E-commerce models. Shopee is a mobile-based E-commerce application. Shopee is one of the largest mobile platform applications in Indonesia, Shopee offers

easy online buying and selling, free shipping, and is safe via mobile or website.

At Shopee's market place there are supporting logistics delivery services that deliver goods to customers, Sweetpeasbabykids online. Most customers choose to use JNE and J&T Express logistics services, JNE is a shipping service company in Indonesia that has expanded its domestic network throughout Indonesia and J&T Express is a new shipping service company in Indonesia that is growing rapidly and has carried out express delivery between cities, outside cities, and between provinces.

Sweetpeasbabykids is online seller that sells a variety of maternal and child equipment that markets its products through the Shopee and Instagram applications. Sweetpeasbabykids is led by Herlina as the main Director and has 5 employees. At Shopee, Sweetpeasbabykids has 31,000 followers and has a total of 823 products that have been sold and consists of Herlina as the main Director and her 5 employees Fragment. Consider rewriting or removing.

This study will analyze customers who frequently shop at Shopee who use JNE and J&T Express logistics delivery services, while the problem formulation of this study is how Sweetpeasbabykids customers' perceptions of shopping use JNE and J&T Express logistics delivery services.

2 METHOD

2.1 Population and Sample

In this study the population used is Sweetpeasbabykids customers who frequently shop at Shopee using JNE and J&T Express logistics delivery services. The population in this study amounted to 134 customers in one month. This study uses a purposive sampling technique in determining research samples where the number of respondents to be sampled are 100 respondents.

This research uses quantitative research by using a descriptive approach. Quantitative research methods are a type of systematic investigative research by collecting quantifiable data and performing statistical, mathematical, or computational techniques. Quantitative research collects information from customers using a sampling method and distributes questionnaires, the results of which can be described in numerical form.

This study uses a descriptive approach with the aim of describing the object of research or research results. The descriptive understanding according to Sugiyono (2012) is a method that serves to describe or give an overview of the object under study through data or samples that have been collected. Before conducting the analysis to get a conclusion from the problems, there are several stages of data processing that must be done. The data processing stage is as shown below:

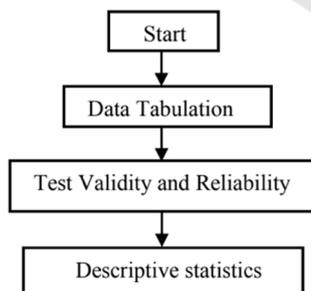


Figure 1: Data Processing Stage.

3 RESULT AND DISCUSSION

3.1 Descriptive Statistics

3.1.1 Gender

Of the 100 respondents, female customers were 80 people or 80% more than male customers, which were 20 or 20%. Many Sweetpeasbabykids customers are

female because women better understand the needs of children. Women also hold family finances and can determine what items are needed and women shop more frequently online.

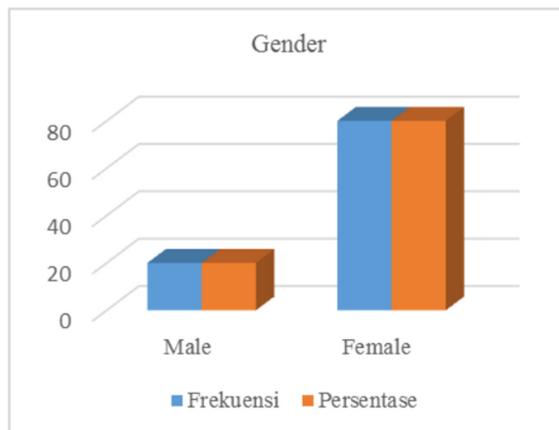


Figure 2: Gender.

3.1.2 Age Groups

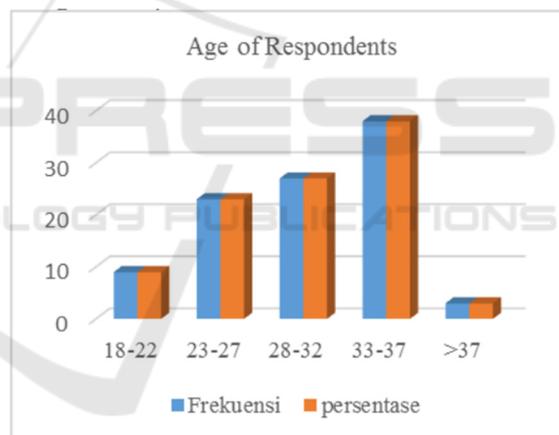


Figure 3: Age of Respondents.

Of the 100 respondents surveyed, the customers who bought the most by using the JNE and J&T expeditions were customers aged 33-37 years totaling 38 or 38%, then customers aged 28-32 years totaling 27 or 27%, customers aged 23-27 years totaling 23 or 23%, customers aged 18-22 years totaling 9 or 9%, customers aged 18-22 years totaling 9 or 9% and finally customers aged > 37 years totaling 3 or 3%. The age of the most bought online Sweetpeasbabykids is 33-37-year-old because the age of 33-37 year is the age of a family and the age that is looking for children's equipment needs.

3.1.3 Respondent Order Status

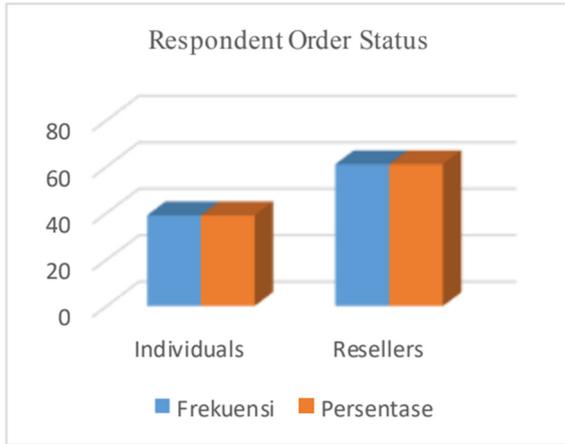


Figure 4: Respondents Order Status.

Of the 100 respondents, customers who have Reseller order status are 61 or 61% more than customers who have an individual booking status of 39 or 39%. Resellers more often buy using JNE and J&T delivery services than individuals, because resellers more often buy Sweetpeasbabykids products due to resale.

3.1.4 Total Respondent Orders in 1 Years

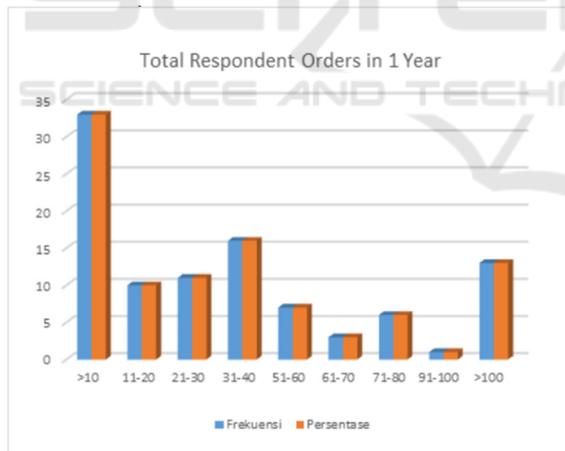


Figure 5: Total Respondent Orders in 1 Year.

Of the 100 respondents studied, the average order for the most customers who buy the most in Shopee Sweetpeasbabykids in 1 year is <10 orders with 33 or 33%, then 31-40 orders with 16 or 16%, > 100 orders with 13 or 13%, 21-30 orders with an amount of 11 or 11%, 11-20 orders with a number of 10 or 10%, 51-60 orders with an amount of 7 or 7%, 71-80 orders with an amount of 6 or 6%, 61- 70 orders with

an amount of 3 or 3%, and, the last, 91- 100 orders with an amount of 1 or 1%.

Sweetpeasbabykids customers place <10 orders in average each year because there are more resellers who buy in small quantities compared to resellers who buy in large quantities.

3.1.5 Year of Respondent Subscription

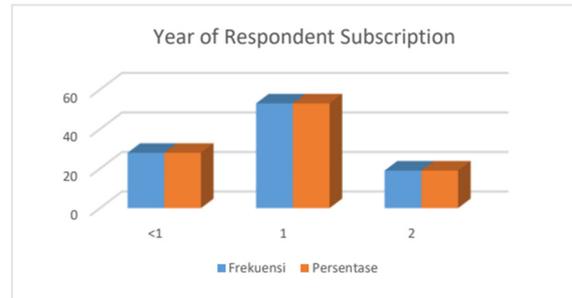


Figure 6: Year of Respondent Subscription.

Of the 100 respondents, the average customer who bought the most using the JNE and J&T expeditions had subscribed for 1 year totaling 53 or 53%, then <1 year totaling 28 or 28%, and 2 years totaling 19 or 19%.

3.1.6 Total Respondent Orders Using JNE

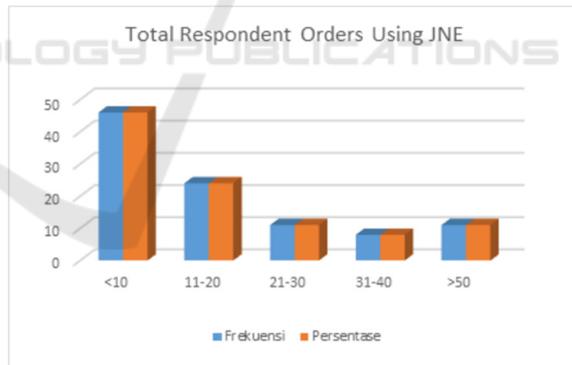


Figure 7: Total Respondent Orders Using JNE.

Of the 100 respondents, the total number of customer orders that most ordered using the JNE expedition was <10 orders totaling 46 or 46%, then 11-20 orders totaling 24 or 24%, 21-20 orders totaling 11 or 11%, > 50 orders with an amount of 11 or 11%, and 31-40 orders with an amount of 8 or 8%. Total orders that use JNE in a year were <10 orders due to the average of most resellers who buy products in one year that were <10 orders.

3.1.10 Average Price of Good using JNE



Figure 11: Average Price of Goods Ordered Using JNE.

Of the 100 respondents surveyed, on average customers who shop at Shopee Sweetpeasbabykids using JNE expeditions order the most items at prices of 50,000-200,000 with 70 customers or 70%, then 200,000-500,000 with 19 customers or 19%, <50,000 with 9 customers or 9%, and > 50,000 with 2 customers or 2%. The most customers order at the price of goods of 50,000-200,000 because the goods most customers buy are toys. Toys sold by Sweetpeasbabykids have prices around 50,000-200,000.

3.1.11 Average Price of Good using JNT



Figure 12: Average Price of Goods Ordered Using JNT.

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids using the J&T expedition most ordered goods at prices from 50,000 to 200,000 with 62 customers or 62%, then 200,000-500,000 with 33 customers or 33%, and finally <50,000 with 5 customers or 5%. Most customers order at the price of goods of 50,000-200,000 because the goods most customers buy are

toys, toys sold by Sweetpeasbabykids have prices around 50,000-200,000.

3.1.12 Respondents Who Have Experienced Delivery Problem using JNE

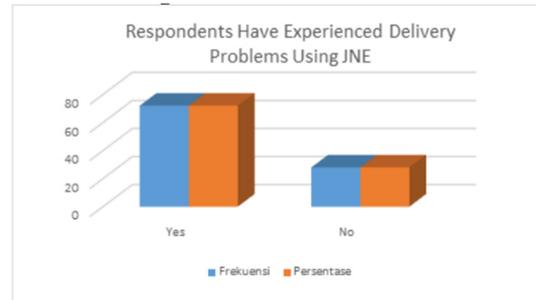


Figure 13: Respondents Who Have Experienced Delivery Problems Using JNE.

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids have experienced the most problems shipping using JNE with a total of 72 customers or 72%, then customers who have never experienced problems sending using JNE with a total of 28 customers or 28%. Many customers of Sweetpeasbabykids answered yes, because in practice many customers complained about JNE logistics delivery services. On average, customers complained about old packets that arrived at their destination.

3.1.13 Respondents Who Have Experienced Delivery Problem using JNT

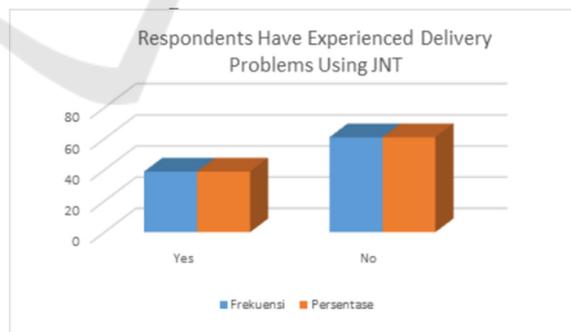


Figure 14: Respondents Who Have Experienced Delivery Problems Using JNT.

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids have never experienced the most problems sending using J&T with a total of 61 customers or 61%. Of those customers who have experienced shipping problems using J&T with a total of 39 customers or

39%, there are some customers who answered yes, because in practice many customers complain that J&T Express logistics delivery service is a bit late delivering the order to the customer at the destination and some customers of Sweetpeasbabykids have complained that the package received is damaged and broken, because J&T' courier shipping service often throws the package risking the package being damaged.

3.1.14 Delivery Problems Faced using JNE

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids using JNE expeditions have the most problems of sending old packages for up to a total of 48 customers or 48% because JNE used by Sweetpeasbabykids is non-caseless, so packages that will come out of Batam get more inspection from Batam customs, so it requires a longer checking time. Therefore, the package sent to the customer requires more delivery time than the estimated delivery promised by JNE.

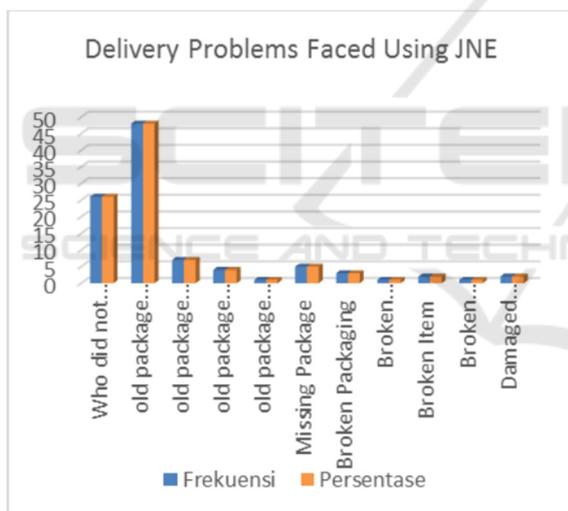


Figure 15: Delivery Problems Faced Using JNE.

3.1.15 Delivery Problems Faced using JNT

Of the 100 respondents studied, the average customer who shopped at the Shopee Sweetpeasbabykids using the J&T expedition experienced the most problems sending old packages to a total of 16 customers or 16%. The old package arrived from J&T with 16 customers, not too many when compared to JNE with 48 customers. In comparison, JNE sent orders longer than J&T.

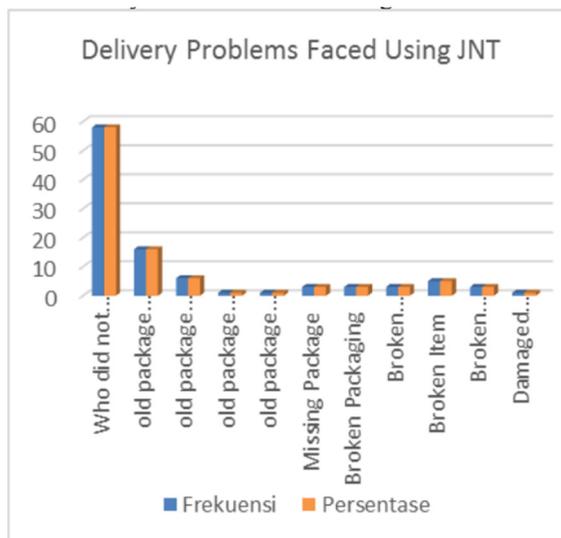


Figure 16: Delivery Problems Faced Using JNT.

3.1.16 How to File the JNE Delivery Problems

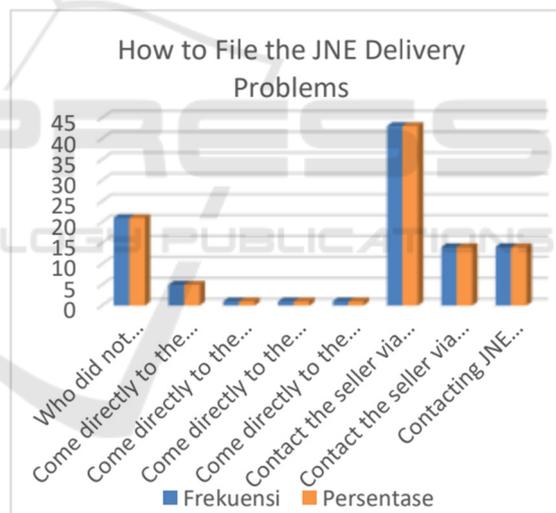


Figure 17: How to File the JNE Delivery Problems.

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids by using JNE expeditions most submitted problems with shipping by contacting the seller via chat feature on Shopee with a total of 43 customers or 43% because customers find it easier to contact the seller via chat at Shopee instead of going directly to the JNE counter.

3.1.17 How to File the JNT Delivery Problems

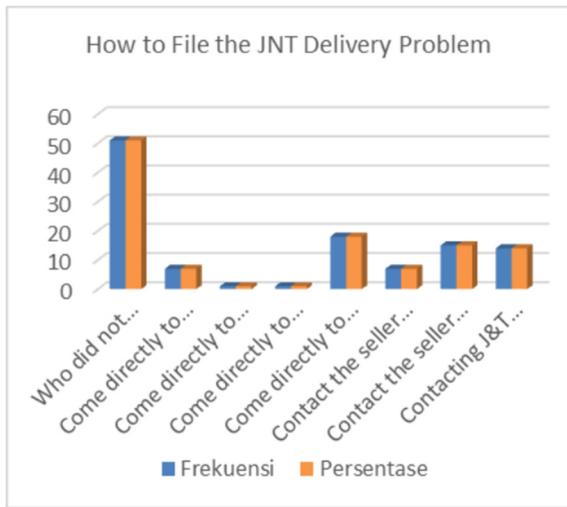


Figure 18: How to File the JNT Delivery Problems.

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids by using J&E expeditions most submitted problems with shipping by contacting the seller via chat feature in Shopee with a total of 18 customers or 18% because customers find it easier to contact the seller via chat at Shopee instead of going directly to the J&T counter.

3.1.18 Length of Submission of Respondent Delivery Issues in JNE Response

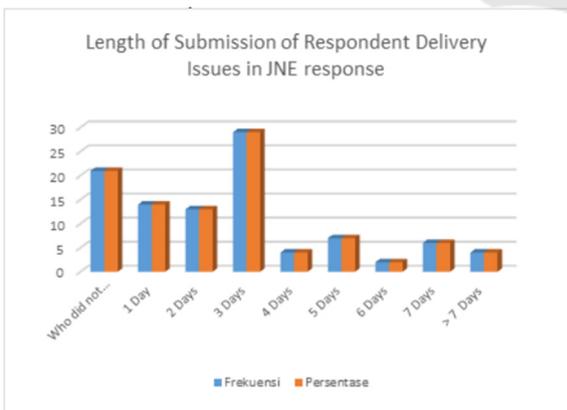


Figure 19: Length of Submission of Respondent Delivery Issues in JNE Response.

Of the 100 respondents surveyed, on average, customers who shop at Shopee Sweetpeasbabykids using JNE expeditions have the most time submitting a shipping problem in the process for 3 days with a

total of 29 or 29% because after customers give a delivery problem submission via chat at Shopee, customer parcels arrive in 3 days after contacting the seller.

3.1.19 Length of Submission of Respondent Delivery Issues in JNT Response

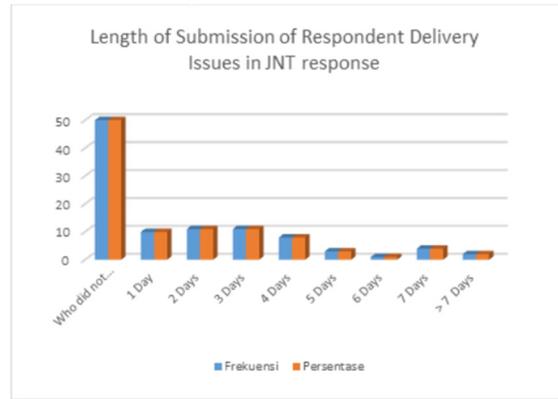


Figure 20: Length of Submission of Respondent Delivery Issues in JNT Response.

Of the 100 respondents surveyed, on average customers who shop at Shopee Sweetpeasbabykids by using J&T expeditions have the most time for submitting shipping problems in the process for 2 and 3 days with a total of 11 or 11% because after customers provide submission of shipping problems via chat at Shopee, on average the after contacting the seller.

3.1.20 Solution to Shipping Problems Using JNE

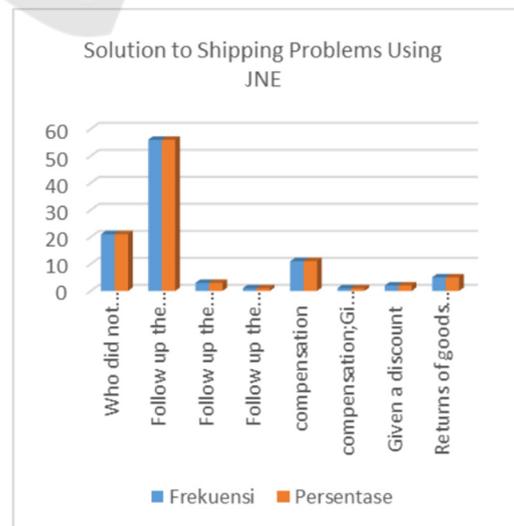


Figure 21: Solution to Shipping Problems Using JNE.

Of the 100 respondents studied, the most common shipping problem solution provided by the JNE expedition is to follow up the shipment in order to quickly reach the amount of 56 or 56% because after the customer submits a delivery problem to the seller via chat on Shopee, the seller will proceed to JNE and JNE will follow up the order follow up so that the package arrives quickly to the customer.

3.1.21 Solution to Shipping Problems using JNT

Of the 100 respondents studied, the most common shipping problem solution provided by the J&T expedition was to follow up on delivery in order to be fast up to 27 or 27% because after the customer submits a delivery problem to the seller via chat on Shopee, the seller will proceed to J&T and J&T will follow up on the order follow up so that the package arrives quickly to the customer.

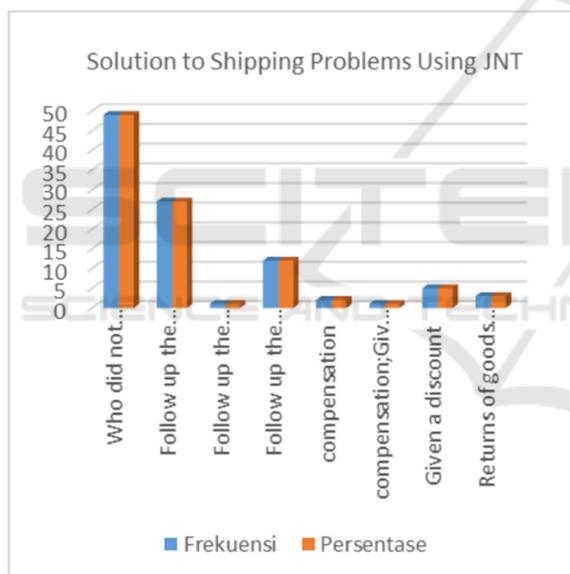


Figure 22: Solution to Shipping Problems Using JNE.

3.1.22 Faster Delivery Service for Sending Orders

Of the 100 respondents studied, the faster delivery service in sending customer orders was the J&T expedition with a total of 74 or 74% of the JNE expeditions with a total of 26 or 26 because the J&T expedition used the cashless payment method so that checking by customs was not so strict that the package gets out quickly in the sorting process by Batam customs.

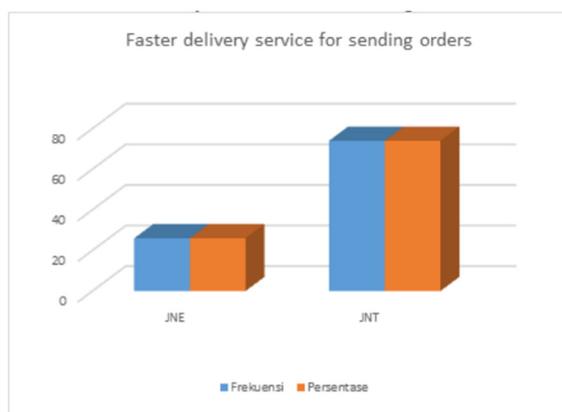


Figure 23: Faster Delivery Service for Sending Orders.

3.1.23 Safer Shipping Service for Sending Orders

Of the 100 respondents studied, the safer shipping service in sending customer orders is the J&T expedition with a total of 52 or 52% of the JNE expeditions with a total of 48 or 48%, J&T is safer compared to JNE because J&T uses a cashless payment method so the tax paid by the customer directly forwarded by Shopee to customs, so that the inspection process by customs is not so strict, whereas JNE is non-cashless so that customs clearance is stricter and risking not passing customs checks and goods are returned to the seller.



Figure 24: Safer Shipping Service for Sending Orders.

3.1.24 The Shipping Service Is More Responsible for Resolving Shipping Issues

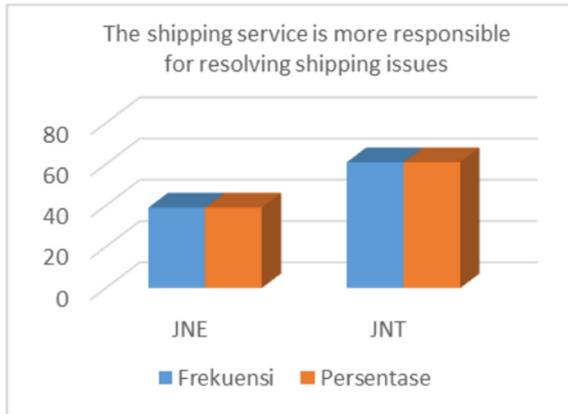


Figure 25: The Shipping Service is more Responsible for Resolving Shipping Issues.

Of the 100 respondents studied, shipping services that are more responsible for solving customer shipping problems are J&T expeditions totaling 61 or 61% of JNE expeditions totaling 39 or 39% because in practice J&T is more responsible if the package is damaged, and not complicated to arrange a refund if the package sent by J&T is damaged. J&T is also not complicated in the process of refunding if a package is damaged, because it can fill out the submission form by contacting the customer service via email, and the length of the submission process also does not require a long time.

4 CONCLUSIONS

This study aims to determine the results of perception analysis of customers who often shop at Shopee who use JNE and J&T Express logistics delivery services. Based on the results of the research discussed above, the conclusions of this study are as follows:

1. Faster delivery service in sending customer orders at Shopee is the J&T expedition with a total of 74 respondents than the JNE expedition with a total of 26 respondents.
2. Safer shipping service for sending customer orders at Shopee is the J&T expedition with a total of 52 respondents than the JNE expedition with a total of 48 respondents.
3. The delivery service that is more responsible for solving customer shipping problems at Shopee is the J&T expedition with a total of 61 respondents

than the JNE expedition with a total of 39 respondents.

4. So, it can be concluded that the customer's perception of J&T Express logistics shipping services is superior to JNE logistics shipping services.

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2. Sweetpeasbabykids customers who have taken the time to fill out a questionnaire sent by researchers via chat on Shopee.

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