

Analysis of Marketing Strategy and Responsibility in J&T Express Delivery in Ajamu Area, Panai Hulu District, Labuhanbatu Regency, North Sumatera Province

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Abstract

Indonesia has experienced remarkable development in terms of technological advancement, especially in e-commerce. The public now has more options for using courier services thanks to the growth of e-commerce. One of the courier services directly connected with Shopee is J&T Express. However, J&T Express still often complains about by customers regarding delivery obstacles. Therefore, J&T Express needs to pay attention to the quality of service and the responsibilities provided so as not to harm consumers. The purpose of this research is to analyze the marketing strategies and responsibilities in J&T Express's delivery services. This research uses a qualitative approach in empirical legal research. The aim is to study the rules, identify them, and adapt them to the conditions on the ground. The results show that the J&T Express delivery process begins with the buyer inputting their checkout data, including the shipping address and package observations, before the J&T Express operational team sends the buyer's package. Some of the issues faced by J&T Express include delays in delivery, customer stock in the expedition warehouse, and damage to goods, which refers to physical damage or loss of package contents. To address the issue of shipping goods or packages, some solutions that can be implemented include regularly providing gifts or cash back as compensation.

Keywords: *strategy, responsibility, delivery.*

1. Introduction

In modern society, the use of technology and the internet has become increasingly sophisticated and plays a role in supporting the activities of individuals and organizations. Internet technology is used not only for the exchange of information and data analysis, but also to facilitate business operations. Marketing is an activity carried out by companies in order to increase their company's activities. This is because marketing is one of the company's activities, which is directly related to consumers. So marketing activities can be interpreted as human activities that take place in relation to the market. In the era of increasingly competitive business competition today, every business actor who wants to win the competition in market competition will pay full attention to the marketing strategy they are running (Zernita Sari Ritonga et al., 2024).

Products that are marketed are made through a quality process and will have a number of special features that can increase consumer satisfaction with the use of the product. One of the main problems that is an obstacle in marketing is the number of competitors in the market itself, both from similar products and from other products. This is a big responsibility that must be won by a company if it wants to continue to exist in business competition. (Pt & Express, 2024).

Many business people use advanced technology that makes their work easier. The existence of online social media allows customers to shop anytime with lower prices and faster delivery. In this country, e-commerce has experienced significant growth. E-commerce can be used to buy almost all goods and services, including music, books, food, electronics, airline tickets, investments, and more. The development of e-commerce will also encourage the growth of companies in the logistics and shipping sectors. There are more and more business opportunities in the Indonesian logistics sector because product delivery companies are growing rapidly.

Many businesses are competing to take advantage of this business opportunity by offering a variety of reliable shipping services with excellent service.(Farkhan & Witasari, 2021).

Shopee Marketplace is currently the fastest growing marketplace in Indonesia. In addition to having the Shopee application, it also offers shopping opportunities, Shopee also often offers events, games, and others to attract consumers. Shopee also has its own payment platform called Shopee Pay has its own payment platform, but you can still pay via Mini Market, bank transfer, or m-banking. Shopee also provides cashback offers and free shipping on certain days(Yaya & Laili, 2019).

Shopee uses J&T Express to deliver its goods and products. J&T Express can be used for long-distance delivery, and Shopee partners with Grab or Gojek to deliver goods at the same time. In addition, Shopee collaborates with 4,444 product delivery expeditions such as Shopee Express, JNE, Sicepat, Pos Indonesia, and several others(Meza Putri Alfiana et al., 2024).

2. literature review

a. J&T Express Expedition

J&T Express is a company that provides goods delivery services, both in the form of documents and packages. J&T Express is a new company that also uses IT in offering its services, they offer the advantage of picking up goods. So customers do not need to come to the J&T office if they want to send goods. Simply contact J&T, via the Android and iOS-based application or contact via the hotline, then the officer will come to pick up the goods to be sent. This is a new company like their predecessor shipping companies, namely Pos Indonesia, JNE, Tiki, and others.(Suci Yulianingsih et al., 2023).

J&T Express has all the features like JNE and tiki too, including checking shipping rates and checking receipts to find out where the package has been sent. After joining the new company, Deddy Corbiuzer was hired as a Brand Ambassador to support J&T Express sales. The sender of the package is called "pak pos" at Pos Indonesia, "kurir" at JNE, and "sprinter" at J&T Express. Sprinters are responsible for picking up and delivering goods to the intended location. It seems that the shipping price is not much different from its competitors. However, most likely because it is still new, its coverage is not as wide as JNE or POS Indonesia, which are even available in remote areas. We look forward to J&T Express's ability to beat its competitors in terms of service and speed of delivery of goods(Daming & Wibowo, 2022).

b. Marketing

According to the Indonesian dictionary, "marketing" is a term that refers to the process, method, or act of marketing a merchandise; and an economic term that refers to a person or body involved in the transfer, ownership, and delivery of goods from producers to consumers. Therefore, a marketing strategy is basically a comprehensive, integrated, and integrated marketing plan that provides direction on what activities should be carried out to achieve the company's marketing goals.(Ristamaya, 2020).

c. Marketing strategy

Marketing strategy is a set of goals, objectives, and policies that guide a company's marketing efforts at various levels and places, especially as the company responds to environmental changes and competition. Marketing strategy is a plan that explains how various marketing programs or activities can affect the demand for a company's products or product lines in the target market. Based on the understanding above, it can be concluded that marketing strategy consists of various methods used by a company to achieve its business goals. Marketing strategies are divided into primary demand strategies and selective demand strategies based on the type of demand to be stimulated.(Ristamaya, 2020) (Sudiantini et al., 2023).

d. Responsibility for Delivery.

Responsibility according to the Great Dictionary of the Indonesian Language is a state in which one is obliged to bear everything, so that one is obliged to bear, assume responsibility, and bear all the consequences arising from the state. Responsibility for delivery is the responsibility of the expedition if the goods sent are damaged from the beginning of delivery to the hands of the customer.(Sudiantini et al., 2023).

J&T Express' shipping responsibilities are stated in the shipping terms and conditions. This includes the responsibility of the sender and J&T Express.

- Sender's responsibilities:
 - Provide true, accurate and complete information regarding the contents, nature, weight and value of the shipment.
 - Pack the shipment well
 - Responsible for damage or loss caused by packaging that does not comply with J&T guidelines
- J&T Express responsibilities:
 - Has the right to refuse shipments that do not comply with J&T packaging guidelines and procedures.
 - Not responsible for losses caused by natural disasters, such as earthquakes, landslides and fires.
 - Not responsible for losses caused by risks that have been informed from the start.

J&T Express can negotiate with consumers to resolve any defaults that occur.

3. Research Methodology

According to(Meza Putri Alfiana et al., 2024) The scientific method used to obtain valid data is called a research method. The goal is to find, develop, and validate certain knowledge that can be used to understand, solve, and anticipate problems. The author made the decision to use a qualitative approach in empirical legal research. Empirical law is defined as a reality that involves social and cultural aspects, and is an empirical investigation of that reality. The purpose of this study is to analyze regulations, identify, and adjust them to conditions in the field. This study uses a conceptual and legal approach(Refan Hardiansyah et al., 2023).

4. Results and Discussion

Shipping services have become very much needed and in demand by the public, especially in today's technological era. J&T Express is a shipping company that focuses on speed, accuracy, and efficiency. To ensure customer performance and satisfaction, the package delivery process via J&T Express involves many meticulous steps(Salsabila, 2023). First, the J&T Express team collects all the buyer's package information, including the shipping address and other information. Having this collection of information is essential to ensure that the package reaches its destination accurately. The shipping process is easier to understand and can be seen in the J&T Express Goods Shipping Process Image in Figure 4.1 as follows:

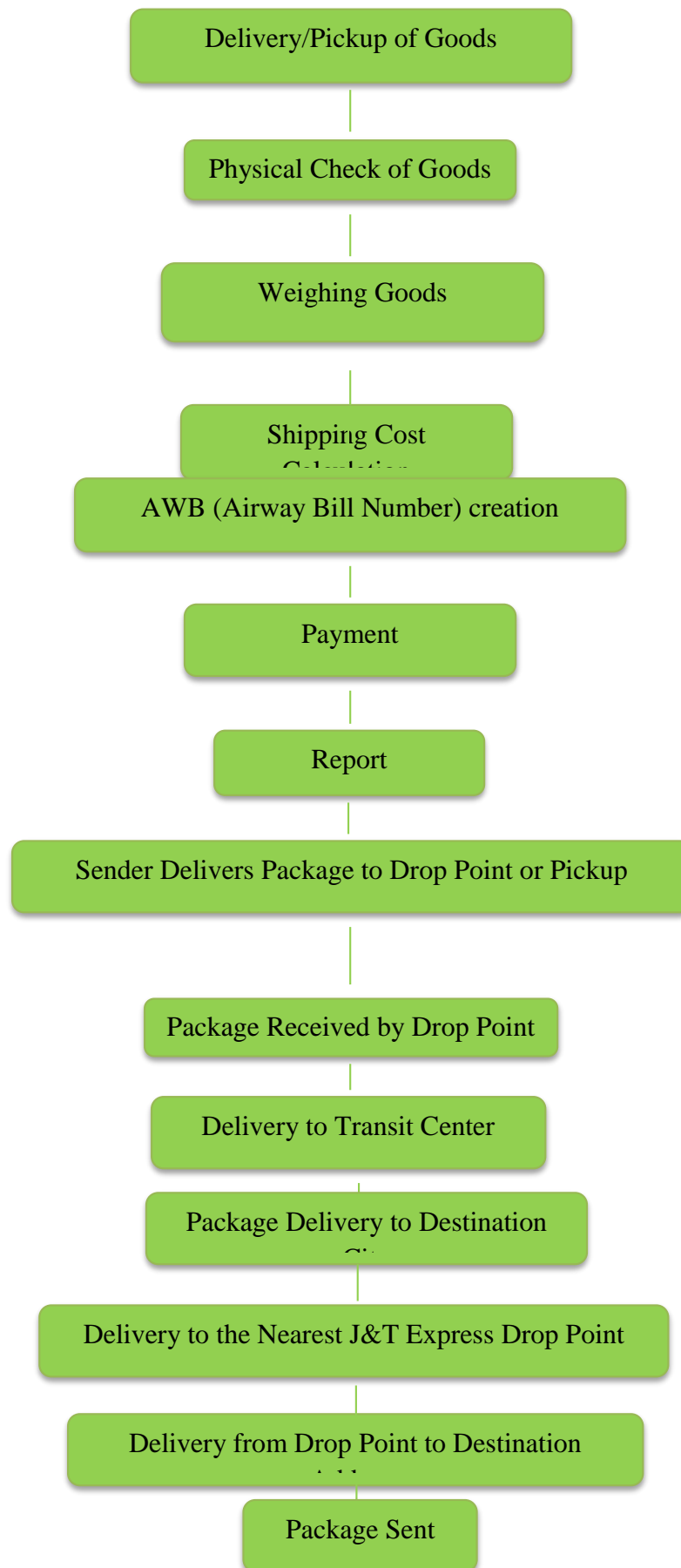


Figure 4.1
J&T Express Goods Delivery Process
<https://ijbtob.org>

Shipping services such as J&T Express, as a shipping service provider, may face obstacles or constraints during the shipping process. This can be caused by intentional or negligent actions, such as late delivery, damage, or loss of goods during the shipping process. With a large number of service users, J&T Express is responsible for ensuring the smoothness and safety of the goods being transported, and this has significant consequences for maintaining the integrity of the goods.(Farkhan & Witasari, 2021).

Late delivery is when the goods arrive at the destination address beyond the estimated time that has been set. This happens when the goods pass the specified delivery time limit according to the type of shipping service chosen by the sender. In online shopping, suppliers send goods to buyers with a receipt number, which consists of a combination of letters and numbers, which is used to find out where the goods are. The unique receipt number given to each item allows buyers to monitor how the goods are sent by J&T Express.

The delay in the arrival of consumer goods is also influenced by the pile of customer goods in the expedition warehouse. This usually happens when holidays such as Eid al-Fitr, Eid al-Adha, Christmas, and Chinese New Year occur on the same date, which causes delays in sending goods to J&T Express agents. In the warehouse, sorting and administration must be synchronous, so communication and coordination between the administration and the sorting team must be better.

The possibility of errors can be reduced by using an integrated system and attaching clear labels to packages. Training is also needed to raise awareness of the importance of ensuring that all data and receipts are correct in the package delivery process. Damage to goods is when the goods experience changes in shape or damage to their function and nature so that they do not match their original condition. This damage can come from two sources: damage caused by the shipping supplier or damage that occurs during the expedition journey. Shipping goods by land and sea is full of risks. Clients who use J&T Express really hope that their goods remain safe and in accordance with their original condition.(Fazia Junina & Kurniasari, 2022).

In the loading and unloading stage of goods that are not carried out carefully, the carrier loads or unloads cargo from ships, trucks, or other means of transportation. During this process, J&T Express has encouraged its employees to always carefully unload goods from one vehicle to another or from a vehicle to the expedition warehouse, ensuring that the goods are delivered safely until they reach the customer. Loss of goods delivered by J&T Express can include the loss of some or even all of the contents during the shipping process. The incident of lost goods can be caused by various factors, such as negligence on the part of J&T Express which results in mixing of goods or the possibility of small items falling and being scattered during the delivery journey. Theft by couriers during delivery is also a potential factor that causes lost goods. J&T Express provides insurance services to senders to protect their shipments with adequate policies, and they are responsible if the sender chooses to insure their shipments.(Ubaidullah Muayyad et al., 2024).

J&T Express can solve the problem of shipping goods or packages by providing incentives such as gifts or cashback regularly. By collecting the number of packages and shipping costs for each transaction, customers can get rewards that encourage them to continue using J&T Express services. To help large sellers, J&T Express can provide facilities such as paper. This step will help sellers print receipts for all products or packages sent.

Mistakes in installing receipts can be avoided with fast and accurate preparation. Providing a package pick-up service is also a good option. J&T Express can employ a team to pick up packages directly from the seller's location, so that sellers do not need to visit J&T Express outlets or service points. In doing this, J&T Express must maintain the quality of service and provide a positive experience to sellers. During this process, employees are given training and development related to their job performance, so that they are expected to carry out their job responsibilities as well as possible. Good working conditions are when people can work healthily, safely, and comfortably in their workplace(Baskara et al., 2020).

5. Conclusion & Suggestions

The development of technology is getting more and more sophisticated, especially in the field of e-commerce. One of them is Shopee which is directly related to its expedition service, namely J&T Express. The J&T Express shipping procedure starts from inputting when the buyer checks out, the input

steps in sending the package by collecting complete data about the package from the buyer, such as the shipping address, package observation, to the package delivery process by the J&T Express operational team to the buyer (Zernita Sari Ritonga et al., 2024).

Some of the problems faced by J&T Express include late delivery of goods, customer stock of goods in the warehouse, and damage to goods, which includes physical damage, loss of package contents, and damage caused by the expedition that is not careful in unloading and loading goods. To improve J&T Express delivery services, we suggest:

1. **Increase Reliability:** J&T Express should check customer complaints about late delivery or lost items and improve their services.
2. **Speed Up Shipping Speed:** To ensure goods arrive on time, J&T Express can use more efficient delivery methods, such as improving operational performance, optimizing delivery routes, and using more sophisticated logistics systems.
3. **Improving Packaging Quality:** Employee training and high packaging standards can help reduce the risk of damage, so J&T Express must use sturdy and safe packaging to protect goods during shipping.
4. **Security Enhancements:** During delivery, J&T Express keeps customers' goods safe with strict policies and procedures to avoid theft, damage, or loss.
5. **Strengthening Customer Service:** To handle customer complaints or questions, J&T Express customer service staff must be responsive and ready to help. Building strong customer relationships can be helped by employee training to improve their communication skills and provide satisfactory solutions to customers.

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