

Procedures for Cash on Delivery Service Administration at the Bojonegoro Post Office

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Abstract

Purpose: This research aims to establish the administrative processes used by the PT Pos Indonesia (Persero) Bojonegoro Branch Office, particularly in the delivery administration of products through the cash-on-delivery method.

Methodology: This study uses qualitative techniques involving descriptive and explanatory analysis. Observations, interviews, and documentation are used to obtain data to be processed. Qualitative research methods focus on the results of investigations, conclusions, and data collection procedures that combine to convey their significance.

Findings: The business process needs to be clarified because no Standard Operating Procedure (SOP) governs the provisions for cash-on-delivery services. This problem might result in material and time losses for couriers, customers, and vendors.

Originality: Numerous studies in logistics services have concentrated on the consumer; hence, this study focuses on internal corporate problems. Due to the failure to adhere to standard operating standards, the company's cash-on-delivery operations can be highly complicated.

Research limitations: The cash-on-delivery management procedure is the sole topic of this study; neither the employed information system nor customer satisfaction is examined. In doing so, the corporation hopes to better serve its future customers by capturing internal phenomena.

Practical implications: The cash-on-delivery procedure at the Bojonegoro Post may benefit from the standard work solutions derived from this research. Mapping out a workflow can also be interpreted as providing a structure for the business. The cash-on-delivery procedure at Bojonegoro Post could benefit from the standard work solutions derived from this study. Defining a workflow can also be seen as establishing a corporate structure. A more ordered business flow facilitates employee comprehension of a procedure. Even new staff can comprehend simply. This can minimize training and tutoring expenditures.

Keywords: Cash-on-delivery, Post, Administration, Work Flow, Logistic

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Introduction

In a time when globalization is getting stronger and consumers have more money to spend, sales promotions through electronic media can make it easier for consumers to find out about different things to buy and not spend a lot of time shopping. There is much interest among consumers in buying things online, which leads to more sales of goods.

When electronic media are used as a place to buy and sell, it gives sellers new ways to run

their businesses. With the growth of electronic media, new business markets have opened up, such as online shopping, online stores, and different marketplaces. These new markets can lead to more sales.

The surge in sales resulted in numerous new characteristics for sellers and purchasers while conducting electronic transactions. The features of modern consumers prompt vendors to modify their expectations of customers. One of the buyer's qualities is the desire for something speedy and functional to satisfy the desire promptly.

The organization is attentive to several factors, including consumer requirements. Therefore, a rapid and versatile product distribution procedure is needed to meet these requirements. Numerous logistics companies are proliferating, particularly in Indonesia. Refer to it as TIKI, JNE, JNT, SiCepat, etc. PT Pos Indonesia also participated in this competition as one of the government's delivery services. However, PT Pos Indonesia has been affected by losses due to the existence of information technology for a millennium (Suhendra, 2016).

Through *Marketeer* magazine news, PT Pos Indonesia transformed its business by structuring itself as a holding company by establishing six subsidiaries, rejuvenating its core business, and developing new companies. Pos Indonesia has entered the retail, real estate, and insurance industries. In addition, it has offered office management and rental services, as well as MICE (meeting, incentive, convention, and exposition) space since 2013.

Apart from that, PT Pos Indonesia also increased its business and began to adapt to the times. One is to create digital services through the Pospay application that consumers can use. One of the services they are proud of is cash-on-delivery (Gracia, 2021). The manager of PT Pos Indonesia also added that the cash-on-delivery service could open jobs. However, the addition of features and employees certainly raises new problems.

Moreover, the number of PT Pos Indonesia branches which reach 4000 spreads throughout Indonesia, can compound the problem. From the explanation above, the researcher is interested in conducting a case study and knowing the operational side of the Pos Indonesia Bojonegoro branch in fulfilling cash-on-delivery services. This study aimed to determine the administrative procedures carried out by PT Pos Indonesia (Persero) Bojonegoro Branch, especially regarding product delivery administration using the cash-on-delivery method.

Literature Review

Every action in the organization requires the administration to support the activities while the relocation is in progress. The phrase "administration" refers to working with one or more people to accomplish a common goal using preexisting infrastructure and buildings (Kamaluddin, 2017). It is an absolute necessity in the organization's management processes to facilitate the cooperative effort of several different parties. The administrative method of cooperation comprises cooperation between each division, as these divisions are interrelated in carrying out the responsibilities allocated to accomplish an activity.

There are many ways that corporations could work together to achieve their goals. Some businesses have work policies that are both rigid and flexible, depending on the company. In their study published in 1976 titled "Theory of the Firm: Managerial Behavior, Agency Costs, and Ownership Structure," Michael C. Jensen and William H. Meckling viewed the corporation as a collection of work contracts. Jensen and Meckling (1976) explain how managers can limit differences in interest by establishing appropriate incentives for agents and by incurring monitoring costs designed to limit aberrant agent activity. These two strategies are complementary and can be used to determine differences in interest. Naturally, for businesses to function correctly, they need to have some structure that can be comprehended and acknowledged by all involved parties. This is done to lower the number of possible variances.

Utilizing specific work standards is one approach that can help reduce anomalies in the workplace. The standard operating procedure is the one that is used the majority of the time.

Standard Operating Procedure is a method that is constructed to facilitate, tidy up, and organize our work, as stated by Ekotama (2015: 41). This system includes a series of processes that, when carried out in order, will carry out the work process in its entirety, from beginning to end. Understanding a company's operations is crucial to transforming it into a whole system. This understanding is required for any change management method to be valuable and may be included in overall quality management, process re-engineering, and even ISO certification. Stakeholders need help understanding the picture of the organization. A business proprietor must amass resources and develop a finished product accessible to all individuals, such as a movie, to serve as an organizational handle. They must speak with the employee to learn each phase — each "scene" — of the procedure. Process Mapping helps the reviewer turn an employee's vision (Jacka and Keller, 2009).

Jacka and Keller (2009) explain that before deeply analyzing a process, the map's author must collect as much background information as feasible. Information gathering begins as soon as a process is considered for analysis and continues throughout the completion of Process Mapping. The difficulty lies in identifying the materials that will provide a complete picture. When a corporation is not organized around processes, it might be difficult to tell who is responsible for a specific technique. Numerous proprietors may have little or no responsibility for the entire organization. Once the primary processes have been identified, the next step is to compose a detailed description of each approach. The Process Description Overview provides a concise summary of all business processes, including their names and a general explanation of what they do. The best people to ask about this information are the owners of the units and individuals who work for those owners.

Services can be defined as any actions or actions that can be provided by one party to another party that are intangible and do not result in the ownership of something. According to Zeithami and Bitner (2009: 3), they says that services are economic activities in which product production is consumed at the same time as production and offers added value, such as pleasure, entertainment, relaxation, and health, which are not tangible.

According to Kotler and Keller (2009), services are any actions or performances that one person offers to another that are not tangible and do not make any property. Delivery is sending products to customers efficiently and accurately. Delivery is sending goods from one place to another, which can make things easier for customers.

Based on these definitions, a delivery service is a company or service that helps move goods from one place to another safely and conveniently. Some services make it easier to send things, like between friends or family who live in different places or even in another country. There are also services to help with the delivery of online shopping, often called "online goods delivery services."

Using delivery services is a form of buying and selling between a seller in one place and a buyer in another. For this buying and selling, people use a payment method that is different from the norm and only gives money to the seller. Sasongko talks about three ways to buy and sell things online in Ersaningtyas (2019) bank transfers, joint accounts, and cash on delivery. People often use bank transfers to pay because they make the payment process more accessible. Transfers can be made at ATMs, over the Internet, or with a mobile phone. Sasongko also explained that a joint account is a way to buy and sell things with the help of a third party. While Halaweh (2018) defines cash on delivery as a payment method that gives people a sense of security, guarantees privacy and trust, and can be included in the section of beliefs and attitudes that can affect consumer purchases called "psychological factors."

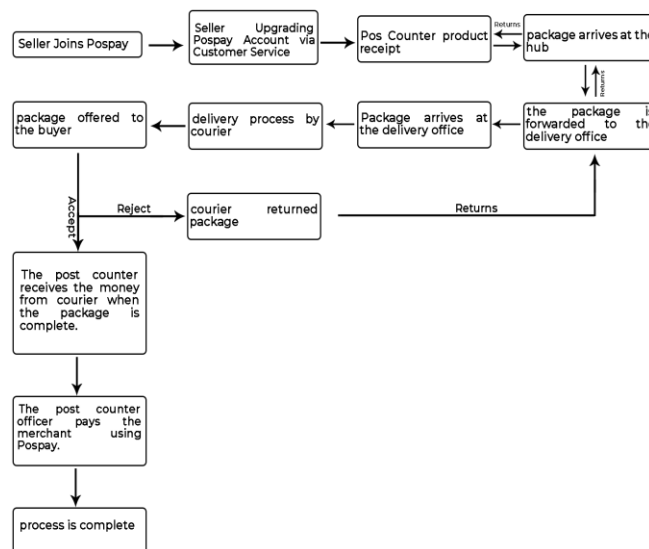
Research Methods

Researchers use qualitative methods in which researchers are used as critical instruments, data collection techniques are carried out in combination, data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2017). The reason is

that the research requires analysis in the form of descriptions and explanations, which is expected to make it easier for researchers. The data collection technique used is observation. Observations made in this study are observations. Observations were made utilizing non-participant observation of the Cash on Delivery Service Delivery Flow. Interviews. To collect the background information as feasible, researchers interview the best people. It aims for a detailed description that researchers can use to build the procedure. A snowball sampling technique is used for the interview session. And also documentation study. It is necessary to sharpen research analysis with field facts regarding the administration carried out when shipping goods.

Results and Discussion

The author can describe the administrative procedures for goods delivery services utilizing the cash-on-delivery method at PT Pos Indonesia based on research and data belonging to researchers from interviews and observations. In order to keep up with the times and to make things easier for both buyers and sellers during transactions, PT Pos Indonesia adopted the practice of cash on delivery. The delivery service administration procedure for the COD method is the foundation of the COD method transaction. If the procedure is not in place, then the COD method will never be successful since it depends on the delivery service administration, which is connected to the movement of products from the seller to the buyer. Both sellers and purchasers anticipate that the administrative processes for shipping services will be transparent and well-organized, with the goal that third parties will find it simple to prevent losses and take advantage of the COD system. Procedures Governing the Administration of Goods Delivery Services Cash on delivery is an option available at PT Pos Indonesia. The following is a rundown of the administrative processes that must be followed when utilizing the cash-on-delivery payment method for the delivery of items through the PT Pos Indonesia office:



Information

1. The seller creates a pospay account to make transactions after the goods are sent to the buyer, and the Post Office has received the payment from the buyer.
2. Seller upgrades pospay account from lite to lite plus / regular through Customer Service at the nearest Post office to take advantage of the Cash on Delivery feature
3. The seller delivers goods to the counter, then checks their completeness and condition, so they are listed as items in the queue to be sent. The seller pays an admin fee to the teller of IDR 1,500

up to 1% of the price of the goods and shipping costs that must be paid

4. The counter forwards the goods to the hub for sorting according to the destination address for sending the goods.
5. The hub section forwards the goods to the Goods Delivery Office.
6. The courier brings the goods from the Delivery Office to the destination address for sending the goods.
7. The buyer receives the goods and needs to complete the payment to the courier. The courier will hand the payment to the counter clerk to process the money transfer through the seller's pospay account.
8. Buyer refuses goods. The courier returns the goods to the seller with the same process as when sending the goods, with the seller's initial fee payment being forfeited.

The involved parties execute the delivery service process under the administrative scope proposed by The Liang Gie in Kamaluddin (2017), which includes collecting, recording, managing, sending, and storing. The collection process is carried out by customer service, which is tasked with locating and attempting to create any missing information about the sender of the goods. In the teller section, recording the to-be-sent goods can generate the receipt that will be used.

In this instance, the activities of managing, sending, and storing are performed by the processing or operational division, which includes processing, i.e., the courier. While coordinating the shipment of the goods, the courier is in charge. Storage is limited to storing proof that payment has been received from the buyer. If proof of payment has been presented to the individual on duty, there is no detailed record of this matter. In delivering goods, it can be concluded that all parties utilize the existing administrative scope, but not to its fullest extent.

PT Pos Indonesia cannot easily send items entrusted to it for shipment using the cash-on-delivery method. It reached the point of no return, and as a result, a great deal transpired. In his interview, Nr mentioned obstacles whose causes were beyond the company's control (external factors).

The recipient of the goods does not wish to pay for the order that has been sent due to a lack of funds or because the parties involved are not at home when the delivery is made, resulting in the cancellation of the delivery and the return of the goods to the sender. Due to these restrictions, the courier must return packages to the management office, which increases their workload. Incorrect information regarding addresses, names, and contacts, or the contents of a shipment. This is a common mistake, as customers frequently need to provide complete addresses, names, and shipping contacts. even though it is well-known that Indonesia is a large country, there are overlapping addresses, streets, and neighborhoods. Consequently, it is a fatal error for the customer to provide false information about the contents of the goods, as this can create a delivery obstacle. Officers who wish to send goods must locate the correct address; failure to do so will result in cancellation. Then, Receipts lacking clarity from the shipper. Because the majority of receipts used are standard receipts, it is challenging to verify consumer complaints because the proof of delivery number needs to be visible and easier to read.

Conclusion

Since delivery services are closely related to the sale and purchase transactions, particularly with the Cash on Delivery method, the results of the study show that the administrative procedures for delivery services owned by PT Pos Indonesia are well structured. This is because delivery services are provided by PT Pos Indonesia. Because cash on delivery buying and selling transactions are related to three parties, and if the administrative procedures that are owned are not properly structured, or if one of the procedures is not carried out, it can cause one of the parties to suffer losses such as money that does not reach the seller, goods that disappear, or consumers who are disappointed because the goods take a long time to arrive. As a result, the administrative processes

involved in providing shipping services need to be both structured and compliant with established norms.

There are bound to be challenges involved in the delivery of services, and these challenges can naturally lead to performance that is inefficient. Obstacles discovered by researchers The findings of the research indicate that there are a number of issues that eventually become factors in the ineffectiveness of delivery services. One of these issues is the delivery of goods that are not in accordance with the wishes of the buyer, which results in the buyer refusing to pay for the goods and returning them.

It is necessary to apply Standard Operating Procedures (SOP) regarding cash on delivery services as a guideline to facilitate the process of goods delivery services using the cash on delivery method and can be used as monitoring because there are no clear regulations that can provide good reciprocity among service users. This is because there is an absence of clear regulations that can provide good reciprocity among service users.

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