

Delivery System & Techniques of Product Packing for Online Business

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Abstract

Consumer behavior changes from offline to online, raise several problems that need to be faced by business actors in Kerinjing Village. These problems including complaints that occur in online sales which cause customer dissatisfaction, and the lack of knowledge of business actors in Kerinjing Village, specially in digital technology because of the level of education. Based on the survey, it is known that the most complaints that occur in online sales related to the delivery of goods. The purpose of this training is that online business actors can improve the service quality by providing knowledge about the delivery system, how to choose the right delivery service and knowing how to pack goods appropriately so that they are not damaged during shipping. The training stages start from explaining the importance of managing the delivery system, how to choose the right shipping service, managing the delivery system in e-commerce applications and practicing proper packing techniques and according to product characteristics.

Keyword : Delivery System, Packing, E-Commerce, UMKM

INTRODUCTION

Selling through online media is a new thing for the villagers of Kerinjing. This change in habituation to new things will require gradual and not temporary assistance. Complaints that occur in online sales can lead to customer dissatisfaction. Based on the survey, it is known that the most common complaints in online sales are complaints related to the delivery of goods. These complaints include long product delivery times, product delivery errors, products that are difficult to track, products not received, or defective products (Aisyiyah, Hartoyo, & Krisnatuti, 2019). The delivery factor is known as one of the factors that can affect customer satisfaction and online buying interest (Cao, Y., Haya, A., & Paul, 2017).

Therefore, to reduce complaints when selling online, sufficient knowledge is needed to manage the delivery system and the right way of packing according to the products being sold. Knowledge and information about the latest and most effective marketing methods are very useful for the business progress of online business actors.

The problem of late delivery of goods, returns of goods because the goods are damaged when received by customers can cause losses for business actors. Therefore, it is very important to know the management of shipping systems and packing techniques that are in accordance with the products sold in order to minimize losses that may occur in online sales. The ability to manage the delivery of goods can reduce the

possibility of late delivery and damage to goods, especially for non-durable goods. The selection of the right delivery service is also necessary in order to ensure that the products sent are well received by customers. Products that are not durable, such as vegetables or plantation products, require proper packing techniques so that they are not damaged and remain fresh. Therefore, the training participants will be given guidance on how to manage goods, how to deliver goods via e-commerce, and how to use proper packing techniques. Skills and knowledge of shipping management and packing techniques will help businesses improve service quality by reducing customer complaints.

Service quality can have an impact on customer satisfaction and loyalty. Business actors, especially online business actors, need to know how to reduce the possibility of complaints or problems that may arise when selling online (Shafiee & Bazargan, 2018). Identification of dissatisfaction and types of complaints that often occur, especially in online sales, need to be known so that business actors can take precautions and create long-term relationships with customers. Based on research, it is known that several things related to shipping goods are often complained by customers when shopping online, namely long product delivery times, product delivery errors, products that are difficult to track, products not received, or defective products (Aisyiyah, Hartoyo, & Krisnatuti, 2019).

Based on research in Palembang, consumer purchase intention through online media, especially food products can be influenced by consumer perceptions of the risks that may occur when buying online and consumer perceptions of the quality of service from these online stores (Rosa, Widad, & Iisnawati, 2020). The risks

that may be faced by buyers in online sales in connection with the delivery of goods, for example the risk of late receipt of goods, product delivery errors, products that are difficult to track, products not received, or defective products.

Business actors who decide to sell their products through online media also need to pay attention to issues related to shipping. Moreover, based on research, it is known that the delivery factor is one of the factors that can affect customer satisfaction and online buying interest (Cao, Y., Haya, A., & Paul, 2017). In addition, based on previous research, it is also known that when shopping online, customers will prefer applications that offer cheaper delivery costs and the fastest time prediction (Iisnawati, Rosa, Yunita, & Hartati, 2019).

Business actors must be able to make decisions in choosing the delivery service used so that the decisions taken do not harm business actors in the future. A thorough analysis needs to be done so that business actors can choose the right delivery service according to the criteria so that later it will not give a bad image for the company and can increase company sales (Pramudyo & Aryanto, 2019).

METHODOLOGY

This training was conducted in Kerinjing Village, Tanjung Raja District, Ogan Ilir Regency. The target audience of this community service activity is business actors in the village of Kerinjing, Tanjung Raja Regency, Ogan Ilir. The number of participants for this training was 22 people. This training is carried out by marketing management lecturers who already have competency certifications in the field of digital marketing and entrepreneurship.

Implementation Stage

This community service activity in its implementation will use management and

technical assistance methods with training techniques and questions and answers or discussions. The systematic implementation of this activity is as follows:

a. Step 1

The first training method that will be provided is management assistance where participants will be given knowledge about managing delivery systems. Participants will be given an explanation of the importance of managing the delivery system in order to improve service quality so as to create customer satisfaction. Participants will be given tips on how to choose the right courier service so that later it will not harm them and create a bad image in the eyes of customers.

b. Step 2

The next method, participants will be given technical assistance on how to set up the goods delivery system in the online system *e-commerce* using *smartphones*.

After being able to manage the delivery system in *e-commerce*, participants will be given technical assistance on how to *pack* goods according to the type/characteristic of the product being sold.

c. Step 3 (Discussion):

Participants are given the opportunity to ask questions or share problems related to the delivery system and packing techniques that have been carried out and obstacles that may arise in their implementation.

RESULTS AND DISCUSSION

Training on delivery systems & product packing techniques for online sales for business actors in Kerinjing Village, Tanjung Raja District, Kab . Ogan Ilir has been attended by 22 business people. The

type of business involved by the participants consisted of 16 culinary business actors, 4 convection business actors, 2 trading business actors.

Training Stages

The first stage of the training, participants are given management assistance regarding the management of the delivery system.



Figure 1. Training Delivery

In the second stage of the training, the practice of using the e-commerce application, namely Shopee, was carried out where participants were given technical assistance on how to set up the goods delivery system in the online e-commerce system, namely Shopee, using a smartphone. The setting step that needs to be done is to open the "My Store" page through the "Me" tab in the Shopee application. Then select "My Delivery Service" and activate the delivery service that the store wants to use.

After being able to manage the delivery system in e-commerce, participants are then given technical assistance on how to pack goods according to the type/characteristic of the product being sold. Participants are given materials that are used to practice good packing methods so that the product is not damaged during the shipping journey. Participants are given materials in the form of boxes of goods and bubble wrap to send the package of goods. Participants were explained that when sending products via courier service, the product should be

wrapped in layers to protect the product from shock. Business actors can also use layers/pads, for example, air-filled bubble plastic, scraps of paper, old newspapers, or other materials that can be adapted to their needs so that the product is not damaged due to shocks when shipping the goods. In addition, cover the package with bubble wrap/wooden packing. Business actors can use boxes or cardboard containers to deliver goods, make sure to choose duct tape or tape of the appropriate width so that the packaging is completely sealed. Avoid using used cardboard as the outermost layer of the package because used cardboard tends to lose its sturdiness. Seal the center and edges on each side of the cardboard for extra security.



Figure 2. Technical Guidance with Applications



Figure 3. Packing Technique Practice

Business actors must ensure that the packaging is durable so that the goods inside are not easily damaged if faced with unexpected weather or temperatures during the shipping period. Packaging with additional wood on the outside can also be used for fragile items. Business actors can also add stickers for additional

information/engagement to consumers.

Realization of Troubleshooting

Changes in consumer behavior, which are now starting to shift to online, raise several problems that need to be faced by business actors in Kerinjing Village, including the lack of knowledge related to digital technology due to low levels of education. In addition, another problem faced by online business actors is the number of customer complaints related to the delivery of goods on online purchases. This problem can be handled by doing several things, including providing management assistance in the form of an explanation of the importance of the ability to manage the delivery of goods in order to reduce the possibility of late deliveries and damage to goods, especially for non-durable goods. In addition, it is also taught how to choose the right delivery service to ensure that the products sent are well received by consumers. Technical assistance is also provided by providing assistance on how to arrange delivery of goods in one of the shopping applications, namely Shopee. Other technical assistance provided is good packing techniques according to product characteristics. Knowledge of shipping management and packing techniques will help businesses improve service quality by reducing customer complaints.

CONCLUSION AND SUGGESTION

Conclusion

Business actors can increase their level of sales in one way, namely improving service quality. The quality of service at online stores can be improved by managing the delivery system and packing techniques to reduce the incidence of complaints. This community service activity is expected to increase knowledge for small and micro business actors in order to increase their sales.

Suggestion

The importance of excellent service quality to consumers, so every business actor is expected to pay close attention to what needs to be considered to reduce problems in shipping goods. Based on the suggestions from the participants, it is hoped that further service activities can be carried out related to adding skills and managing the workforce.

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