

THE INFLUENCE OF INTEGRATED DISTRIBUTION AND EXPORT DOCUMENT SUPPORTING SERVICE AT PT BAKHTERA TRANS CARGO SEMARANG

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Abstract

This research aims to analyze the influence of Integrated Distribution and Export Document Supporting Service on Overall Service Excellence Perception at PT Bakhtera Trans Cargo Semarang. The technique of analysis used in this research was multiple linear regression analysis. This research used questionnaire as the primary data. The amount of respondents are 46 who are customers of PT Bakhtera Trans Cargo Semarang. Based on the research that had been done, the independent variables (Integrated Distribution –X1 and Export Document Supporting Service –X2) effected the dependent variable (Overall Service Excellence Perception –Y) either simultaneously and partially. The result of F-test shows that F sig. value about $(0,000) < \text{significance level} (=0,05)$. It means that the independent variables had significant effect on the dependent variable simultaneously. Based on the t-test result, partial Integrated Distribution had significant and positive effect on Overall Service Excellence Perception with sig. value about $(0,008) < = 0,05$ sig. level and coefficient of 0,279. Export Document Supporting Service had significant and positive effect on Overall Service Excellence Perception with sig. value about $(0,000) < = 0,05$ sig. level and coefficient of 0,663. Based on the adjusted R-squared (R2) value about 0,565, which means 56,6% change in Overall Service Excellence Perception at PT Bakhtera Trans Cargo Semarang could be explained by two independent variables that were Integrated Distribution and Export Document Supporting Service. While the rest of 43,5% was explained by other factors.

Keywords: freight forwarding, integrated distribution, service excellence, export document, transportation

Introduction

The unceasing globalization of services has prompted corporations in various service industries to concentrate on achieving customers delight through service excellence, which should enable them to secure their competitive position and establish long-term customers relationships. Service excellence is needed to build positive perception from customers that will lead to customers' satisfaction and loyalty. Service excellence occurs when customers perceive that a service exceeds their previous expectations (Howritz and Nevile in Gouthier et al, 2012:447). Service quality perception including image, product reputation and company's responsibility to customers.

PT. Bakhtera Trans Cargo (BTC) Semarang is a freight forwarding company which concentrates and focuses on the ocean and air freight specialized in export shipping. As a forwarder BTC is experienced in fullcontainer load (FCL) cargo shipping. BTC services covered worldwide, throughout of Asia, Australia, Europe, USA and other regions with supported by highly dedicated team and qualified partners around the world. Established in 2002 in Surabaya, the company is supported by high qualified professionals who have all the necessary experiences and in-depth knowledge in their fields. Led by boards and managements which collectively had more than 30 years of experience on the business.

Based on the information from PT. Bakhtera Trans Cargo Semarang, the amount of shipment volume shown by the amount of shippers' containers in the period of January 2012 until December 2015 increased year by year. Total of the shipment always increased almost every year except in 2016 where the total amount of the shipments was decreased almost 3%. The percentage of shipment volume was unstable every month. The highest decrease of shipment percentage happened in 2015, it was -30,4% in October while the highest increase was 17,4% in January 2016. 15% of the total monthly

shipments in five years have not reach the target.

The above information indicates the failure of PT. Bakhtera Trans Cargo. If it keeps on happening then it would be difficult to compete in this industry which keeps on growing every year with many competitors.

Research Objectives

The purposes of the research are:

1. The purpose of the research is to analyze the influence of integrated distribution structure which perceived on overall service excellence perception.
2. The purpose of the research is to analyze the influence of export documents supporting service on overall service excellence perception.
3. The purpose of the research is to analyze the indicators that could create and increase the positive perception of service excellence.

Literature Review

Service Marketing

Zethaml and Bitner in Lupiyoadi (2013:7) define service marketing as "All economic activities whose output is not a physical product or construction is generally consumed at that time. It is produced, and provided added value in forms, such as convenience, amusement, comfort or health."

Distribution

Distribution is the whole process of storing, handling and controlling of consumption goods from its origin place to the hands of its consumer (Sandriawati, 2014:131).

Service Excellence

Service excellence is a service which qualified the best in fulfilling the customers' needs and expectation. In other words, service excellence is a service which exceeding the quality standard (Maddy, 2009:8).

Export

Export is a function of international trade whereby goods produced in one country are shipped to another country. The purpose of export activity is to gain profit. According to customs regulation number 17 2006, "Export is an activity to release goods from customs area. Goods can be defined as export goods if they're already shipped out of the customs area border, but from the service and security matter it's impossible to assign customs duty officers along the border line to give export services and observing export goods."

Research Methods

Data Sources

The primary data used for this research is questionnaire, both open and close questionnaire. This questionnaire was distributing to the respondents whose customer of PT. Bakhtera Trans Cargo especially in Central Java area. To obtain secondary data for this research, researcher collect company profile, organizational structure, job description and another supporting data.

Data Analysis

This research used multiple linear regression to determine the functional relation or causal relation between two or more dependent variable $X_1, X_2, X_3, \dots, X_i$ to an independent variable (Y). Dependent variables used for this research are Integrated Distribution (X_1) and Export Document Supporting Service (X_2). The general formula of multiple regressions is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Note:

Y = Service Excellence Overall Perception

a = Constanta (Y value, if X=0)

b = Coefficient of regression

X_1 = Integrated Distribution

X_2 = Export Document Supporting Service

e = Estimated error standardize

Result and Discussion

Reliability and Validity Test

Reliability is an instrument to measure a questionnaire of which its indicators derived from construct variable (Ghozali in Rizki, 2016:42). Reliability measurement tested with *One Shoot* which compares the result of the test with another question or measuring correlation between the answers. Construct or a variable is regarded reliable if the value of *Cornbach's Alpha* $> 0,6$ (Sugiyono, 2014:220). The entire variables are reliable, It is evidenced by the value of Alpha coefficient (*Cornbach's Alpha*) is higher than 0,6. Based on the above reliability test result, it is appropriate to use Integrated Distribution and Export Document Supporting Service as variables (construct) for the research.

Validity test is used to determine the propriety of the question. It is used to measure the authentic and validity of each question. The criterias are:

- Item is valid if r count (*Corrected Item-Total Correlation*) $>$ r table (0,291).
- Item is invalid if r count (*Corrected Item-Total Correlation*) $<$ r table (0,291).

The entire variables are valid, It is evidenced by the value of r count (*Corrected Item Correlation*) is higher than 0,291.

Normality Test

Normality test is used to examine whether the regression model has normal distribution or not. it can be detected from spreading data (dot) in graphic diagonally. Histogram graph is used to detect the comparison between observation data and distribution which closest to the normal.

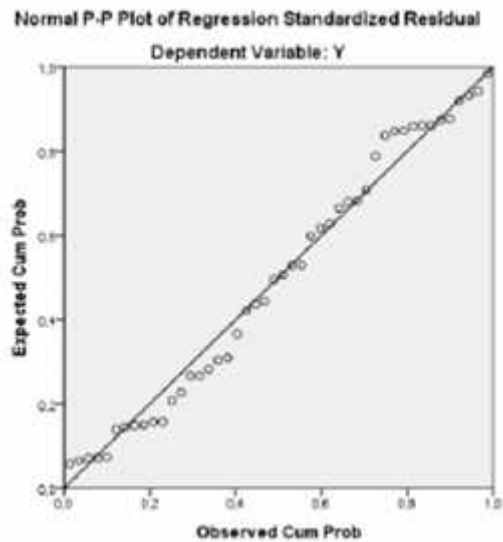
The evidence of normality will be interpreted in the spread of the data (dot) for each distribution from the P-Plot graphic. There are basics for decide the result of normality:

- If the data (dot) is located around and follow the diagonal line or indicate a normal distribution pattern on the histogram graphic, the models of regression fulfill a normality assumption.

- If the data (dot) is located far beyond diagonal line or not indicate a normal distribution pattern on the histogram

graphic, the model of regression does not fulfill a normality assumption.

Table 1 P-Plot Regression



According to the P-Plot Regression, it was shown the dots spread around and follow the diagonal line. Similarly with the histogram graph, the data spread close to normal line. Subsequently, the research resulted in normal distribution of the data.

Multicollinearity Test

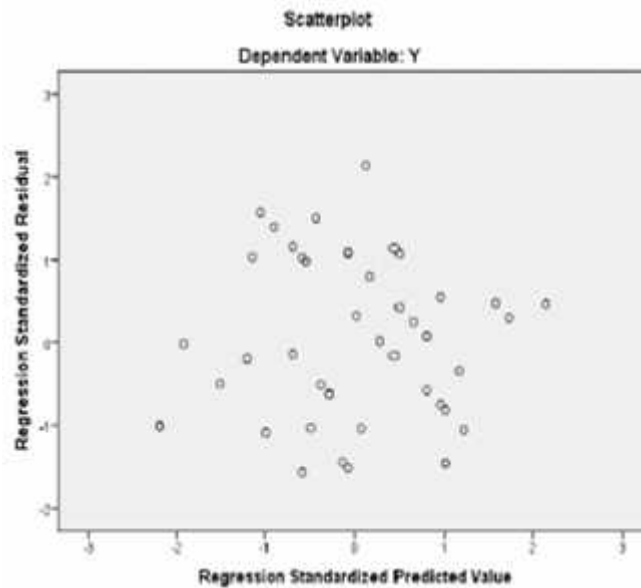
Multicollinearity test aims to examine if there's any correlation between independent variable in regression model. Multicollinearity can be detected from the VIF (Variance Inflation Factor) value (Santoso in Asnawi&Masyhuri, 2009:176).

The description is result in VIF (Variance Inflation Factor) under 10 it means that the regression model is out of multicollinearity issue (Ghozali, 2014:36).

Heteroskedasticity Test

Heteroskedasticity test aims to examine if there's a different variance from one research residual to another. To detect if there's any heteroskedasticity in this research can be seen from scatterplot between dependent variable predict value ZPRED and its residual SRESID. There are basics for decide the result of heteroskedasticity:

1. If there is any particular pattern (fluctuated, spreaded out and then narrowed) indicates heteroskedasticity.
2. If the data does not make any particular pattern and the dots spread over and under 0 point in Y axis indicates that the data was not contain heteroskedasticity.



The data (dot) spread randomly over and under the 0 point in Y axis. It means that the regression model is out of heteroskedascity. In this research writer also used the Glejser Test. If thesignification level $> 0,05$, it means that the data is out of heteroskedascity. Both variables had signification level $> 0,05$, it indicates that the regression model is out of heteroskedascity.

Linearity Test

Linearity lest is conducted to see whether the model specifications used is in research should be shaped linear, quadratic, or cubic.

There are several test that can be used, but the writer using a curve estimation, there is the description of a linear relationship between the dependent variable and independent variables (Ghozali, 2011:166). If signification level < 0.05 , the independent variables have a linear relationship with the dependent variable.

the significant level of variable integrated distribution and export document supporting service are under 0,05, it means that there is linearity between variable integrated distribution, export document supporting service and overall service excellence perception.

Multiple Regression Test

The regression test of this research was conducted using SPSS 20. Analysis of multiple regression is continuance analysis after validity, reliability and classical assumption test. This analysis method used after the test result showing interval scale. It is a regression equation which using two or more independent variables (Santosa&Ashari in Asnawi&Masyhuri, 2009:181). The result for the multiple regression test described as follows:

$$Y(\text{Service Excellence Perception}) = -2,620 + 0,371 X1 (\text{Integrated Distribution}) + 0,642 X2(\text{Export Document Supporting Service})$$

The explanation:

1. The constanta is -2,620 it means that if integrated distribution (X1) and export document supporting service (X2) are not changed, then the overall service excellence decreasing by -2,620.
2. Integrated distribution (X1) has positive influence and significant towards Overall Service Excellence Perception (Y) with coefficient regression value 0,371.
3. Export document supporting service (X2) has positive influence and significant towards Overall Service Excellence Perception with coefficient regression value 0,642.

4. From both independent variables, Export Document Supporting Service (X2) has the biggest influence towards the Overall Service Excellence Perception (Y) with coefficient regression value 0,642.

Hypothesis Test

Partial Test (t-Test)

This test was conducted whether to determine or prove a significant influence between independent variable in integration of distribution and support service of export document on the overall perception of excellence service in partial.

Based on the SPSS calculation of integrated distribution (X1) has significant influence towards overall service excellence perception (Y). It proved with significance level ($0,008 < 0,05$). As the result, if integrated distribution had improved so had the overall service excellence perception at PT Bakhtera Trans Cargo.

Based on the SPSS calculation of export document supporting service (X2) has significant influence towards overall service excellence perception (Y). It proved with the significant level ($0,000 < 0,05$). As the result, if export document supporting service had improved so had the overall service excellence perception at PT Bakhtera Trans Cargo.

F-Test

This test was used to determine or prove a significant influence between independent variable in integrated distribution and export document supporting service towards the overall service excellence perception simultaneously.

Result of SPSS calculation that the probability is 0,000 which is under 0,050. It is concluded that the independent variables have significant effect towards the dependent variable.

Adjusted R-Squared Test

Coefficient of adjusted R squared is used to find out the amount of integrated distribution

and export document supporting service to represent an overall service excellence perception at PT Bakhtera Trans Cargo Semarang.

According to the amount of Adjusted R Squared by 0,565, it means that number of variance overall service excellence perception variable is 56,6% which explained by variance of integrated distribution and export document supporting service variable. Whereas, the amount of another factors is 43,5%.

Research Result Implication

Integrated Distribution has positive influence and significant towards Overall service excellence perception. Export Document Supporting Service has positive influence and significant towards Overall Service Excellence Perception.

Based on the t-test result of this research, the significance ($X1, X2 < 0,05$) it means that H_0 is rejected and H_a is accepted. It can be concluded that the independent variables have a positive influence and significant on the dependent variable partially.

Based on the F-test result of this research, the significance level is at $0,000 < 0,05$. It means that H_0 is rejected and H_a is accepted. F test of this research describes that the independent variables are significant and influenced the overall service excellence perception simultaneously.

As the result, coefficient of adjusted R squared (R^2) is 0,565. So, the independent variable which are Integrated of Distribution (X1) and Export Document Supporting Service (X2) influenced on Overall Service Excellence Perception (Y) as the dependent variable of which amount is 56,5%. Whereas the other factors are of 43,5% which is out of the discussion of this research.

Conclusion and Suggestion

The integrated distribution (X1) influenced the dependent variable Service Excellence Perception (Y) of which amount is 0,371. The research resulted that the variable export

document supporting service (X2) influenced the overall service excellence perception (Y). This is evidenced with the result of multiple regression analysis. It can be concluded that the export document supporting service (X2) influenced the overall service excellence perception (Y) of which amount is 0,642. The research resulted that the variable integrated distribution (X1) and export document supporting service (X2) influenced the overall service excellence perception (Y) simultaneously. This is evidenced with the F-test result. The signification level at $0,000 < 0,05$. It means that H_0 is rejected and H_a is accepted. F test of this research describes that the independent variables have significant influence on the overall service excellence perception simultaneously.

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