

FACTORS ANALYSIS OF THE INFLUENCE OF DELAY IN DELIVERY OF EXPORT PRODUCTS AT PT BATIK DANAR HADI SURAKARTA

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Abstract: *One form of delivery of goods or delivery for companies apart from distributing their own production can also receive orders from other companies, as consumers of delivery of their export goods. Of course, all consumers will definitely choose the best service in handling their goods (shipment) until the delivery process or reaching the consignee. The formulation of the problem in the research, namely what factors affect the delay in the delivery of export products at PT. Batik Danar Hadi Surakarta? The research objectives are: 1) To determine the effect of product distribution channels on delays in the delivery of export products at PT. Batik Danar Hadi Surakarta, and 2) Describe the distribution channel of export product delivery at PT. Batik Danar Hadi Surakarta. This type of descriptive exploratory research with quantitative analytical approach is used to determine the causal relationship between two or more variables in an observational way. The population is the export customers of the company PT. Batik Danar Hadi Surakarta with a sample of 100 customers by simple random sampling. The data analysis technique used multiple linear regression, F test, t test, and coefficient of determination. The results of the study show 1) There is an influence of distribution channels on the delay in the delivery of export products of PT. Danar Hadi Batik in Surakarta. 2) There is an influence of the transportation system on the delay in the delivery of export products of PT. Danar Hadi Batik in Surakarta.*

Keywords: *Delivery, Distribution Channel, Transportation System.*

1. Introduction

PT Batik Danar Hadi Surakarta is a company engaged in garment or apparel. In carrying out its production activities, the company is based on orders, especially export goods (by order). The company also has a fairly clear production flow. Initially, incoming raw materials will enter the warehouse for storage. The raw materials are not only in the form of cloth, but can also be in the form of supporting accessories, namely buttons, zippers, ropes, and supports. The next stage, the fabrics will go through a cutting or cutting process. Cutting is done according to the pattern of the type of product ordered. Sewing is the third stage that must be done after the cutting process. This stage is the most crucial stage because it requires high accuracy and speed of work so that the resulting product can be neat, quality, and achieve the targets that have been set previously. The last stage is finishing.

Finishing consists of the process of ironing, installing accessories, sorting, and packing. After passing the quality control, the product is ready for export.

The distribution of the production of a product to consumers from a company can be through various distribution channels. According to the Big Indonesian Dictionary (KBBI) distribution is delivery to several people or places. The function of distribution channels is to distribute goods produced from producers to consumers. Some of the functions of distribution channels include: 1) information, which is to determine important information about consumers to plan and assist exchanges, 2) negotiation, which is to agree on prices and other terms, so as to allow the transfer of property rights, 3) ordering or ordering, namely make purchases by ordering a number of goods (products of production) from producers, 4) physical possession, namely transporting and storing goods and transporting goods from raw materials to finished materials and finally to the final consumer.

Forwarding services in a company are a form of delivery of goods or delivery for internal companies, apart from distributing their own production, they can also receive orders from other companies as consumers of their export goods. Of course, all consumers will definitely choose the best service in handling their goods (shipment) to the "delivery" process or reaching the consignee. According to the results of research by Sarinah and Purnamasari (2014), one of the factors that influence the handling of the distribution of export goods is the support for procedures for handling export documents. The professionalism factor of HR who manages and manages export documents, including good coordination with related parties, is very important for companies engaged in the distribution of export goods, with the hope that customer satisfaction is achieved as expected.

Several relevant studies, such as the results of Siregar and Puar's research (2018) which examined the implementation of lean distribution to reduce lead time in the delivery of export goods, stated that the big mapping process can show the work time per each export shipping activity, which is followed by using the method "why-why" questions that are useful for identifying waste. In this study, the VALSAT analysis tool is used to provide recommendations for reducing waste with the waiting type from 14% of the total activity with 13% minutes, to 10% of the activity with 10% minutes, and waste with the type of transportation from 24% of the total activity with the number of minutes. 17%, to 14% the number of activities with the number of minutes 14%. Proposed improvement of the new export distribution delivery system using the 5W-1H analysis method.

Main Research (2018), also states that one of the factors for delaying the delivery of export goods in shipping goods by sea is due to internal factors, namely inconsistent human resources, inappropriate methods, and lead time that is not according to the production schedule, resulting in delays in delivery, and external factors, namely the marine environment, and supporting equipment that is not good due to lack of service on the ship's engine. Purba's research (2014) states that the delay in the delivery of imported/exported goods from companies both abroad and imported into the country is mostly caused by the labor factor (HR) as much as 71.88%, the machine factor, namely the technology used and computer systems as much as 53.3%, and estimates of orders and administrative problems as much as 78.13%.

Based on this background, it can be concluded that there are factors that can affect the distribution system of the production of an industry, be it the garment industry, or other industries. While the

delivery of goods is more specific in the transportation system, in this case the cargo or expedition system used by the company in shipping goods. In addition to the things described above, if viewed from the company's operations management before the production is sent, of course the delivery will also wait for the finished production. So that it is possible in this case the company's operational control management also participates in the effectiveness of the delivery of production results.

The formulation of the problem in this research is what factors affect the delay in the delivery of export products at PT. Batik Danar Hadi Surakarta? While the research objectives are, among others, to: 1) Knowing the effect of product distribution channels on delays in the delivery of export products at PT. Batik Danar Hadi Surakarta, and 2) Describe the distribution channel of export product delivery at PT. Batik Danar Hadi Surakarta.

2. Theoretical basis

Distribution Channel

The definition of distribution/marketing channels put forward by David A. Revzan, translated by David Sukardi Kodrat (2009) says that, "Marketing channels are the paths traversed by the flow of goods from producers to intermediaries and finally to users".

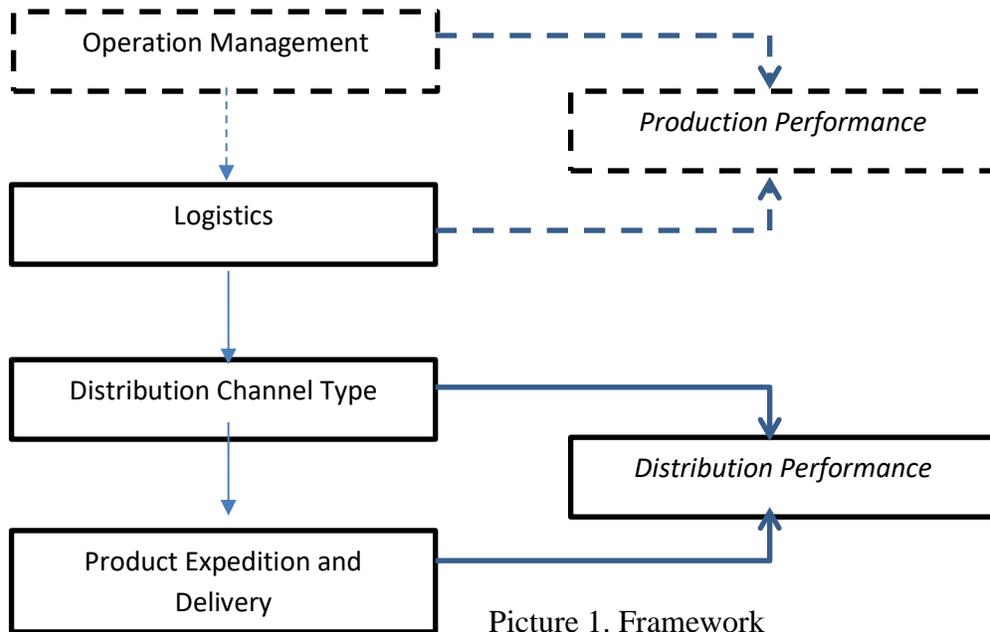
The distribution system is the main external resource. It usually takes years to build, and can't be changed easily. This system represents the company's strong commitment to the large number of independent companies whose business is distribution and to the specific markets they serve. The distribution system also represents a commitment to a set of policies and practices that are the basis for a broad set of long-term relationships. The role of logistics management in the distribution system is very meaningful for every company.

Transportation System

In general, a company has 3 (three) alternatives to determine its transportation capability in delivering manufactured goods to consumers. First, private equipment fleets can be purchased or leased. Second, a special contract can be arranged with a transport specialist to obtain a contract for transport services. Third, a company can obtain services from a legally authorized transport company that offers transportation from one place to another for a certain fee. These three forms of transportation are known as *private* (private), *contract* (contract) and *common carriage* (public transportation).

The context of logistics is synonymous with the organization, movement, and storage of materials and people. The domain of logistics activity itself is to provide a system with the *right product, in the right location, at the right time* (*right product, in the right place, at the right time*) by optimizing the performance measurement provided, for example minimizing delays when shipping goods, both from the logistics warehouse, as well as the transportation system itself.

Theoretical Thinking Framework



Picture 1. Framework

Description:

_____ = straight line investigated

----- = dotted line not researched

3. Research Methods

This research uses descriptive exploratory research with a quantitative approach. Analytical is used to determine the causal relationship between two or more variables in an observational manner, where the form of the relationship can be: difference, relationship or influence. Data collection was used questionnaires, explanations of research results examined the relationship between related variables and tested the established hypotheses. The population in this study were all customers of batik products of PT. Danar Hadi Batik Surakarta based information delivery products abroad den gan unknown quantity, whereas t eknik sampling in this research is done by way of simple random sampling (simple random sampling).

4. Results And Discussion

1) Regression Test

Table 1
Multiple Linear Regression

Variable	Regression Coefficient	t count	p-value	Description
Constant	10,738	3,680	0,000	
Distribution Channel (X_1)	0,638	6,468	0,000	Take effect
Transportation System (X_2)	-0,234	-2,455	0,016	Take effect

The results of multiple linear regression based on the regression coefficients show the magnitude of the estimated regression with the equation:

$$Y = 10,738 + 0,638X_1 - 0,234X_2$$

The results of multiple linear regression testing based on the results of the regression test, as shown in table 1 can be explained as follows:

- The constant of 10,738 means that it is a fixed or constant value for the independent variable in this study. If there are no factors that affect the delay in the delivery of export products, then the constant value is 10.738.
- The distribution channel variable is 0.638, meaning that if there is an influence of the distribution channel variable, for example, there is an increase of 1 unit, and the delay in product delivery will also increase by 0.638 units.
- The transportation system variable is -0.234 with a negative sign meaning, if there is an influence of the transportation system variable, for example, there is an increase of 1 unit, then the delay in product delivery will decrease by 0.234 units.

2) Hypothesis Test

Hypothesis test to see the effect of individually (partial) independent variable research on the dependent variable, as described in Table 4.6, the results of the regression test for the t-count of each variable are as follows.

a) The Effect of Distribution Channels on Product Delivery Delays

The partial effect (t test) for the distribution channel variable on the delay in product delivery is known to have t count of 6.468 which is greater than t table of 2.00 ($p < 0.05$), thus the hypothesis H_0 is rejected. So it can be concluded that the distribution channel has a significant effect on the delay in export products.

b) Effect of Transportation System on Product Delivery Delay

The effect of partially (t test) for variable transport system to delay delivery of products known by -2.455 t arithmetic greater than t table - 2,00 ($p < 0.05$), so the hypothesis H_0 is rejected. So it can be concluded that the transportation system has a significant (negative) effect on product delivery delays.

3) Discussion

a) The Effect of Distribution Channels on Product Delivery Delays

The results showed that the distribution channel had a significant effect on the delay in product delivery. This means that more distribution channels will increase the waiting time so

that the waiting time also increases, this delaying event can cause the product to be sent not on time (schedule) delivery, so it can be said that the product is delivered late.

This is in accordance with the underlying theory, namely the distribution system, where the distribution system has many factors that influence its success or failure, as for the factors in question, namely (1) whether transportation facilities and infrastructure are adequate, in order to send goods to their destination on time (transportation).) (2) are you sure that the number of goods sent is definitely in accordance with the DO (Delivery Order) issued by the Sales Department (inventory), (3) Are the distribution centers (warehouses) and their supporting facilities ready, so that the goods don't reach the dealer? constrained (facility structure), (4) whether the goods handling system is adequate, so that there is no damage and loss in distribution (material handling), (5) whether the information and communication systems owned/used are in accordance with the needs (communication & information) (Stanton, 2011).

These results are in line with the research conducted by Febrian (2014) where his research was on the distribution of printed books through several distribution channels. It is mentioned that the addition of unnecessary distribution channels, such as having to go through bookstores, will hinder delivery to consumers by geographical factors. So that existing orders should not have to go through an agent, but directly to the distributor on the spot.

b) Effect of Transportation System on Product Delivery Delay

The results of this study indicate that the transportation system has a negative effect on delays in the delivery of export products. This means that if the transportation system is improved, such as adding an expedition or transportation fleet, it will reduce the delay time (delay) for export products. Thus, the results of this study are in line with the results of research conducted by Utama (2018) and Alfiani (2015) which state that improving the transportation system will reduce lead times and speed up the distribution of goods.

This is in accordance with the opinion of Haryono and Sari (2016) that there are 3 (three) aspects of transportation that must be considered because they are related to the logistics system. First, the selection of facilities establishes a structure or network that limits the scope of transport alternatives and determines the nature of the transportation business to be completed. Second, the cost of physical transportation involves more than the cost of transportation alone between two locations. Third, all efforts to integrate transport capabilities into an integrated system may be in vain if services are sporadic and inconsistent.

5. Conclusions And Suggestions

Conclusion

The results of this study indicate that:

- 1) There is an influence of distribution channels on the delay in the delivery of PT Danar Hadi Batik in Surakarta.
- 2) There is an influence of the transportation system on the delay in the delivery of export products of PT Danar Hadi Batik in Surakarta.

Suggestion

Based on the results of the research that has been obtained, it can be suggested several things as follows:

- 1) It is necessary to reduce distribution channels, because increasing distribution channels can extend the waiting time for products to reach consumers. This is because the distribution channel has a significant effect on the delay in the delivery of export products.
- 2) There is a need for an additional transportation system, because with a complete transportation system, and a sufficient fleet, transportation will soon be possible.
- 3) Similar research can develop further in conducting this research, by adding several factors that are believed to have a higher correlation to the factors of product delivery delays. So that the results of research in the future will come will be better.

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