

The Role of E-Commerce on Delivery Service Revenues During the Covid-19 Pandemic (Case Study J&T Express CP Antapani Tengah Bandung)

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Abstract

Since being hit by the COVID-19 pandemic, the Indonesian economy has undergone very significant changes. However, even though many economic industries are experiencing a decline, there are still industries that are able to survive and even grow bigger, one of which is the retail industry that utilizes sales through digital marketing. This study is intended to determine the effect of e-commerce (X) on the revenue of the J&T Express CP Antapani Tengah (Y) delivery service during the COVID-19 pandemic. In this study, we used secondary data sourced from the financial statements of J&T CP Antapani Tengah for the period December 2018 to December 2021 which were obtained during the observation period, and in making this research journal, the researcher used a qualitative research approach. To determine the effect of variable X on variable Y, the researcher used a simple linear regression analysis technique. The results of this study indicate that e-commerce has a positive and significant influence on the revenue of J&T Express CP Antapani Tengah delivery services by looking at the significance level of the SPSS output is 0.03 where the significance level used in this study is 0.05 so that the significance value $0.03 < 0.05$.

Keywords

e-commerce; the COVID-19 pandemic; service income



I. Introduction

The Ministry of Health of the Republic of Indonesia provides an explanation regarding Coronavirus Disease. This virus is a virus that infects the human respiratory system, ranging from the common flu to dangerous acute flu such as MERS and SARS. MERS is the Middle East Respiratory Syndrome virus which can be interpreted as a Middle Eastern respiratory disorder because this virus was discovered in 2012 in the Middle East, while SARS is severe acute respiratory syndrome which is a severe acute respiratory disorder, the first time this virus was discovered in 2003 in China. Coronavirus Disease which is designated as severe acute respiratory distress Coronavirus 2 (SARS-CoV 2) is known to first infect humans in an unusual event that occurred in Wuhan City, China in December 2019 which led to the emergence of the Coronavirus Disease 2019 (COVID-19) virus (Ministry of Health, 2020). On March 2, 2020, Coronavirus Disease was first discovered in Indonesia. Currently WHO (World Health Organization) says that as of November 4, 2021, a total of 247,968,227 people has been confirmed to be exposed to Coronavirus Disease worldwide, while the number of deaths caused by Coronavirus Disease is 5,020,204 people (WHO, 2021). The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and

Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

This pandemic not only causes a negative impact on public health, but also has a negative impact on the Indonesian economy, including the welfare of the community. Intuitively, of course, many predict that this pandemic will have a major impact on economic activity. In the midst of the threat of transmission and the spread of the virus that is increasingly spreading, restrictions on activities or social restrictions are used by the government in dealing with the spread of COVID-19, starting with the implementation of PSBB and PPKM. These efforts certainly have positive and negative impacts, these policies are able to reduce the number of Coronavirus Disease but have an impact on the economy of the community and various medium and large business sectors due to government policies limiting community activities as an effort to overcome the spread of the COVID-19 virus (Ministry of Finance, 31 May 2021).

Although many business sectors have weakened, on the other hand, it turns out that this pandemic has opened up opportunities for buying and selling business activities through electronic media (e-commerce). platforms e-commerce in Indonesia that are in great demand by the public include Tokopedia, which is currently the marketplace in Indonesia with 135 million visitors per month in the first quarter of 2021, in second place is Shopee with 127 million visitors, followed by Bukalapak. 34 million, and Lazada as many as 30 million users (sirclo.com, January 2022).

The delivery service sector has certainly experienced an increase because the rapid increase in e-commerce during this pandemic period has contributed to the need for goods delivery services or logistics (Budi Handoko, 17 July 2021). The Large-Scale Social Enforcement (PSBB) implemented by J&T Express experienced an increase in demand for delivery of goods by up to 15%. Robin Lo as the Chief Executive Officer (CEO) of PT Global J&T Express or better known as J&T Express stated that the volume of shipping goods increased after the pandemic spread throughout Indonesia, for that J&T Express itself implemented a health protocol, namely by doing social distancing with colleagues. work or during the delivery of goods to customers of the J&T Express (Ardiansyah and Fajar, 2020)

II. Review of Literature

2.1 E-Commerce

The exchange of goods between two parties has been carried out even before money is found. This goods exchange transaction is commonly called barter. After the discovery of money and increasingly advanced technology, every item, service and information traded is valued at a certain amount of money (Romindo et al, 2019). Buying and selling transactions using internet media or E-commerce (electronic commerce) is an advancement in technological development as a rapid technological development in the midst of this pandemic situation, e-commerce is an opportunity for trading businesses so that business activities can continue to run by implementing buying and selling activities. through electronic media. With characteristics that cannot be eliminated, namely the existence of sellers and buyers, the existence of goods, services and information that are traded, and using electronic systems such as the internet (Romindo et al, 2019).

Romindo et al explained that e-commerce is divided into 4 types, namely: business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), and consumer-to-consumer (C2C) (Romindo et al, 2019). The first type is B2B, this type is a type of e-commerce between one company and another. About 80% of e-commerce are

B2B and most of those who use this type are traditional merchants. An example of a B2B type of transaction is Bizzy, e-commerce from Thailand offers various types of company needs such as office goods, employee needs and furniture office. Other examples e-commerce in Indonesia are Mbiz, Ralali, Monotaro and AXIQoe. Second, Business-to-consumer (B2C) is buying and selling transactions between companies and consumers carried out on a retail basis from companies to individual consumers platform e-commerce in the world is Amazon.com, which also produces electronic goods and is the world's largest cloud computing service provider. In Indonesia, Bhinneka is one of the largest online sales sites. (Romindo et al, 2019). Third, Business-to-government (B2G) is a sale of products or services designated by government agencies using systematic sales strategies such as advertising media, brands and marketing using internet sites. The fourth type is Consumer-to-consumer (C2C) this type is a type of trade between one consumer and another consumer, generally this transaction is carried out online such as Tokopedia, Shopee, Lazada and so on (Romindo et al, 2019).

2.2 Delivery Service

Revenue is cash receipts or the total result of the entity's activities in order to obtain a clear and precise understanding of the definition of income, here are some definitions of income put forward by experts: According to Kieso, Warfield and Weygandt (2011: 955), explaining the meaning of income, namely:

"Gross cash inflows are economic benefits that arise during a certain period in the entity's activities. When the cash inflows are, it results in an increase in equity, other than an increase related to the contribution of some equity".

Meanwhile, according to Theodorus Tuanakotta (1984:153) in the Accounting Principal Board in the book Accounting Theory stated, "Revenue is the company's cash flow from the sale of goods and services". According to Statement of Financial Accounting Standards No. 23 paragraph 06 of the Indonesian Institute of Accountants (2010; No 23), states that: "Revenue is the total income from economic profits generated from the company's business during the period that results in additional capital, but does not include contributions from investors".

In Statement of Financial Accounting Standards No. 23 (2017: 23) it is explained the sources of income from various economic activities, including: 1. Sales of goods 2. Services and 3. The use of special assets by other parties, such as building rentals and investments. which generate income in the form of: interest income, royalty income, and dividend income.

Based on the understanding described above, it can be concluded that income is cash inflows obtained by a company or entity from business activities within a certain period. Operating income is divided into: 1) Sales revenue, derived from the sale of merchandise to consumers. 2) Service revenue (service revenue) comes from services or services to consumers or customers. According to Kotler in Lupiyoadi (2009: 6) service is an activity that is intangible and does not provide an ownership that is given by one party to another. Production of suits is related to physical products and vice versa. Delivery service is a business entity that is intended to provide management for all required activities in terms of receiving, transporting, receiving goods that apply multimodal transportation (land, sea and air). (Suyono, 20003: 155). So it can be concluded that delivery service revenue is income by business entities from the sale of delivery, transportation and receiving services that implement multimodal transportation.

2.3 The J&T Express

Shopping enthusiasts online in various e-commerce and online platforms is the background for the presence of the expedition service industry, considering that during the current pandemic, people are encouraged to stay at home, not to mention shopping. On August 20, 2015, a delivery service company was officially established by a Chinese businessman who had served as CEO and founder of Oppo named Jet Lee and Tony Chen, namely PT. Global Jet Express or often known as J&T Express, based in Pluit, North Jakarta, is a company that focuses on business activities that provide goods transportation services covering the entire country of Indonesia including within cities, between cities and provinces. (aw94net.com, 2021)

The name J&T itself is taken from the initials of its founders, namely Jet Lee and Tony. Before entering the domestic and international market, e-commerce J&T Express only served Oppo product delivery, but along with the change from traditional markets to digital markets through electronic media, resulting in the high demand for public goods delivery services, this opportunity was used by J&T Express to become an opportunity business in expedition services (Kompasiana, 2019). In Indonesia, J&T Express has succeeded in developing its business, even J&T Express has expanded its business in Southeast Asia such as Vietnam, the Philippines, Malaysia, and Thailand (Bisnis.com, June 19, 2019).

2.4 Pandemic COVID-19

Pandemic comes from the Greek “Pan” which means all and “Demos” which means people, the term pandemic is a phenomenon of rapid transmission of disease to a large number of people and spread to a large area. The term pandemic only describes the level of spread, not the severity of a disease. COVID-19 was officially declared a pandemic on March 11, 2020 by the World Health Organization (WHO). This disease is a coronavirus named SARS CoV-2 and was first discovered in Wuhan City, China in December 2019 (id.wikipedia.org, 2020).

(SARS CoV-2) Severe acute respiratory syndrome coronavirus 2 or better known as CoronaVirus is a type of virus that infects the respiratory system with symptoms of common colds to dangerous acute flu such as MERS and SARS. This virus infects all ages, from toddlers to the elderly. Several efforts have been made to reduce the spread of this virus by limiting direct public interaction activities with the implementation of PSBB and PPKM, quarantine, closure of public facilities and application of health protocols (id.wikipedia.org, 2020).

2.5 Previous Research

The impact of the COVID-19 pandemic was only felt in 2020 even though this virus began to spread in December 2019, but because there have been many researchers who have investigated the effect of Coronavirus Disease on economic activities and the development of e-commerce during the pandemic, therefore this research is used as a reference. because it is relevant to the preparation of this scientific article, namely Sandra Ayu and Ahmad Lahmi (2020) who argue that e-commerce has a different involvement in economic activities in Indonesia other than for business actors, customers and even for the government during this pandemic. In Hanoatubun's research, Taufik and Ayuningtyas in 2020 assumed that the COVID-19 pandemic had an impact on the economy in Indonesia. This research focuses on direct consumer visits in the fields of public transportation, tourist destinations, accommodation, shopping centers, and offline marketing. Hadiwardoyo (2020) concluded that the national economy suffered losses due to COVID-19. Therefore,

seeing the impact of the COVID-19 pandemic, which has caused a lot of economic decline, many business owners are transforming into online media marketing, aka electronic sales (e-commerce). Sudaryono et al. (2020) researched that economic growth in Indonesia has proven to increase due to e-commerce. In research conducted by Alfonsius (2020) E-commerce can be used as an opportunity for business actors to meet consumer needs during a pandemic. Bhatti et.al. (2020) found that during the pandemic period e-commerce increased rapidly so that it became an alternative for business actors and was recognized as an economic driver in the pandemic era.

III. Research Method

This study aims to determine the use of e-commerce in shipping service revenues at J&T Express CP Antapani Tengah Bandung during the Covid19 pandemic by using simple linear regression analysis techniques. In making this research journal, 2 types of research methods are applied, namely descriptive and qualitative methods. The use of secondary data sources comes from the financial statements of income at J&T Express CP Antapani Tengah for the period December 2018 to December 2021, data from books, research results from previous journals and electronic trading information on the Internet. Data collection techniques are techniques used to limit research by collecting information from various sources such as observations, documentation, interviews and visual materials (Creswell (2009: 266); Gay (2006: 413-423). The use of data collection techniques in this research is a documentation technique. In addition, we conducted data analysis research using a simple linear regression analysis method that was processed with SPSS 26.

IV. Result and Discussion

Along with the development of technology in Indonesia, e-commerce is growing, especially during the COVID-19 pandemic. As many as 250 million Indonesians are very proficient in using technology and the internet, which makes the General Manager of the Kantar Worldpanel Indonesia Research Institute (Venu Madhav) explain that Indonesia has a promising e-commerce sector. Some of the triggers for e-commerce to develop rapidly are as follows (merdeka.com,2020):

1. Global reach
With e-commerce transactions that occur in cyberspace without being hindered by place and time.
2. Low transaction costs
When compared to traditional business concepts, of course, transactions with e-commerce can further reduce costs because this can eliminate many fixed costs such as store maintenance, rental fees and others.
3. Convenience
The desired item can be obtained quickly with just a little effort made by the customer. With electronic money facilities and the many shipping services available, customers can simply choose which one is the cheapest and the fastest, making e-commerce much easier. Criticisms and suggestions can be submitted and handled quickly, of course this greatly saves costs, time and effort for both sellers and buyers.
4. No time limit
One other great convenience is that a consumer can shop 24 hours without any time limit like traditional store business hours because the website or internet works anytime and anywhere.

5. Price comparison

With the price comparison facility provided by e-commerce, consumers can choose and determine the appropriate price for the same product.

6. Save time

Usually a customer has to go around the entire store or even visit a store that is very far away just for the desired product, but with e-commerce customers only need to write the name of the product to be searched in the search box with just a few clicks.

7. Creating a source of consumer data

When a customer wants to register on an e-commerce site, usually the customer will be asked to enter personal data. Based on this personal data, sellers can have a customer database with accurate information about their customers. The required products and services are in line with those provided by the seller based on information from consumer data.

4.1 The role of the COVID-19 pandemic in the development of e-commerce

The COVID-19 virus has brought about a drastic change in the growth of online transaction activities or e-commerce and has even brought changes globally. Changes in people's habits that take place on a large scale and very quickly have caused the trend of online business (e-commerce) in Indonesia to almost double during the current COVID-19 pandemic.

COVID-19 has a huge role to play in the changing nature of businesses around the world. In research, Hattietal (2020) concluded that consumers or buyers avoided direct shopping activities during this pandemic by 52%, especially in congested areas. And 36% of them minimize direct spending to get the COVID-19 vaccine. So this is what causes sales activities throughout e-commerce to increase because people limit going out of the house and maintaining social distance during the COVID-19 pandemic, e-commerce plays an active role in helping SMEs to continue to grow. With many calls to work and study at home, e-commerce is an option for sellers to continue trading Accommodations.

Another advantage is the unlimited scope of business and sales. Global expansion makes e-commerce quite potential. Sales on online platforms have also increased since then the pandemic broke out.

Some of the causes of e-commerce increasing during the COVID-19 pandemic:

1. Technology continues to advance to meet people's needs.

According to information media Nielsen, the role of technology in supporting e-commerce demand does not end here; technology is now helping more and more people fulfill their daily needs through online shopping and getting information about the 19th film pandemic. Gojek and Halodoc have also been appointed by the Ministry of Communication and Information to carry out risk testing for the COVID-19 pandemic on the two platforms.

2. For their daily needs, shoppers prefer to shop online.

In the midst of the COVID-19 pandemic, people are encouraged to keep their hands away from their faces and maintain hand hygiene. As a result, sales of virus-protective items such as hand sanitizers, disinfectants, gloves, and masks increased by 817% on the internet (Adobe, 2020). Domestic sales of generic cough and cold medicines rose 198%, similar to demand for virus protection, and Americans are buying and storing them online.

3. Force connection to the internet.

The COVID-19 pandemic is another reason to think about the rise of online business. Traditional business actors such as MSMEs and traditional markets have been forced to

change the retail landscape due to the pandemic. The pandemic, according to Indef Observer Andri Satrio, has succeeded in accelerating business change. Merchants are even forced to turn to online businesses. Even after the COVID-19 pandemic, online businesses continue to dominate technology to meet consumer demands. With the promotion of e-commerce as a business that can be done from a smartphone anytime and from any location.

In the Laming Research Journal, S (2020), he concluded that during the COVID-19 pandemic there was an increase in e-commerce in Indonesia by 5-10 times and even the COVID-19 pandemic affected the increase in new customers by up to 51% Laming, S. (2020).

Below is a graph of the projected nominal growth of e-commerce in 2017 - 2020.



Source: Bank Indonesia (BI), November 2021

Figure 1. *Projected use of e-commerce (2018-2021)*

Implementation of digital payment systems encourages growth in transaction activities online shopping through e-commerce in the midst of this COVID-19 pandemic which limits direct interaction between sellers and buyers in order to suppress the growth of the spread of COVID-19.

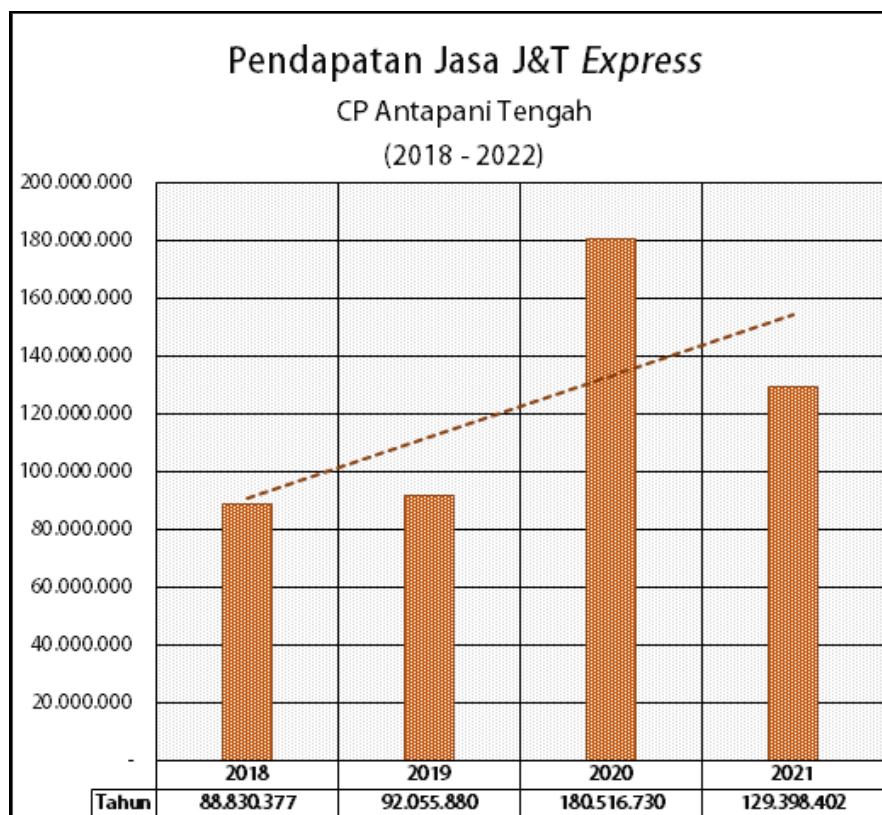
In addition to technological developments that are increasingly being improved to advance the quality of e-commerce, the COVID-19 pandemic also plays an important role in driving this surge in e-commerce. Consumers have switched to using online buying and selling transactions that are accessed from home to avoid contracting the COVID-19 virus, and this pandemic has even forced traditional business actors, such as MSMEs and traditional markets, to make changes to the retail realm. From the graph above, it can be seen that there was an increase in e-commerce in 2020 by 29.6% worth Rp. 266.3 trillion which was previously Rp. 205.5 trillion in 2019.

4.2 The role of e-commerce on J&T Express CP Antapani Tengah during the COVID-19 Pandemic

Since appearing in the Chinese city of Wuhan at the end of 2019, the coronavirus has spread throughout the world, WHO (World Health Organization) explained that until January 24, 2022, the total confirmed cases of COVID-19 in the world were 349,641,119 cases with 5,592,266 deaths. world (WHO, 2022). The government in Indonesia itself has reported that as of January 24, 2022, 4,289,305 people were confirmed positive for COVID-19 and of them 144,227 cases died (Ministry of Health, 2022). Until now, the cases of COVID-19 are still increasing due to the case of the Omicron.

During the COVID-19 pandemic, the growth of e-commerce has created tremendous opportunities for delivery services or freight forwarders within cities, between cities, between provinces, or even internationally, to contribute to the shipping process. This delivery service is also important for the continuity of economic activity during the pandemic, ensuring the smooth operation of a business or company that requires fast and safe delivery.

According to the results of the MarkPlus research, it is argued that with the social restrictions during the pandemic which reached more than 50% restrictions on community activities that stipulate a period of working from home or known as Work From Home (WFH), there was an increase in the use of delivery services for the middle class up to 79.2% (Ekasari, 2020). Below is a graph of projected growth in service revenue and net profit of the shipping company J&T Express CP Antapani in the middle of December 2018 - December 2021.



Source: Financial Statements Profit/Loss J&T Express CP Antapani Tengah (2021)

Figure 2. Graph of Income & Net Profit of J&T Express CP Antapani Tengah

From the diagram above, it can be said that J&T CP Antapani Tengah's service revenue and net profit was the highest in December 2020 which is because the COVID-19 pandemic first occurred in Indonesia on March 2, 2020, and the government also issued various policies to prevent the transmission of the COVID-19 virus from the *lockdown*, PPKM, and PSBB. The enactment of government policy regulations regarding PPKM and those that require staying at home have made everyone turn to digital technology in almost every activity, from starting to work from home, distance learning and online shopping to meet their daily needs due to limited activities outside the home for To prevent the transmission of the COVID-19 virus, even MSME actors have begun to penetrate online sales through *e-commerce platforms*. Of course, this is a great opportunity for *e-commerce* and shipping service companies to develop their businesses. J&T Express CEO Robin Lo said J&T Express shipments increased by up to 70% due to online shopping or *e-commerce* (December, 2020).

a. Simple Linear Regression Analysis Test

To predict the magnitude of the positive relationship between *E-commerce* and service revenue, this study uses a simple linear regression analysis test and data processing is carried out using SPSS 26. The following table shows the results of a simple regression analysis test.

b. Basis for Decision Making

Decision making in a simple linear regression test leads to guidelines:

1. If the significance value is < 0.05 , it means that the X variable has an effect on the Y variable.
2. If the significance value is > 0.05 , it means that the X variable has no effect on the Y variable.

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	E-commerce ^b	.	Enter
a. Dependent Variable: Pendapatan jasa			
b. All requested variables entered.			

The table describes if the *E-commerce* entered as an independent variable and Service revenue as a Dependent variable and applies the Enter method.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999 ^a	.998	.996	3425843.028
a. Predictors: (Constant), E-commerce				

The value of the correlation or relationship (R) is 0.999. From the output obtained R Square of 0.998, meaning that the influence of the independent variable (*E-commerce*) on the dependent variable (service income) is 99.8%

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.402E+15	1	5.402E+15	460.303	.030 ^b
	Residual	1.174E+13	1	1.174E+13		
	Total	5.414E+15	2			
a. Dependent Variable: Pendapatan jasa						
b. Predictors: (Constant), E-commerce						

The table shows the calculated F value = 460,303 and sig. 0.03 < 0.05, it is concluded that there is an influence of E-commerce (X) on the service revenue variable (Y).

V. Conclusion

Along with the development of technology in Indonesia, the online shopping sector or better known as e-commerce. transactions E-commerce continue to increase rapidly, especially during the COVID-19 pandemic. Of course, in the current economic conditions, which use e-commerce more which can be accessed from home to meet their daily needs compared to shopping directly, of course this also makes goods delivery services also play an important role in the continuity of economic activity during this pandemic. support the smooth running of the community's economic activities or the smooth running of the business activities of a business or company that needs proper and fast and safe delivery services.

Based on the description presented above, the COVID-19 pandemic plays an active role in increasing the e-commerce business sector and the delivery service business because they have mutual continuity with each other. e-commerce continues to increase in addition to technology that continues to be developed to support e-commerce. COVID-19 also has a role in improving this business sector because most of them use e-commerce to avoid direct interaction.

Therefore, it can be concluded that e-commerce has a big role in shipping service revenues, especially at J&T CP Antapani Tengah. With e-commerce that provides various kinds of security, convenience and convenience in transacting, this is the best way to break the chain of the spread of COVID-19. This is the cause of the increasing number of e-commerce which automatically increases the number of delivery service users. So, it can be concluded that the existence of e-commerce provides great benefits for shipping service revenues at J&T CP Antapani Tengah.

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