Optimization of Web-based Bill of Lading Document Issuance Mechanism to Improve PT. Container Maritime Activities Jakarta

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ABSTRACT

Dominant containers are used in export and import shipping systems throughout the world accompanied by important documents as a means of proving the realization of a transaction. PT. container maritime activities have targets in a bill of lading (B/L) document publishing, but in fact the B/L documents are still many who do not pitch e alisasi. In this study, researchers took the problem by using a quantitative approach with descriptive statistical analysis, a method related to the presentation of data (mean, median, mode). From the results of the study there were two indicators of employee competency that were declared weak, and it was a problem that the publication of B/L documents was not realized. To make optimal B/L documents in accordance with achievement targets, each employee competency indicator must be declared strong.

Keywords: Export and Import, Bill of Lading, Containers
JEL Classifications: L62, R41, R42

1. INTRODUCTION

PT. container maritime activities (CMA) agent for Indonesia based in Jakarta is a shipping company engaged in the field of container shipping in other words having its own container. The container is used as the company's main business which is provided to other companies as a means of transporting cargo in the process of trade transactions between countries (Li et al., 2014).

Trade transactions always give rise to the rights and obligations of each party concerned. The seller has the obligation to, among other things, deliver goods that have been agreed and are entitled to receive payment for the price of the goods delivered. Instead the buyer is obliged to pay off the price of payment of the goods delivered and has the right to demand the delivery of the goods purchased. When the seller and buyer are in one place, then the settlement of the obligations of each party is

a bit easy to do. Buyers only need to deposit payment to the seller and bring the goods they bought. But in foreign trade, the solution is not as easy and simple as that. This is due in part to the fact that buyers and sellers are separated from each other, both geographically and at the national level. Between buyer and seller countries generally use different types of currencies (Guttormsson, 2011).

Both parties cannot know each other whether the seller has sent the goods and the buyer has already paid for the goods. To prevent the above case, we need a document called the document bill of lading (B/L) serves as a receipt that is valid that the cargo has been transported on the vessel, as the agreement carriage between the shipper (sender)/consignee (receiver) with a carrier. The data contained in the B/L document is in accordance with the data sent by the shipper based on the goods that have been put into containers (stuffing) (Ben Ayed et al., 2015).

To obtain a B/L document, the document has stages in its publication. The service user is obliged to follow these stages according to the given company procedures. PT. Jakarta's CMA encounters many problems, especially in the document section. The performance of each employee is very reliable so that it can provide good company service quality, especially in the issuance of B/L document services which, if hampered, can cause the cargo in the containers to be transported by ships unable to process loading or unloading, thereby increasing ship costs leaning because of delays in the loading or unloading process (Crainic and Kim, 2007).

The following Figure 1 reveals the number of B/L documents that can be issued each month based on data obtained by researchers during the period January 2018-April 2018.

Based on the Figure 1 and Table 1, it can be seen that the number of B/L documents issued to service users had increased, which occurred in February, but in the following month the number of B/L documents issued has decreased.

Starting from negotiable. During carrying out observations at PT. CMA Jakarta part of the document from the perio January 2018 to April 2018, researchers found problems related to the number of B/L documents that had previously increased but declined. This was evidenced by the decline for 2 consecutive months. The decreasing number of B/L documents issued proves that service users have begun to decrease in using services provided by the company. Thus the company's income is reduced, so employee bonuses are cut off (Hyde, 1963).

Based on the background explanation regarding the issue of publishing B/L documents, the researchers tried to identify problems related issues, including: (1) The incompatibility of

the Web-based B/L document publishing mechanism at PT. CMA Jakarta. (2) Less optimal quality of service of issuing B/L documents at PT. CMA Jakarta. (3) The low competency of employees in handling the issuance of B/L documents. (4) The incompatibility of work placement with fields based on competencies possessed by employees. (5) Good communication is not established between company employees. (6) Lack of employee discipline to the rules that have been made by the company (Ben Ayed et al., 2015).

Based on the background of the problem and identification above, the researcher limits the problem of the incompatibility of the Web-based B/L document issuance mechanism and the less optimal quality of the B/L document publishing services at PT. CMA Jakarta.

From these problems, the researchers tried to formulate the existing problems, namely as follows: (1) Why the mechanism of publishing Web-based B/L documents is still not in accordance with procedures at PT. CMA Jakarta ? (2) Why is the quality of B/L document publishing services still not optimal at PT. CMA Jakarta?

Based on the limitations of the problem that has been determined, this study has a goal: (1) To find out why the mechanism of publishing Web-based B/L documents is still not in accordance with procedures. (2) To find out why the quality of B/L document publishing services is still not optimal.

The benefits of research based on theoretical aspects are: (1) To increase knowledge and experience regarding the problem discussed. (2) The existence of this research is very useful for the continued development of research on the publication of B/L documents. (3) Add insight into the mechanism for publishing Web-based B/L documents. While the benefits of research based on the practical aspects of providing input for all employees and staff at PT. Jakarta Maritime Container Activities (CMA) especially in the document section in order to be able to recognize the types and causes of problems encountered regarding the issuance of B/L documents and to provide performance evaluations from PT. CMA Jakarta on the quality of services provided in the publication of B/L documents.

2. METHODOLOGY

Researchers conducted research on optimizing the mechanism of publishing Web-based B/L documents at PT. CMA Jakarta for approximately 10 months from October 19, 2017 to August 23, 2018. The place for conducting the research is the shipping company PT. CMA Jakarta, which is the headquarters of branches in Indonesia.
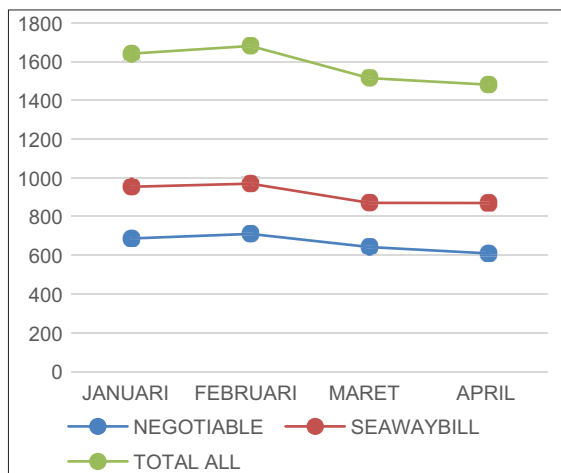

Figure 1: Bill of lading amount

Table 1: Number of bill of lading

Jenis BL	Januari		Februari		Maret		April	
	Target	Realisasi	Target	Realisasi	Target	Realisasi	Target	Realisasi
Negotiable	800	687	890	710	820	643	810	610
Seawaybill	1200	954	1170	970	1085	871	1010	870
Total	2000	1641	2060	1680	1905	1514	1820	1480

2.1. Research Methods

The research method used in this study is a quantitative approach with descriptive statistical analysis which is a method relating to the presentation of data so as to provide useful information. This method is carried out to obtain answers to problems regarding the optimization of the mechanism of publishing Web-based B/L documents PT. CMA Jakarta has an impact on the quality of service in the issuance of B/L documents that affect the company's achievement targets PT. CMA or a general description of the flow or stages of the issuance of B/L documents in accordance with company procedures, with the aim of avoiding a delay in issuance which would certainly have a detrimental effect on the company. In this case the method of descriptive statistical analysis approach includes centralization measures, namely the average value (mean), middle value (median) and values that often appear (mode) in order to better describe the number of documents B/L that is suitable and incompatible publishing documents B/L is based on company procedures, and can be interpreted as a framework that shows the mechanism of publishing Web-based B/L documents is still not in accordance with company procedures and service quality is still not optimal so that it must be examined. The following explanation of quantitative methods with descriptive statistical analysis is a method relating to the presentation of data so as to provide information that is useful to explain or describe the problems that exist at PT. Jakarta CMA on the mechanism for publishing Web-based B/L documents.

2.2. Data Analysis Techniques

In this study, researchers stated, the problem solving technique used in this research is to use descriptive statistical analysis is a method related to the presentation of data so as to provide useful information. This presentation effort is intended to reveal important information contained in the data in a more concise and simple form which ultimately leads to the need for explanation and interpretation. The description of the data includes the size of concentration (1) Mean is the average value of several pieces of data. The mean value can be determined by dividing the amount of data by the amount of data. Mean (average) is a measure of centralization of data. The mean of a data is also a statistic because it is able to describe that the data is in the range of the mean data. The mean cannot be used as a measure of centering for nominal and ordinal data types. Based on the definition of the mean is the sum of all data divided by the amount of data. Median determines the middle location of the data after the data is arranged in order of its value. It can also be the middle value of sorted data. The symbol for the median is Me. With a median of Me, then 50% of many data values are the highest with Me, and 50% of many data values are the lowest with Me. In finding the median, it is distinguished for a lot of odd data and a lot of even data. For a lot of odd data, after the data is arranged according to its value, the Me median is data that is located right in the middle. Mode is a value that often appears. If we are interested in frequency data, the sum of a value from a data set, then we use mode. Very good mode when used for data that has a categorical scale that is ordinal. While ordinal data is categorical data that can be sorted, sorted from the lowest number to the highest number so that you can see the value that often appears. Mode can also be determined from the amount of data that is the most dominant, the dominant in question is the most superior, independent data compared to other data.

In addition, descriptive analysis is used to be a benchmark in determining the problems that occur in the presentation of the size of the concentration of data carried out by distributing questionnaires. In the study, researchers used a descriptive analysis of the problem indicators which were further classified into the total score of the questionnaire obtained from the respondents.

For the purposes of quantitative analysis, answers are given a rating of 1-5, namely: (1) Strongly agree (SS): score 5. (2) Agree (S): Score 4. 3) Disagree agree (KS): Score 3. (4) Disagree (TS): Score 2. (5) Strongly disagree (STS): Score 1.

For this study, researchers used a quantitative descriptive statistical analysis technique, which is a technique that presents data and analyzes data so that it provides useful information by conveying the data that is as clear as possible along with the problems in this study.

3. RESULTS AND DISCUSSION

CMA CGM is formed from two (2) companies shipping France namely CMA (Compagnie Generale Maritime) and CMA (Compagnie Maritime d'Affretement) united into a company shipping world class. CMA itself is a French state-owned company founded in 1855 while CMA is a private company founded by Jacques R. Saade in 1978. In 1996, CGM was privatized and sold to CMA to form CMA CGM. With the union of 2 (two) major shipping forces, CMA CGM is a leading company in France and has a strong influence on sea trade throughout the world (Knapp and Van De Velden, 2011).

Some shipping companies that were successfully acquired, such as DELMAS (Africa) in 2005, CNC/Cheng Lie Navigation Co. (Taiwan) in 2007 and ANL/Australian National Lines (Australia) in 2007, and the latest NOL/APL/American President Lines at the end of 2015. The purchase of 4 (four) shipping companies is a CMA CGM strategy to strengthen its position in the container transport market container so placing CMA CGM as the number 3 (three) largest container company in the entire world. Multi-international companies have currently operated 471 ships and served 400 ports in 150 countries (Azizah and Subiono, 2018).

PT. CMA began to stand in Indonesia in 2002 as a shipping agency. Previously the CMA CGM agency in Indonesia was PT. Jardine Tama Transport and Services. Due to the expansion of the CMA group's business, Jardine Tama Transport's company management decided to merge with a new agent in Indonesia, namely PT. CMA CGM Indonesia. The agency has around 20,000 dedicated employees at branch offices including Medan, Surabaya, Semarang, Makassar plus 7 (seven) sub-agents in Padang, Palembang, Bali, Banjarmasin, Pontianak, Samarinda, and Bitung. The plurality in the country and the continent as a challenge for the management of shipping CMA CGM, based in Marseille, France to operate all fleets and developing business in the container freight worldwide (Wang and Lutsey, 2014).

CMA CGM Jakarta Quality Policy: Establish operational standards and service procedures, process flow, through the synchronization of programs or systems they have as an effort to monitor and control the daily issuance of B/L documents.

From the discussion of the main problems that occur in the number of web-based B/L publications at PT. CMA concluded temporarily that the wishes of service users is how the issuance of B/L can be served as well as possible. And this is done by its own human resources who have the quality of providing professional work services. From the table above it can be explained that the number of B/L that can be issued (sent to service users) had experienced an increase, which occurred in February, but in the following month the number of B/L issued has decreased. Starting from negotiable or seawaybill (Hyde, 1963).

This is evidenced by the decline for 5 consecutive months. B/L issued is not proportional to the company's achievement targets. So the average value of the total number of B/L that is targeted, realized and not realized in each month is 1870.7; 1514.7; and 356, we can see in Figure 2.

Based on the Figure 2 above it appears that the emergence of the percentage is not realized because the percentage of realization of the issuance of B/L is not proportional to the achievement target. 81% of realization is equal to 1515 B/L issued every month, while 19% of unrealized is equivalent to 356 B/L which is neglected every month. Even though the achievement target in the issuance of the B/L is to reach 100% optimally in proportion to the 1871 B/L each month.

Researchers will analyze the problems that have been stated above based on respondents' responses to employee competencies. The following are the responses of respondents based on predetermined indicators. Questionnaires that have been distributed to half of the total employees at PT. CMA Jakarta are as many as 50 people.

Based on the problems previously stated, only 81% of the number of B/L documents was realized, while 19% of the number of B/L documents was not realized. To achieve the target of issuing B/L documents to 100%, each employee competency indicator must be carried out perfectly. So it can be seen that the problem is the unrealized issuance of the B/L document is

Figure 2: Percentage of bill of lading

caused by employee competencies that are not optimal, namely the realization of knowledge indicators can support work and indicators of completing tasks in accordance with specified targets. Therefore, researchers will solve these problems in accordance with competency indicators that have not been implemented so that the publication of B/L documents.

After analyzing the data that has been done based on the problems that occur above, the researcher resolves the problem as follows:

1. The Mechanism of Web-Based B/L Documents Is Still Not In Accordance with the Procedure. To anticipate that the mechanism for publishing Web-based B/L documents is in accordance with procedures, knowledge is needed to support the work, namely by conducting training to the maximum of employees.

    PT. CMA are expected to conduct maximum training for employees. This training is carried out in stages, what is meant is if a part of the document at PT. CMA only amount to 6 people, the training can be carried out in three stages. The first stage is sending two people in advance to be sent to a training program so that the rest of the employees in the document section can do their jobs in accordance with the targets set by the company. After the training was completed, the two people returned to the company to implement the learning outcomes of the training and simultaneously work with other employees. Continue to the second party to send back two employees for training again. The training is carried out in a training program just like the first stage until the third stage by sending two employees. For the time taken during the training, each stage is 3 days. After all employees do training. Employees are required to realize everything they have learned. The company continues to control the work of every employee.

    If employee competence is said to have changed better than before, it can be seen from the number of B/L that is realized increasingly increasing, this training is said to be successful. This training continues to be carried out with the aim that employees realize that knowledge in a job is important, so that employees are able to work in accordance with existing procedures. However, if this training is still considered not optimal in the process of publishing B/L documents, the company should add new employees. Because the number of existing employees is still unable to handle all jobs. Recruitment of new employees is done so that the work is more handled so that it is more controlled and faster and more precise. The recruitment should be done selectively so that the company has qualified and professional employees so that the resulting performance is better, the company is growing, and the company's performance and productivity is increasing (Yang et al., 2016).

    Recruitment activities are supported by a selection process. The selection process is the selection of available labor. Basic selection is aimed at getting qualified workers and having qualifications that are in accordance with the existing job description or in accordance with company needs. The selection process uses the knockout system. In this system participants follow the tiered selection stage. This stage begins with the submission of curriculum vitae applications. If the
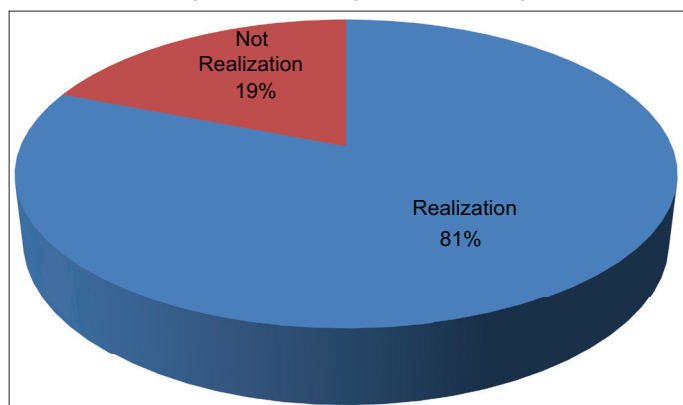
application submission is considered to have met the specified requirements, participants can take the next step, the written test. The participants whose applications or curriculum vitae are deemed ineligible will fail and cannot follow the next selection stage.

The written test is in the form of English questions consisting of multiple choice questions and essays, followed by an aptitude test. If deemed ineligible, participants cannot take the aptitude test and cannot take the next stage. The next step is reference checking. The company assesses whether or not the selection participants are suitable with what is needed based on existing references. After passing this stage, participants who are considered suitable will go to the next stage which is more in-depth, namely direct interviews with managers and undergoing medical tests. Participants who pass this test will be accepted by the company (Studer, 2016).

After doing the selection process and getting new employees that fit the company's needs. Then, the next necessary stage is orientation. The orientation period for new employees is very important to adjust to the environment or working conditions and be able to know the job descriptions or jobs that become their duties and responsibilities (Gupta and Sharma, 2016).

In addition, researchers also provide advice and input to companies to improve the quality of Human Resources by utilizing existing Human Resources by providing training or training programs. In the company internal there are a lot of assets that still must be maintained and always have to be rejuvenated the quality of performance. One of the most important assets that must be maintained regularly by companies is human resource assets. Human resource training is important for companies, this is not only done for new employees but applies to all employees. Basically, humans are creatures that get bored quickly and they always need challenges and new things in their lives (Eisenberger and Stinglhamber, 2011).

If this is understood and applied by the company well, the chances of a loss in the company are small. The mechanism for publishing web-based B/L documents by employees runs according to procedures, the work becomes effective and efficient.

2. Service quality of B/L issuance documents is still not optimal. To anticipate that the quality of B/L document publishing services will be optimal, it must increase the productivity of its employees by completing tasks in accordance with the specified targets, namely by providing compensation to employees. It is necessary to increase compensation for employees, it is known that the provision of compensation is very closely related to the level of employee productivity.

The way that should be done by the company in improving employee welfare PT. CMA is to provide encouragement to employees who have work performance and have a long career path and complete work assignments in accordance with predetermined targets, by giving rewards or bonuses such as promotion and salary bonuses or the like. For the amount or amount of compensation issued by the company depends on the policy of the company itself. Providing compensation to employees is to motivate employee performance. This will have an impact on employee morale. They will think if

they can complete the task according to the specified target and then given a bonus, an increase in wages, etc. So this can increase the morale of the employees so that they can produce maximum work. This is where the importance of compensation for employees as someone selling energy (physical and thinking). f this is well understood and applied by the company, employee productivity will increase, of course, will affect the quality of company service. Customers will feel satisfied and the company will become superior (Kassim et al., 2009).

4. CONCLUSION

Based on the previous chapters it can be assumed that in order to improve the quality of company services, a company first has a good reputation in the eyes of customers. This prioritizes the quality of the company in serving the issuance of B/L can be known by the realization of the issuance of B/L which is proportional to the company's achievement targets. Good employee competence greatly affects the quality of the company.

Based on the analysis and discussion, the researcher concludes as follows: (1) The mechanism of issuance of Web-based B/L documents is still not in accordance with procedures due to employee competency indicators that are still weak, it is necessary to increase knowledge in the form of increased knowledge to support employees. (2) The quality of B/L document issuance services is still not optimal due to weak employee competency indicators, so it is necessary to increase skills in the form of increased employee productivity by completing tasks according to specified targets.

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