

ANALISIS SUPPLY CHAIN, BIAYA EKSPEDISI, DAN KEPERCAYAAN KONSUMEN TERHADAP PEMBELIAN DI E-COMMERCE SHOPEE DI KOTA MEDAN

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ABSTRAK

Ekspedisi SPX Shopee atau Shopee Express telah hadir di Medan sejak tahun 2018. Dalam perkembangan usaha ekspedisi SPX Shopee terdapat permasalahan pada supply chain seperti paket yang overload, pengiriman tidak tepat waktu dan kerusakan produk. Permasalahan biaya ekspedisi seperti estimasi perhitungan berat dan dimensi produk yang tidak konsisten dan pengenaan biaya asuransi. Permasalahan kepercayaan konsumen seperti khawatir tentang penipuan paket kiriman barang dan ketidakpercayaan terhadap keamanan data pribadi.

Penelitian deskriptif kuantitatif adalah metode penelitiannya dan penelitian eksplanatori adalah sifat penelitiannya. Wawancara, kuesioner, dan studi dokumentasi merupakan metode pengumpulan data. Regresi linier berganda dengan pengujian asumsi klasik yaitu normalitas, multikolinearitas, dan heteroskedastisitas adalah metode analisisnya. Populasi penelitian ini adalah 300 nasabah, 171 diantaranya dipilih melalui simple random sampling, dan diuji validitas dan reliabilitasnya pada 30 diantaranya.

Kesimpulan analisis supply chain, biaya ekspedisi dan kepercayaan konsumen secara simultan (uji f) berpengaruh positif terhadap tingkat keberhasilan $F_{hitung} 108.488 > F_{tabel} 2.66$ dengan sig. $0.000 < 0.05$. Secara parsial (uji t) supply chain $t_{hitung} 1.254 < t_{tabel} 1.65392$ dan sig. $0.212 > 0.05$, biaya ekspedisi $t_{hitung} 0.662 < t_{tabel} 1.65392$ dan sig. $0.509 > 0.05$, kepercayaan konsumen $t_{hitung} 9.381 > t_{tabel} 1.65392$ dan sig. $0.000 < 0.05$. Hasil uji koefisien determinasi *Adjusted R Square* sebesar 0.655 artinya 65.5% supply chain, biaya ekspedisi dan kepercayaan konsumen berpengaruh terhadap tingkat keberhasilan dengan tingkat 65.5%, sedangkan sisanya 34.5% adalah faktor lain dapat dijelaskan oleh variabel lain.

Kata kunci : supply chain, biaya ekspedisi dan kepercayaan konsumen

ANALYSIS OF SUPPLY CHAIN, SHIPPING COSTS, AND CONSUMER CONFIDENCE IN PURCHASES ON THE SHOPEE E-COMMERCE PLATFORM IN THE CITY OF MEDAN

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ABSTRACT

SPX Shopee Express has been operating in Medan since 2018. In the development of the SPX Shopee expedition business, there have been problems with the supply chain, such as overloaded packages, late deliveries, and product damage. There have also been problems with expedition costs, such as inconsistent estimates of product weight and dimensions and the imposition of insurance costs. There have been problems with consumer trust, such as concerns about package delivery fraud and distrust of personal data security.

Quantitative descriptive research is the research method, and explanatory research is the nature of the research. Interviews, questionnaires, and documentation studies are the data collection methods. Multiple linear regression with classical assumption testing, namely normality, multicollinearity, and heteroscedasticity, is the analysis method. The population of this study is 300 customers, 171 of whom were selected through simple random sampling, and the validity and reliability were tested on 30 of them.

The conclusion of the simultaneous analysis of the supply chain, shipping costs, and consumer confidence (F-test) has a positive effect on the success rate of $F_{count} 108.488 > F_{table} 2.66$ with sig. $0.000 < 0.05$. Partially (t-test), the supply chain t_{count} is $1.254 < t_{table} 1.65392$ and sig. $0.212 > 0.05$, shipping costs t_{count} $0.662 < t_{table} 1.65392$ and sig. $0.509 > 0.05$, consumer confidence t_{count} $9.381 > t_{table} 1.65392$ and sig. $0.000 < 0.05$. The adjusted R-square coefficient test result of 0.655 means that 65.5% of the supply chain, shipping costs, and consumer confidence affect the success rate at a level of 65.5%, while the remaining 34.5% is other factors that can be explained by other variables.

Keywords: supply chain, shipping costs, and consumer trust