
IMPACT OF MARKETING ON GOODS TRANSPORTATION SERVICES WITH CASE STUDY PT. JASA PRIMA LOGISTIK BULOG

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Abstract

One of the business fields run by the company is engaged in the service business. Both in the form of transportation services, tours and travels, health services, lodging services, laundry services, and freight forwarding services. In general, the delivery of these goods uses air transportation because airplanes are still the fastest means of transportation at this time. The data collection techniques that the author uses in writing this scientific work are Interview and Questionnaire. After the relevant data is collected, then the data is processed. In preparing the discussion of this research report, the author uses descriptive data analysis. Descriptive approach is to collect, classify and compile existing data then analyze the data and then relate it to theories related to the problem. From the responses of the respondents it can be concluded that from 100 respondents more said that the satisfaction of the services provided by PT. Bulog's Prima Logistics Service is Agree, which is 45 people. Although 10 people answered Don't Agree, 45 people who answered Agree have proven that the services provided by the company are right for consumers. From the results of research and analysis conducted on the variables causing the non-fulfillment of the delivery of goods at PT. Excellent Logistics Service. Then, several dominant variables that cause the delivery target not to be achieved can be stated as Product, Promotion, people, Process, and Customer Service

Keyword :

Marketing, Freight Forwading Service

1. INTRODUCTION

In general, every company established aims to get the maximum profit or profit by using various economic resources owned. One of the company's goals is to maintain the company's viability by increasing revenue and sales.

One of the business fields run by the company is engaged in the service business. Both in the form of transportation services, tours and travels, health services, lodging

services, laundry services, and freight forwarding services.

In general, the delivery of these goods uses air transportation because airplanes are still the fastest means of transportation at this time.

The shipping rates charged to consumers vary depending on the distance from the destination city. Prices or tariffs charged to consumers are based on the determination of the price of cargo

services, based on the transportation load per kg and the distance that has been determined

If you pay attention to the number of shipments of goods that have been carried out by the service company, PT. Jasa Prima Logistik Bulog Bekasi has experienced an increase and decrease in the last five years. This can be seen in table 1 below:

Year	Delivery Target	Delivery Realization	Percentage (%)
2014	200.000 kg	145.630 kg	72,82%
2015	200.000 kg	130.760 kg	65,38%
2016	230.000 kg	170.250 kg	74,02%
2017	250.000 kg	160.870 kg	64,34%
2018	250.000 kg	155.420 kg	62,16%

Table 1. Target and Realization of Goods Delivery in Number of Units of Goods (kg) at PT. Excellent Bulog Logistics Services for the 2014-2018 period

Source : PT. Excellent Bulog Logistics Service
From table 1.1 it can be seen that the delivery of goods at PT. Eka Sari Lorena Pekanbaru has fluctuated (up and down).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Marketing

Basically the term marketing includes sales, trade, distribution, and others, which aim to create exchanges from the producer sector to the consumer sector as users of the product.

Marketing is a system of business activities designed to plan, set prices, promote, and distribute goods or services to satisfy the needs and wants of consumers, including consumers. real and potential. (Angipora, 1999: 4)

Marketing is also defined as a human activity that aims to fulfill and satisfy desires through an exchange process (Assauri, 2004: 4).

The purpose of marketing is to understand and understand customers so that products or services can be tailored to customers and sold by themselves (Kotler, 2005: 10).

According to the American Marketing Association, marketers are those who carry out commercial business activities that direct the flow of goods and services from producers to consumers (Fuad et.al, 2001: 120).

According to Keegan, marketing is a process that focuses on talent aimed at taking advantage of global market opportunities (Saladin, 2003: 2).

According to Stanton, Etzel, and Walker, marketing is the entire system of business activities aimed at delivering products that meet needs and achieve the goals and objectives of an organization (Saladin, 2003): 2).

Service

Services are activities, benefits or gratuities offered for sale (Tjiptono, 2001:6).

Services are all activities or benefits offered by a party for sale that are essentially intangible and do not result in any ownership (Kotler and Armstrong, 2003: 8).

Service is any activity or benefit provided by one party to another and is essentially intangible and does not result in the ownership of anything. The manufacturing process may or may not be related to the physical product (Saladin, 2003: 134).

While the definition of service according to Law Number 8 of 1999 concerning consumer protection, specifically services are all services in the form of works or achievements provided to the public for consumer needs. used (Shidarta, 2000: 196)

The characteristics of the quality system of a modern quality system include:

1. Modern customer-oriented quality system
2. Active participation led by top management
3. Everyone's understanding of specific responsibilities for quality
4. Oriented to damage prevention measures
5. Philosophy which considers that quality is a 'way of life' or way of life (Gespersz, 2002: 95)

Service Characteristics and Classification

From several definitions of services, there are four main characteristics of services that distinguish them from goods. These four characteristics include:

1. Intangible or invisible

Products or services cannot be seen, touched, touched, smelled or heard before they are purchased.

2. Inseparable or inseparable

Service operations are inseparable from service buyers, both individuals and organizations, as well as technology hardware.

3. Transform or change

Services vary widely because they are non-standardized outputs, which means there is a great deal of variation in their form, quality, and type, depending on who, when, and where they are produced.

4. Fragile or unstable

Service products are not stored for future use (Tjiptono, 2001:15) To meet consumer needs in using a product or service, better quality is needed so that consumers do not switch to other companies (Lupiyoadi, 2001:72).)

Service Marketing Strategy

Marketing strategy describes the direction of the business in accordance with the chosen environment and is a guide for allocating organizational resources and efforts. Marketing strategy is a game plan that outlines the goals to be achieved by the business unit.

According to experts, the definition of marketing strategy is as follows: A marketing strategy is a consistent and applicable set of principles that a company uses to reach its target market which is affected in the long run under various circumstances. certain competition (Assauri, 2004:198).

According to Hamel and Prahalad, marketing tactics are incremental (always incremental) and continuous actions, and are carried out according to the perspective of what customers need in the future (Umar, 2002: 57).).

Strategy is a very useful framework for guiding a company's thinking and actions. Every organization, whether profit-oriented or not, has tactics to achieve its goals (Kartajaya, 2003:103).

Factors Affecting Service Marketing

The factors that influence the success or failure of a company in marketing its services can be seen from two factors, namely:

1. Internal factor is a factor that can be controlled by the company because it comes from within the company environment.

2. External factor is a factor that is influenced by the environment outside the company such as demographics, economic

conditions, social, political, competition and so on. For these external factors, the company can only make adjustments when changes occur.

W. Lazer E. J. Kelly mentions that there are three factors needed to implement service marketing (Yoeti, 1999: 6), namely:

1. Production Instrument

To provide convenience to service users, products are sold in packages by providing integrated services.

2. Distribution Instrument

To meet the needs of service users, they deal directly with companies that sell these services, but only buy through intermediaries.

3. Promotional Instruments

In order for consumer promotions to get complete and accurate information about the products or services to be sold, it is necessary to have promotional materials, such as brochures, posters and others. For service companies, in addition to obtaining the maximum profit, creating and adding value to the customer is the main goal.

Marketing Mix Services

The marketing mix is a combination of several variables that are used as a means by the company to meet the needs or serve the needs and desires of consumers.

Marketing mix is a combination of variables or activities that are the core of the marketing system that can be controlled and used by companies to influence the reactions of buyers or consumers (Assauri, 2004: 198)

Furthermore, the elements of the service marketing mix consist of seven things, namely:

1.Product: what kind of service do you want to offer.

2.Price: what is the pricing strategy?

3.Promotion (Promotion): how the promotion should be done.

4. Place: how the service delivery system will be implemented.

5. People: the type of quality and quantity of people who will be involved in providing services.

6. Process (Process): how the process in the operation of the service.

7. Consumer Service (Customer Service): what level of service will be provided to consumers (Lupiyoadi, 2006: 70)

Each of the elements above will be discussed one by one.

Competition

Competition is one of the factors from outside the company that affects the marketing of products or services

Competition is a condition that arises in the market when there are a number of the same products or services. While competitors are companies that satisfy the same customer needs (Kotler, 2003: 279)

Customer Satisfaction

The word satisfaction comes from the Latin static, which means quite good or factio (doing or making). So that it can simply be interpreted as "Efforts to Fulfill Something".

Customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between the experience of the performance of a product and his expectations (Rangkuti, 2004: 23). Satisfaction is the fulfillment response from consumers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less (Irawan, 2002: 3)

Transport Services

In companies engaged in the delivery of goods, the means of transportation or transportation services are very important in the smooth running of the company's business

According to Abbas Salim, transportation is the basis for transportation development and community development as well as industrialization growth. With transportation, there is specialization or division of work according to expertise according to the culture, customs, and culture of a nation or region (Salim, 2006: 6)

Hypothesis

Based on the above problems and supported by theoretical descriptions, the authors put forward a hypothesis, namely: "It is suspected that the factors that caused the non-achievement of the target for delivery of goods at PT. Bulog's Prima Logistics Services are caused by product, price, place, promotion, people, process and customer service."

3. METHOD

Data collection technique

The data collection techniques that the author uses in writing this scientific work are:

1. Interview

In particular, direct contact with source employees, in this case the author met directly with the leadership and employees of the company in this study.

2. Questionnaire

Is a technique that is done by using a list of questions first and then sent to the respondent

Population and Sample

The population in this study were all consumers or customers of PT. Excellent Logistics Service. For research purposes, the authors took samples based on the number of customers of PT. Bulog's Prima Logistics Service in 2018 totaled 1,750 people. Due to time and budget constraints, we sampled 100 consumers.

The sampling method used is random sampling, namely taking samples from consumers or customers who are submitting or have submitted goods to PT. Excellent Logistics Service. The sample calculation is based on the Slovin formula (Umar, 2003: 146).

Data Analysis

After the relevant data is collected, then the data is processed. In preparing the discussion of this research report, the author uses descriptive data analysis. Descriptive approach is to collect, classify and compile existing data then analyze the data and then relate it to theories related to the problem.

4. RESULT AND DISCUSSION

Product

Products and services are important because they are the first things consumers look for or need. Likewise for service sector companies, especially PT. Jasa Prima Logistik Bulog is a company that produces products and services that customers need.

PT. Jasa Prima Logistik Bulog Pekanbaru Branch is a trader, entrepreneur, government and private

sector, and other consumers who want to send goods to where they need to arrive safely and on time.

From the results of a survey conducted by the author on behalf of the respondent regarding the merchandise sent. Bulog's Prima Logistics service arrived at the scheduled time, as shown in the following table.

Jasa Prima Logistik Bulog always arrived safely to its destination, so 15 respondents strongly agreed, 28 agreed, 21 suspected, 12 disagreed, and 24 strongly disagreed. From the respondents' answers above, it can be concluded that from the additional 100 respondents, the goods were sent by PT. Bulog's Prima Logistics service has successfully arrived at its destination with the approval of 28 people. Twelve respondents stated that they did not agree, as evidenced by the goods sent by PT, but 28 respondents agreed.

. Bulog's superior logistics service is responsible for the replacements shown in the following table.

Table 2. Respondents Response If There Is Loss and Damage to Goods Sent by PT. Jasa Prima Logistics Bulog is responsible for replacing it.

No	Description	Total Responden	Percentage (%)
1	Strongly Agree	35	35
2	Agree	60	60
3	Ragu-ragu	5	5
4	Don't Agree	-	-
5	Strongly Disagree	-	-
Total		100	100

Source: Processed data

Based on the data in Table 2 above, the respondent's solution in the event of loss or damage to goods sent by PT. Jasa Prima Logistik Bulog is responsible for the replacement, so it can be explained that the respondents who answered strongly agreed were 35 people, agreed 60 people, hesitated 5 people, and no one answered disagreed and strongly disagreed with the idea.

Price

Price is one of the elements of marketing that can determine the best goods to sell to consumers. Pricing or tariffs will affect the supply and demand for products offered by the company.

Fees set by PT. Bulog's leading logistics services are:

Table 3. Freight Forwarding Rates Determined by PT. Bulog Logistics Prima Services Based on Destination City According to Unit Price (kg)

No	Kota Tujuan	Tarif		
		Dokumen	Paket	Kargo
		1	2-99	≥ 100
1	Ambarawa	18.000	9.100	8.600
2	Bandar	12.000	6.300	5.800
3	Bandung	16.000	8.400	7.900
4	Bengkulu	26.000	13.400	12.900
5	Cilacap	17.000	8.600	8.100
6	Cilegon	16.000	8.100	7.600
7	Cibubur	15.000	8.300	7.800
8	Denpasar	19.000	9.600	9.100
9	Demak	18.000	9.100	8.600
10	Dumai	11.000	5.600	5.100
11	Duri	11.000	5.600	5.100
12	Garut	17.000	8.700	8.200
13	Gresik	18.000	9.200	8.700
14	Jakarta	16.000	8.000	7.500
15	Jambi	11.000	5.600	5.100
16	Jepara	18.000	9.100	8.600
17	Karawang	16.000	8.400	7.900
18	Kisaran	12.000	6.100	5.600
19	Kediri	18.000	9.100	8.600
20	Losari	16.000	8.300	7.800
21	Lubuk	12.000	6.200	5.700
22	Magelang	18.000	9.000	8.500
23	Padang	11.000	5.500	5.000
24	Palembang	11.000	5.900	5.400
25	Yogyakarta	17.000	8.800	8.300
26	Pekanbaru	10.000	5.100	4.600
27	Surabaya	18.000	9.000	8.500
28	Semarang	18.000	9.000	8.500
29	Tegal	17.000	8.600	8.100
30	Wonogiri	18.000	9.000	8.500

Source : PT. Excellent Service Logistics Bulog Pekanbaru

From the results of research that the authors did to respondents on the rates set by PT. Bulog's Prima Logistics Services are very appropriate to be given to consumers, which can be seen in the following table:

Respondents' response to the price set by PT. The Bulog Logistics Prima service is very suitable to be given to consumers, so it can be explained that the respondents who answered strongly

agreed were 25 people, agreed 16 people, hesitated 18 people, disagreed 30 people, while respondents strongly disagreed 11 people.

Judging from the responses of the respondents above, it can be concluded that from the addition of 100 respondents the tariffs set by PT. Bulog's Prima Logistics service is very suitable to provide consumer dissenting, namely up to 30 people who have proven that the rates charged are not in accordance with the wishes of consumers

Furthermore, to find out the respondent's response to transportation fares when compared to similar shipping companies, the rates are set by PT. Bulog's Prima Logistics services compete in a healthy manner, as shown in the following table:

Table 4. Respondents' Responses About Freight Forwarding Rates When Compared to Similar Companies, the Prices Set by PT. Excellent Logistics Services of Bulog Compete Fairly.

No	Description	Total	Percentage
1	Strongly Agree	20	20
2	Agree	4	4
3	Ragu-ragu	24	24
4	Don't Agree	40	40
5	Strongly	12	12
Total		100	100

Source: Processed data

Based on the data in Table 4 above From the description above, it can be concluded that from more than 100 respondents that transportation fares when compared to similar companies, the price is set by PT. Jasa Prima Logistik Bulog Express competed fairly and did not agree, which was up to 40 people. Although only 4 respondents agreed, 40 respondents did not agree, which proves that the price offered is not in accordance with the wishes of consumers.

Place

Furthermore, to find out respondents' responses to information on the existence of PT. Bulog's Prima Logistics service is very easy to get, as shown in the following table:

Table 5. Respondents Response Regarding Information on the Existence of PT. Excellent Bulog Logistics Services are obtained very easily

No	Description	Total Responden	Percentage (%)
1	Strongly	20	20
2	Agree	16	16
3	Ragu-ragu	15	15
4	Don't Agree	44	44
5	Strongly	5	5
Total		100	100

Source: Processed data

Based on the data in table 4.3.5above regarding respondents' responses to information about the existence of PT. The service obtained by Prima Logistik Bulog is very easy, it can be explained that the respondents who answered Strongly Agree were 20 people, Agree 16 people, doubtful 15 people, Don't Agree 44 people, while the others answered Strongly Disagree as many as 5 people.

Furthermore, to find out the location or location of PT. Bulog's Prima Logistics Service can be seen in the following table:

Table 6. Respondents' Responses About the Location or Place of PT. Excellent Bulog Logistics Service

No	Description	Total Responden	Percentage (%)
1	Strongly Agree	25	25
2	Agree	-	-
3	Ragu-ragu	20	20
4	Don't Agree	40	40
5	Strongly Disagree	15	15
Total		100	100

Source: Processed data

Based on table 6 above, respondents' responses about the location or location of PT. Jasa Prima Logistik Bulog, it can be explained that the respondents who answered Strongly Agree were 25 people, none of them agreed, 20 people were in doubt, 40 people didn't agree while 15 people strongly disagreed.

From the description above, it can be concluded that from more than 100 respondents indicated the location or location of PT. Prima Logistics Services Bulog Don't Agree up to 40 people. Although 25 respondents Strongly Agree, this proves that the location or location of PT. Bulog's Prima Logistics service has

not been effective in reaching all its customers.

Promotion

Promotion is the most important part in marketing a product or service. To be more successful in marketing, companies must pay attention to promotional policies with the aim of informing consumers or potential customers about the services that the company produces and can be obtained anywhere.

The promotion method carried out by the company is by distributing promotional materials to the public about the products or services offered by the company, about prices, information about the company's existence, etc.

Other ways that the company is taking are:

1. Advertising (advertisement)
2. Private sale
3. Promotion
4. Public Relations (Humas)
5. Word of mouth

From the results of research that the authors did with respondents regarding a wider promotion at PT. Bulog's Prima Logistics Service can be seen in the following table:

Table 7. Respondents' Responses to a Wider Promotion at PT. Excellent Bulog Logistics Service

No	Desc ripti	Total Responden	Percentage (%)
1	Strongly Agree	25	25
2	Agree	36	36
3	Ragu-ragu	20	20
4	Don't Agree	19	19
5	Strongly Disagree	-	-
Total		100	100

Source: Processed data

From the responses of the respondents above, it can be concluded that an additional 100 respondents thought that promotion at PT. Jasa Prima Logistik Bulog Agree, namely 36 people. Although respondents Don't Agree with these 19, they show that PT. Bulog Logistics Prima Services must carry out wider promotions in the future

Furthermore, to find out the respondents' responses to the promotions carried out by PT. Bulog's Prima Logistics service is intended for consumers, as shown in the following table:

Table 8. Respondents' Responses Regarding Promotions Conducted by PT. Bulog Logistics Prima Services Are Right on Target for Consumers

No	Description	Total Responden	Percentage (%)
1	Strongly Agree	15	15
2	Agree	35	35
3	Ragu-ragu	25	25
4	Don't Agree	20	20
5	Strongly Disagree	5	5
Total		100	100

Source: Processed data

Based on the data in Table 8 above, from the responses of the respondents above, it can be concluded that out of 100 respondents, an additional 100 people believed that the promotion program was carried out by PT. Bulog's Prima Logistik services to consumers are on the right track, which is to approve up to 35 people. Although 5 respondents Don't Agree, with 35 respondents Agree, this proves that the promotional program carried out by PT. Bulog's Prima Logistics Service targets the right consumers.

People

People who act as service providers will affect the quality of services provided. To achieve the best quality, employees must be trained to realize the importance of their work, namely providing customer satisfaction in meeting their needs.

From the results of research that the authors have done to respondents about politeness, friendliness and concern for employees of PT. Bulog's Prima Logistics Service can be seen in the following table:

Table 9. Respondents' Responses Regarding Politeness, Friendliness, and Attention of Employees of PT. Bulog's Excellent Logistics Service in Dealing with Consumers is Good

No	Descriptionnn	Total Responden	Percentage (%)
1	Strongly Agree	25	25
2	Agree	32	32
3	Ragu-ragu	27	27
4	Don't Agree	12	12
5	Strongly Disagree	4	4
Total		100	100

Source: Processed data

From the responses of the respondents above, it can be concluded that out of 100 respondents, an additional 100 considered the courtesy, friendliness and attention of the staff of PT. Bulog's Prima Logistics service in dealing with consumers is very good, up to 32 people agree. Although only 4 respondents stated Strongly Disagree, with 32 respondents who Agree, this proves that the politeness, friendliness and concern of officers in dealing with consumers are in line with expectations. consumer desires.

Furthermore, to find out respondents' responses to staff cooperation in solving customer problems, it can be seen in the following table:

Table 10. Respondents' Responses Regarding Employee Cooperation In Resolving Customer Problems

No	Description	Total Responden	Percentage (%)
1	Strongly Agree	15	15
2	Agree	40	40
3	Ragu-ragu	30	30
4	Don't Agree	12	12
5	Strongly Disagree	3	3
Total		100	100

Source: Processed data

Regarding the respondents' responses to staff cooperation in solving customer problems, it can be explained that there are 15 Strongly Agree respondents, 40 Agree respondents, 30 doubtful respondents, 12 Don't Agree respondents, while Strongly Agree respondents. Don't Agree 3 people.

From the description above, it can be concluded that from 1 00 respondents, 40 people are more of the opinion that employee cooperation in solving customer problems has been agreed upon by 40 people. This proves that the cooperation of employees in solving customer problems is in accordance with the wishes of consumers.

In addition, to find out respondents' responses to whether the communication style used by employees and consumers is good, it can be seen in the following table:

Table 11. Respondents' responses to whether the communication applied by employees to consumers is good

No	Description	Total Responden	Percentage (%)
1	Strongly	20	20
2	Agree	43	43
3	Ragu-ragu	27	27
4	Don't Agree	10	10
5	Strongly	-	-
Total		100	100

Source: Processed data

From the responses of the respondents above, it can be concluded that of the 100 respondents who think that the way employees communicate with consumers is good, 43 people agree. This proves that the way employees communicate with consumers is correct.

Process

A process is a combination of all activities, usually including procedures, work schedules, mechanisms, activities, and routines, by which services are produced and delivered to consumers.

Customer Service

Effective customer service is a major benefit that companies can offer to consumers in order to establish good cooperative relationships in competition with other companies. And we must know that companies engaged in services are determined by whether or not the company is serving consumers.

Delivery services offered by the company to consumers are:

1. Delivery of goods using land transportation, consisting of:
 - a. Regular Express
 - b. Trucking Express
 - c. Vehicle Express
 - d. Cargo Economy
2. Delivery of goods using air transportation, consisting of:
 - a. Same Day Service
 - b. Overnight Service
 - c. Regular Service Premium

From the results of research that the authors did to respondents regarding the satisfaction of services provided by PT. Bulog's Prima Logistics Services can be seen in the following table:

Table 12. Respondents Response Regarding Service Satisfaction Provided By PT. Excellent Bulog Logistics Service

No	Description	Total Responden	Percentage (%)
1	Strongly Agree	25	20
2	Agree	45	45
3	Ragu-ragu	20	20
4	Don't Agree	10	10
5	Strongly Disagree	-	-
Total		10	10

Source: Processed data

From the responses of the respondents above, it can be concluded that from 100 respondents more said that the satisfaction of the services provided by PT. Bulog's Prima Logistics Service is Agree, which is 45 people. Although 10 people answered Don't Agree, 45 people who answered Agree have proven that the services provided by the company are right for consumers.

5. CONCLUSION

From the results of research and analysis conducted on the variables causing the non-fulfillment of the delivery of goods at PT. Excellent Logistics Service. Then, several dominant variables that cause the delivery target not to be achieved can be stated as follows:

1. Product

Based on the results of the study, it was explained that the product caused the delivery target not to be achieved at PT. Prima Logistics Bulog Express with a tariff of 30% obtained from respondents' responses about the product.

2. Promotion

Based on the results of the study, it was explained that promotion made the distribution of goods unsatisfactory at PT. Bulog Express's Prima Logistics Service with a rate of 37% was obtained from respondents' responses to the promotion.

3 People

Based on the results of the study, it was explained that humans caused the delivery target not to be achieved at PT. Service Prima Logistik Bulog Express with a rate of 38.3% was obtained from respondents' responses to the community.

4. Process

Based on the research results, it is explained that this process causes the delivery

target not to be achieved at PT. Prima Logistics Bulog Express with a rate of 33.6% obtained from respondents' responses to the process

5. Customer Service

Based on the results of the study, it was explained that customer service caused the delivery target not to be achieved at PT. Bulog Express's Prima Logistics Service with a 36.3% rate was obtained from customer service respondents' feedback.

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