



Marketing Strategy to Improve Export Services of PT. Varuna Tirta Prakasya (Persero) in National Market Competition

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ABSTRACT

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PT. Varuna Tirta Prakasya (Persero) is one of the SOEs engaged in logistics and is experienced and trusted, where this company serves export and import services. In the process of improving the Indonesian economy, one thing that needs to be considered is the increase in state income. For this reason, state revenues are related to the export process carried out by PT. Varuna Tirta Prakasya (Persero). However, in the national market competition, the marketing process of PT. Varuna Tirta Prakasya (Persero) has not been so good. Therefore, in this study, we analyzed and recommended suitable marketing strategies so that PT. Varuna Tirta Prakasya (Persero) can compete in the national market and can help increase state income through exports.

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1. INTRODUCTION

PT. Varuna Tirta Prakasya (Persero) is one of the State-Owned Enterprises (BUMN) which has existed since May 7, 1947. This company has been established for 74 years in the logistics field, which is experienced and trusted to date. At this time, Indonesia is experiencing an economic crisis that has damaged the joints of the economy, it is necessary to improve the economy to increase state income. In this process of economic improvement, the government seeks to increase state revenues through the foreign sector by increasing export power. This is expected to generate greater foreign exchange, which will directly improve the international trade process.

Meanwhile, efforts to increase foreign-scale trade, such as in the non-oil and gas sector, are one of the steps that need to be taken to improve national income which is in

a state of deficit. Efforts to increase the number of non-oil and gas exports require the participation of Government institutions or State-Owned Enterprises (BUMN) which are state-owned companies in supporting efforts to increase non-oil and gas exports. In addition, what is needed is to expedite the export process, in which the participation of SOEs helps to facilitate the export-import process through export services. This Export/Import service will assist in representing the delivery process of the owner of the goods (Shipper/Exporter) or representing the process of receiving goods needed for the implementation of the process of sending goods in the form of exports or imports either by sea, land or air.

So that in carrying out these export activities, exporters do not carry out all the tasks that are their obligations because some of these tasks have been submitted to export services or better known as Forwaders. The smoothness of exports carried out by export services can be seen through the recorded export volume. The results of preliminary observations at PT Varuna Tirta Prakarsya (Persero) show that the problem that occurs in increasing the volume of exports achieved is the time for document completion. Based on this explanation, the analysis of the effect of document completion time on export volume at PT Varuna Tirta Prakarsya (Persero) is very appropriate so that these export services can find out marketing strategies in increasing export services in national market competition.

2. RESEARCH METHOD

2.1 Framework of thinking

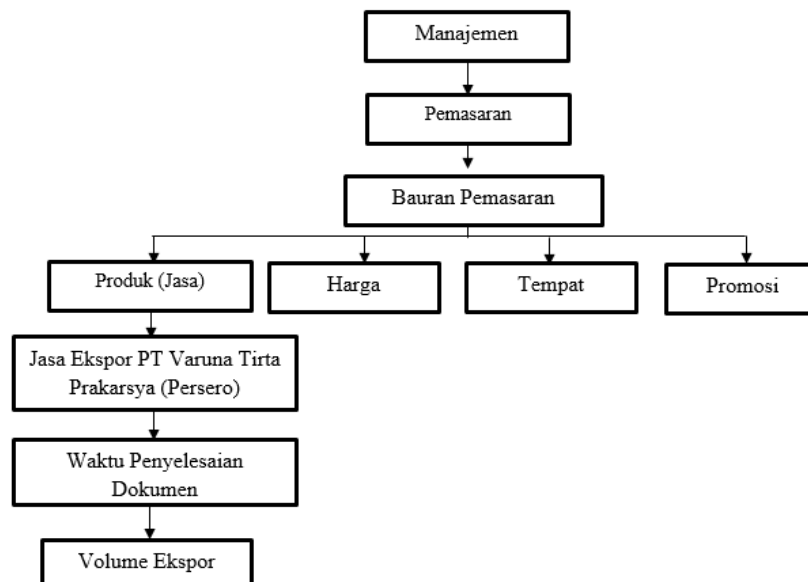


Figure 1. Thinking Framework

2.2 Hypothesis

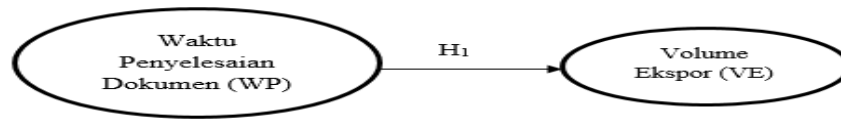


Figure 2. Hypothesis

Based on Figure 2, the hypothesis (H1) in this study can be formulated as H1 = Document completion time (WP) has a positive effect on export volume (VE).

2.3 Troubleshooting Method

a. Problem Solving Approach

This research was conducted with a quantitative approach with a total sampling method. Total sampling is sampling where the number of samples is equal to the total population (Santana & Istiana, 2019).

b. Research Time and Place

This research was conducted at the Regional Operations Division IIPT Varuna Tirta Prakarsya (Persero) from 15 April 2021 to 15 May 2022.

c. Population and Sample

In this study using a total sampling technique. Total sampling is all employees of Regional Operational Division IIPT Varuna Tirta Prakarsya (Persero) totaled 26 people.

d. Variable

The variables of this research are the time of document completion (X) and the volume of exports achieved (Y).

Table 1. Variable Operational Definition

Variable	Definition	Indicator
Independent Variable		
Document Completion Time (WP)	Document completion time is the length of time used to reduce, prevent or eliminate administrative sanctions for violations related to the applicable procedure system (Widyawati, and Rifa, 2018).	Minutes management time ship schedule Online system
Dependent Variable		
Export Volume achieved (VE)	Export volume is the quantity of goods transported by PT Varuna Tirta Prakarsya (Persero)	Achieving export volume target Earn profit Supporting company growth

3. RESULTS AND DISCUSSION

3.1 Research result

This study uses a quantitative approach using the total sampling method. The total sampling is all employees of the Regional Operations Division II PT Varuna Tirta Prakarsya (Persero) totaling 26 people.

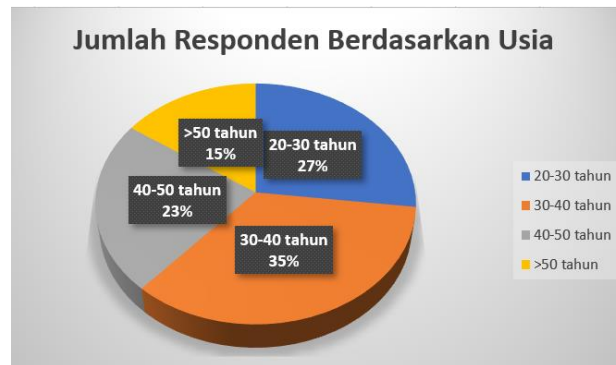


Figure 3. Number of Respondents by Age

Based on Figure 3, it is known that the highest number of respondents based on their age is 20-30 years, which amounts to 27% of all respondents.

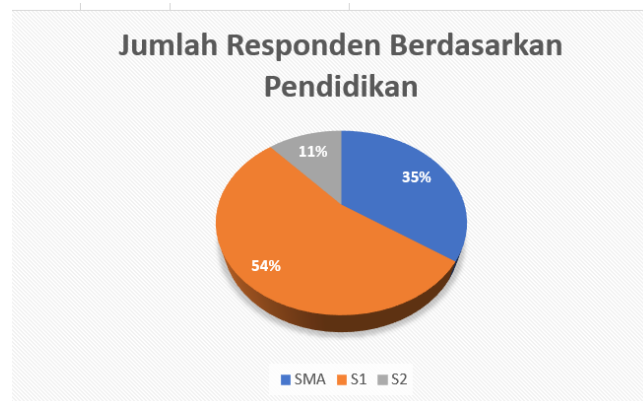


Figure 4. Number of Respondents Based on Education

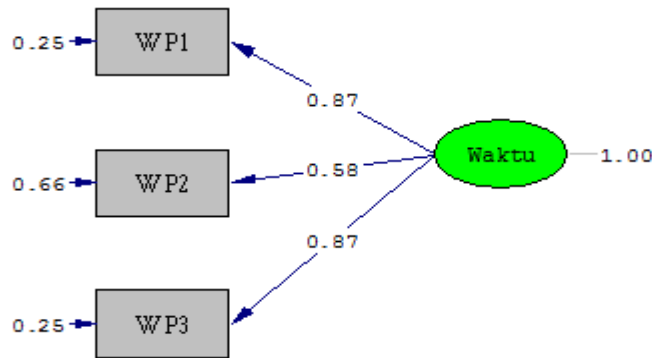
From Figure 4, it is explained that the highest number of respondents based on education is respondents with an undergraduate education as much as 54%.

a. Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is carried out by analyzing the initial measurement model with a reliability validation test of all indicators forming the latent construct (Nurfaizin, 2019).

b. CFA Model Analysis of Document Completion Time Variables

The first CFA analysis was carried out on the document completion time (WP) variable. The following are the results of the analysis using the Lisrel 8.80 program.



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Source:Lisrel Processed 8.80 (2022)

Figure 5.WP . Variable CFA Analysis

The results of the validation and reliability tests on the WP variable are presented in Table 3 below.

Table 3.WP . Validation Test and Variable Reliability Test

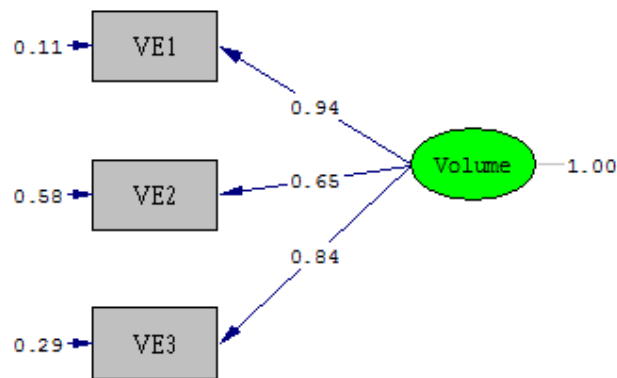
Indicator	λ	2	e	Note.
WP1	0.87	0.76	0.25	Valid
WP2	0.58	0.34	0.66	Valid
WP3	0.87	0.76	0.25	Valid
Amount	2.32	1.85	1.16	Valid
CR		0.82		Reliable
AVE		0.61		

Source:Lisrel Processed 8.80 (2022)

From Table 3 above, it can be seen that all indicators on the 3 variables of document completion time (WP) are valid and reliable. This is because the 3 loading factors (λ) have a value of more than 0.50. In addition, all variables have a value of CR (Construct Reliability) > 0.70 and AVE (Average Variance Extracted) > 0.40 .

c. CFA Model Analysis of Export Volume Variables

The next CFA analysis is CFA analysis on the export volume variable (VE). The following is the CFA analysis of the VE variable using the Lisrel 8.80 program.



Chi-Square=0.00, df=0, P-value=1.00000, RMSEA=0.000

Figure 6.VE . Variable CFA Analysis

The results of the validation and reliability tests on the VE variable are presented in Table 4 below.

Table 4.Validation Test and VE . Variable Reliability Test

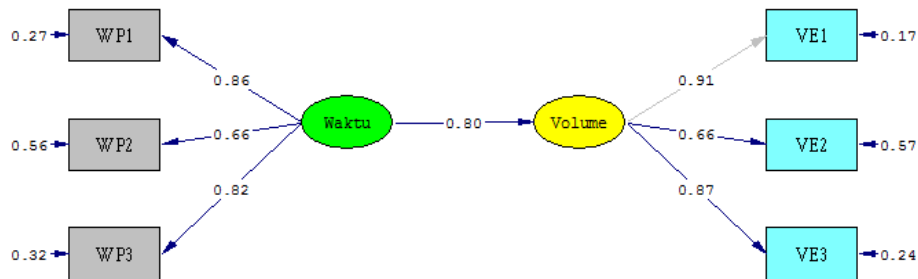
Indicator	□	2	e	Note.
VE1	0.94	0.88	0.11	Valid
VE2	0.65	0.42	0.58	Valid
VE3	0.84	0.71	0.29	Valid
Amount	2.43	2.01	0.98	Valid
CR		0.86		Reliable
AVE		0.67		

Source:Lisrel Processed 8.80 (2022)

From Table 4 above, it can be seen that all indicators in the 3 export volume variables have values > 0.50 and CR values > 0.70 and AVE > 0.40 , so it can be concluded that all variables are valid and reliable.

3.2 Initial Model Analysis

After analyzing the CFA model on all variables, it was found that all indicators had been declared valid and reliable, the next step was to analyze the entire model. The following are the results of the analysis of the entire model using Lisrel 8.80.



Chi-Square=11.07, df=8, P-value=0.19798, RMSEA=0.124

Figure 7. Early Model

a. Validation Test and Reliability Test

The results of the validation test and reliability test on the initial model can be seen in the table below.

Table 5. Validation Test and Reliability Test on Initial Model

Variable	Indicator	α	λ	e	CR	AVE	Information
Document Completion Time (WP)	WP1	0.86	0.74	0.27	0.83	0.62	Valid and Reliable
	WP2	0.66	0.44	0.56			
	WP3	0.82	0.67	0.32			
Export Volume (VE)	VE1	0.91	0.83	0.17	0.86	0.67	Valid and Reliable
	VE2	0.66	0.44	0.57			
	VE3	0.87	0.76	0.24			

Source: Lisrel Processed 8.80 (2022)

Based on Table 5, all indicators in this study have been declared valid and reliable because they have values > 0.50 and CR values > 0.70 and AVE > 0.40 .

b. GOF

Table 6. Early Model GOF

No	Criteria	Limit Value	Results	Conclusion
1	X2 chi square, P-Value	p 0.05	0.2	Fit
2	RMR	0.10	0.019	Fit
3	SRMR	0.08	0.067	Fit
4	RMSEA	0.08	0.12	Unwell
5	GFI	> 0.90	0.87	Unwell
6	AGFI	> 0.90	0.66	Unwell
7	NFI	> 0.90	0.9	Unwell
8	IFI	> 0.90	0.96	Fit
9	CFI	> 0.90	0.96	Fit
10	PNFI	> 0.90	0.48	Unwell
11	PGFI	> 0.90	0.33	Unwell
12	AIC	expected small	37.07	Fit

Source: Lisrel Processed 8.80 (2022)

Based on Table 6, it can be seen that only 6 of the 12 criteria are declared fit, but the RMSEA criteria which are more widely used for model fit are still valuable.0.12 so that it is not in accordance with the limit value of RMSEA of 0.08. Therefore, the model in this study requires modification.

3.3 Final Model Analysis After Modification

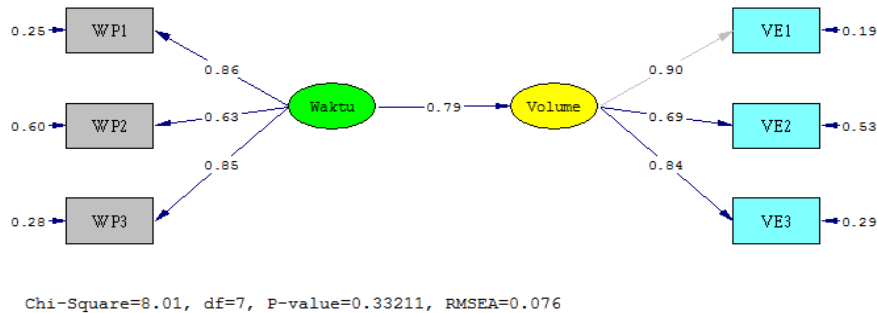


Figure 8.Final Model After Modification

a. Validation Test and Reliability Test

The results of the validation test and reliability test on the final model after modification can be seen in Table 7.

Table 7.Validation Test and Reliability Test on Initial Model

Variable	Indicator	□	2	E	CR	AVE	Information
WP	WP1	0.86	0.74	0.27	0.83	0.62	Valid and Reliable
	WP2	0.66	0.44	0.56			Valid and Reliable
	WP3	0.82	0.67	0.32			Valid and Reliable
VE	VE1	0.91	0.83	0.17	0.86	0.67	Valid and Reliable
	VE2	0.66	0.44	0.57			Valid and Reliable
	VE3	0.87	0.76	0.24			Valid and Reliable

Source:Lisrel Processed 8.80 (2022)

From Table 7 it can be seen that all indicators in this study have values > 0.50 and CR values > 0.70 and AVE > 0.40 so that all indicators after modification are valid and reliable.

b. GOF

Table 8.GOF Final Model After Modification

No	Criteria	Limit Value	Results	Conclusion
1	X2 chi square, P-Value	p 0.05	0.33	Fit
2	RMR	0.10	0.016	Fit
3	SRMR	0.08	0.058	Fit
4	RMSEA	0.08	0.076	Fit
5	GFI	> 0.90	0.9	Unwell
6	AGFI	> 0.90	0.71	Unwell
7	NFI	> 0.90	0.93	Fit
8	IFI	> 0.90	0.98	Fit
9	CFI	> 0.90	0.98	Fit

10	PNFI	> 0.90	0.43	Unwell
11	PGFI	> 0.90	0.3	Unwell
12	AIC	expected small	36.01	Fit

Source:Lisrel Processed 8.80 (2022)

In Table 8 it can be seen that 8 of the 12 criteria have met the requirements, especially the RMSEA criteria which have a value of 0.08 is 0.076. Therefore, the final model after being modified can be declared to be fit (good).

3.4 Hypothesis testing

Figure 9 shows the results of T-values and estimates used to test the hypothesis in this study and Figure 10 presents the estimates in this study.

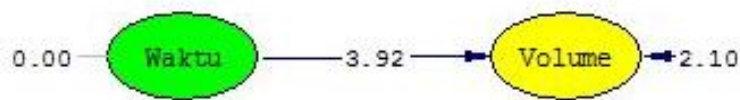
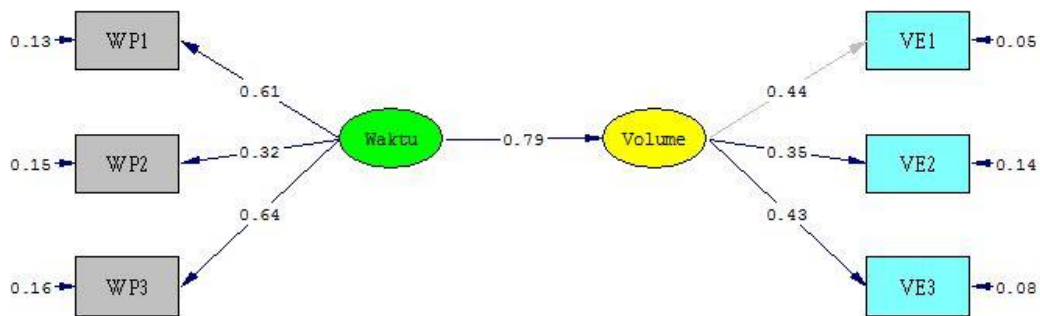


Figure 9.T-value



Chi-Square=8.01, df=7, P-value=0.33211, RMSEA=0.076

Figure 10.Estimate

Based on Figure 9 and Figure 10, it can be seen that the t-value is 3.92 and the estimate is 0.79, where the t-value is greater than 1.96. This means that Hypothesis 1 regarding the effect of document completion time on export volume is significant.

3.5 Discussion

From the test results above, it is found that the document completion time (WP) has a positive effect on the export volume (VE) with a t-value of 3.92. This means that the faster the document completion time, the higher the export volume that can be carried out by PT Varuna Tirta Prakarsya (Persero). PT Varuna Tirta Prakarsya must increase the speed in completing the minutes, the accuracy of the ship schedule and the effectiveness of the online system in order to achieve the export volume target, increase company profits, and the growth of PT Varuna Tirta Prakarsya (Persero).

When the document is completed quickly, the exporter will receive payments from the importer more quickly and expenses can be kept as low as possible. If the document completion time is longer, the warehouse rental costs and container stacking costs will be lower so that the export volume will increase.

4. CONCLUSIONS

Based on the research results, the conclusions from this study are as follows, Document completion time (WP) has a positive effect on export volume (VE) with a t-value of 3.92 so that the faster the completion of documents, the higher the export volume achieved by PT Varuna Tirta Prakarsya (Persero). The right marketing strategy implemented by PT Varuna Tirta Prakarsya (Persero), namely in terms of products/services offered by speeding up the time for document completion so that PT Varuna Tirta Prakarsya (Persero) can compete in the National Market.

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