


Bill Payment And Package Delivery Procedure At The Company Pt Pos Indonesia Cikutra Branch Office

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Article Info	ABSTRAK
Keywords: Prosedur, Prosedur Bill Payment, Package Delivery	This research aims to determine the Bill Payment and Package Delivery Procedure at the PT Pos Indonesia Company, Cikutra Branch Office. The research method used is a qualitative method with a descriptive approach, data collection techniques using interviews, observation and literature review which have close relevance to the procedure. From the research results, it is clear that the online system at PT POS Indonesia Cikutra Branch Office will only start in 2021 with the release of Pospay and PosAja PT Pos Indonesia, which currently still have a period of development. PT Pos Indonesia's Pospay and Pos Aja applications are not fully running perfectly, so there are still many people who use them offline, namely visiting the nearest post office for reasons of limited ability and knowledge in using the Pospay application. Most people, especially those who are elderly, prefer to visit the post office to send packages because the PosAja application cannot make deliveries outside the city with a maximum weight that cannot exceed 5 kg. The problem encountered is that the server often experiences downtime in the Pospay application, causing long queues and taking a long time to complete. The advice that the author can give is to upgrade offline and online service procedures for bill payments and package delivery as well as routinely and periodically upgrade the service system on the Pospay and PosAja applications so that it is hoped that the application developers from PT Pos Indonesia can continue to demonstrate their abilities so that the application is successful. now it can be continuously updated for the sake of a digital era that is practical and easy.
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INTRODUCTION

In an increasingly advanced era, where the development of science and Information and Communication Technology (ICT) is running and developing very quickly. (Tekege et al., 2017) The application of ICT is inevitable and has become a necessity, especially in supporting various daily activities, within the government, private sector and society in general. (Sunuantari et al., 2015) As the front guard in providing services regarding the distribution of goods or products in Bandung City, especially the Cikura Branch, PT Pos Indonesia Cikutra Branch Office must of course always update and be able to adapt to

developments in ICT which at any time are able to present various findings to become various ICT devices that can answer needs of the wider community. (Rahman, 2021)

The public definitely really needs it in terms of practicality, but not all people know the Bill Payment and Package Delivery Procedure in an application in this modern era, the aim of its presence is to provide convenience. (Anggreini & Priyojadmiko, 2022) We can imagine 10 - 15 years ago when all activities were carried out face to face with crowded queues and a lot of time wasted, but this habit is now starting to be abandoned because in this technological era all activities can be carried out practically, saving time, energy and also costs. (Wijaya, 2023) The development of digital technology itself affects all areas of human life and its impact on human behavior and lifestyle is very serious. What was initially difficult suddenly became easy. As society's need for speed and convenience increases, companies are born that provide technical youth in the financial sector. (Pratama & Nugroho, 2023)

Bill Payment is a means of paying bills made every month by corporate bodies and individuals. In business ventures run either by individuals or by institutions or organizations there will always be involvement in bill payments. (Yanti & Ridayanti, 2022) Because bill payments relate to payments made by third parties to the company. (Elsanti, 2017) Meanwhile, Package Delivery is an offer from a packaging and package delivery service company from individuals, organizations or companies to consumers or the public who need services in sending packages so that they can be delivered to their destination. (Dianti, 2017) Package Delivery can be done using certain expedition services by ordering using the application, then the expedition courier will pick up and take the package to be sent to the destination. (Mahmudah, 2018)

In this case, PT Pos Indonesia (Post Office) opens an application service called POSPAY Bill Payment to individuals, organizations and companies who need its application services to carry out bill payment transactions. (UMAR, 2021) The Package Delivery service offered by PT Pos Indonesia is accepting courier service orders via the POSPAY PosAja application for sending packages and documents via land, sea and air for both domestic and international purposes and of course a reliable domestic network. (Oktabriyanti et al., 2021) The post office guarantees speed of delivery to all regions of Indonesia because the post office operates on weekdays and holidays. (Syahputri, S. G. W., Maniah, Choldun, 2017)

Bill Payment and Package Delivery at the Post Office has service features as required, namely Bill Payment on the POSPAY application, including for payment of bills such as PBB bills, landline telephone (Telkom), electricity (PLN), water (PDAM), subscription TV, Finance, and Transfer Money to fellow POSPAY users or Transfer to Bank. For Package Delivery in the PosAja service, the services provided are Instant Post plus, Sameday Post, next day, regular, jumbo and economy, of course the POSPAY application will continue to be developed to meet the needs and expectations of the community. (M. Firdaus Nurul Ilham & Muzakir, 2022)

The author really appreciates the process of developing package delivery using drones developed by Amazon which takes 30 minutes to arrive, but in Indonesia it's not like that yet, but in Indonesia itself we are still developing an application in this digital era by using an application where the package delivery service will arrive quickly. through instant, same day and regular delivery features, namely the PosAja application, but in Indonesia the difference

is in distributing services using motorbikes and cars which emit gas emissions which are not as environmentally friendly as when using drones. Based on the problems mentioned above, the author is interested in choosing a research title "BILL PAYMENT AND PACKAGE DELIVERY PROCEDURE AT THE COMPANY PT POS INDONESIA CIKUTRA BRANCH OFFICE"

Based on the background above, the main problem that will be discussed is the Bill Payment and Package Delivery Procedure at PT Pos Indonesia, Cikutra Branch Office. What is the Bill Payment and Package Delivery Procedure carried out by PT Pos Indonesia?. What is the process of developing Bill Payment and Package Delivery services carried out by PT Pos Indonesia?. How does PT Pos Indonesia carry out Bill Payment and Package Delivery in offline or online systems?. What impact does the Bill Payment and Package Delivery system have on society?.

METHOD

Research methods according to Sugiyono (2017:3) are basically scientific methods for obtaining data with specific purposes and uses. Based on this, there are several key words to pay attention to, namely scientific methods, data, objectives and uses. The method used in research at the Cikutra Branch Post Office. Qualitative research method according to Sugiyono (2019:18) is a research method based on the philosophy of post-positivism, used to research the condition of natural objects (as opposed to experiments) where the researcher is the key instrument. , data collection techniques are carried out in a triangulated (combined) manner, data analysis is inductive/qualitative and the results of qualitative research emphasize the meaning of generalizations.

Descriptive Method according to Nazir (2014:43) is a method in researching the status of a group of people, an object, condition, a thought, or an event in the present, the aim of this descriptive research is to create descriptive, picture or painting systematically, factually. and accurate regarding the facts, properties and relationships between the phenomena being investigated. Descriptive method research with a qualitative approach in this research aims to determine the Bill Payment and Package Delivery Procedure at the company PT Pos Indonesia Cikutra Branch Office.

Research Data Sources

To obtain the necessary data the author must need primary and secondary data

- a. According to Sugiyono (2017:193) primary data is a data source that directly provides data to data collectors. This research included primary data, namely interviews with branch heads/employees of the Cikutra Branch Post Office.
- b. According to Sugiyono (2017:193) secondary data is a data source that does not directly provide data to data collectors. Secondary data was obtained from complete information from PT Pos Indonesia via the official website but is only supporting.

Framework of Thought

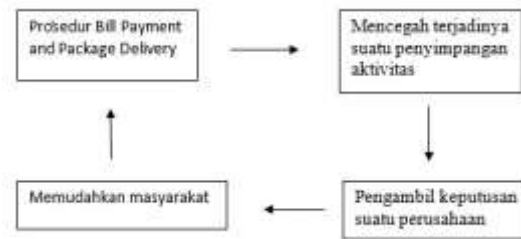


Figure 1.1 Thought framework
 Source: created by the author

Data collection techniques

Data collection techniques are techniques or methods used by researchers to collect data and obtain the information needed to achieve research objectives. The data collection techniques used by the author in this research are as follows:

- a. Field observations and studies
 Observation is a data collection technique that has specific characteristics regarding human behavior, work processes, natural symptoms, and the number of respondents observed is not too large. According to Sugiyono (2017:145)
- b. Literature review
 To obtain data and information, the author searched for, read and studied materials from lectures given by lecturers, studied, studied literature in books and journals and through trusted official website sources from PT Pos Indonesia which are related to this final assignment.
- c. Interview
 An interview is a face-to-face situation between the interviewer and the respondent which is intended to explore the expected information, and aims to obtain data about the respondent with minimum normal and maximum efficiency (Singh, 2002). Meanwhile, Steward & Cash (1982) defines an interview as an interpersonal communication process with a predetermined, serious purpose that is designed to create interactions that involve asking and answering questions.

The targets of the interview are:

- a. Interview with the HR department of the Bandung Post office, the branch head and employees of the Cikutra Branch Post Office Front Office
- b. Interview with Cikutra Post Office courier employee
- c. Interview customers who have received services from the Post office in the form of Bill payment or Package Delivery services
- d. Interview with PosPay Users

DISCUSSION

History of Indonesian Post

History records the existence of Pos Indonesia for a long time, the first Post Office was established in Batavia (now Jakarta) by Governor General G.W Baron van Imhoff on 26

August 1746 with the aim of ensuring the security of residents' letters, especially for those who trade from offices. outside Java and for those coming from and going to the Netherlands. Since then, the postal service has been born to assume the role and function of serving the public. After the Batavia Post Office was established, four years later the Semarang Post Office was established to provide regular postal communications between the two places and to speed up delivery. The postal travel route at that time was via Karawang, Cirebon and Pekalongan.

Pos Indonesia has experienced several status changes starting from the PTT (Post, Telegraph and Telephone) Bureau. This business entity, which is led by a Head of Department, does not operate commercially and its function is more directed towards providing public services. Development continued until its status became the State Post and Telecommunications Company (PN Postel). Observing the development of the times where the postal and telecommunications sector was developing very rapidly, in 1965 it changed to the State Post and Giro Company (PN Pos and Giro), and in 1978 it changed to Perum Pos and Giro which has since been confirmed as the sole business entity in carrying out postal and giropos services for both domestic and foreign relations. For 17 years it had the status of Perum, then in June 1995 it changed to a Limited Liability Company with the name PT Pos Indonesia (Persero).

As time goes by, Pos Indonesia has now been able to show its creativity in developing the Indonesian postal sector by utilizing its network infrastructure which reaches around 24 thousand service points covering 100 percent of cities/districts, almost 100 percent of sub-districts and 42 percent of sub-districts/villages, and 940 remote transmigration location in Indonesia. Along with developments in information, communication and technology, the Pos Indonesia network already has more than 4,800 post offices, and is equipped with electronic mobile post in several big cities. All points are a chain that is connected to each other in a solid & integrated manner. The Postal Code system was created to simplify the processing of postal items so that every area in Indonesia can be identified accurately.

Company's line of business

a. Financial Services and Bill Payment

PT Pos Indonesia is a company operating in the service sector, therefore PT Pos Indonesia always innovates in updating its services for the convenience of the community. The types of services offered are divided into several groups starting in the financial services sector (Bill Payment) and most recently services via the Pospay application which will be very helpful because nowadays you don't always have to visit the post office (offline) to pay bills (Bill Payment). only use applications that are connected to the internet network. Below are the types of services offered as follows:



Figure 1.2 Company business fields
 Source: <https://www.posindonesia.co.id>

b. Courier services (Package Delivery)

The Package Delivery service offered by PT Pos Indonesia has been in place for a long time, namely accepting orders for courier services for sending packages and documents via land, sea and air for both domestic and international purposes and of course the post office's reliable domestic network guarantees speed of delivery to all regions. Indonesia because the post office operates on weekdays and holidays. The following delivery services are as shown in the following picture:



Figure 1.3 Company business fields
 Source: <https://www.posindonesia.co.id>

Introduction to the Pospay and PosAja applications

a. Pospay

Pospay is an application that makes it easier for people to pay bills and also send money which can be downloaded via PlayStore and AppStore. Below is the logo and initial appearance and Bill Payment service that can be used in the Pospay application



Picture 1.4 PosPay logo and appearance of the Pospay application

Logo source: <https://www.posindonesia.co.id>

Source Screenshot of application display: Author

b. Understanding PosAja

PosAja is a delivery service application developed by Pos Indonesia to answer the challenges of digital delivery services that demand fast, cheap, easy and simple offerings from Pos Indonesia for Indonesia. The following is the PosAja logo and the appearance of the PosAja service.



Figure 1.7 PosAja logo

Logo source: <https://www.posindonesia.co.id>

Source Screenshot of application display: Author

Company Vision and Mission

- a. Vision of PT. Pos Indonesia
Become the most competitive postal operator, courier, logistics and financial service provider
- b. Mission of PT. Indonesian post
Act Effectively to achieve Best Performance
- c. Company Goals
Building a more competitive and prosperous nation

Along with the development of information, communication and technology, the Pos Indonesia network already has 4,800 online post offices, and is equipped with electronic mobile post in several big cities at all points, forming a chain that is connected to each other in a solid & integrated manner. The postal code system was created to simplify the processing of postal shipments so that every inch of Indonesia can be identified accurately. The expansion of Pos Indonesia's service area does not only cover Indonesian territory, but also covers the international world by establishing cooperation with business entities in other countries on an international scale, such as Western Union.

Location of the Cikutra Branch Post Office

Address: Jl.PHH Mustopa No.72 Bandung, Cikutra sub-district, Cibeunying Kidul District, Bandung City, West Java, 40124

Organizational Structure



Figure 2.1 organizational structure of the Cikutra Branch Post Office

Source: Author

Operational Hours and Procedures of the Cikutra Branch Post Office

- a. 08.00 - 22.00 WIB (Front Office)
- b. 08.00 - 20.00 WIB (Back Office) Courier Delivery service
- c. Open Every Day (Week Day/Weekend including national holidays)
- d. The pick up out schedule from the front office to the car box is carried out in 3 sessions every day, namely at 09.30, 14.30 and 21.30 at night.
- e. Front Office Busy Hours 09.00 – 16.00 WIB starting from 1-20 every month for Bill Payment services and for uncertain / flexible Delivery services always busy.
- f. Front Office employee shift schedule, morning shift 08.00 – 16.00 WIB, night shift 16.00 – 22.00 WIB
- g. The number of Front Office employees is 4 employees and the morning shift is 3 employees and the services are divided into Postal Agent, Weselpos, Bill payment and package delivery services. However, for the night shift, 1 employee serves Bill Payment and Package Delivery. Holidays alternate on Saturday/Sunday but for branch heads only Monday – Friday.

Procedures for Implementing Bill Payment and Package Delivery at the Cikutra branch post office

The procedure for implementing Bill Payment and Package Delivery at the Cikutra branch post office is as follows:

- a. Visitors will be invited to take a special queue number as required by keeping a sheet of last month's billing invoice, for example Weselpos at counter 1, Bill payment at counter 2 and Package Delivery at counter 3 by keeping an invoice in the basket provided by the post office at each counter so that the queuing process runs smoothly.
- b. After queuing, customer service will call according to the name listed on the customer's invoice, but for regular package deliveries, CS at counter 3 will notify you first so that the recipient's name and address are given using paper provided by the post office next to the entrance and filled in independently by customers to stick it on the package/letter that will be sent then the package will be stored next to counter 3 before the package weighing process.
- c. If you have been called for the bill payment section, the invoice will be checked, such as the payment customer ID in question, for example the PLN/Telkom customer ID, then you will be notified of the customer ID in whose name, if it matches the customer, you will be notified of the amount to be paid, if it is invalid, the customer will be notified. to double check independently with the relevant company and if the payment is successful you will be given a new invoice according to the payment date on that day.
- d. For the Package Delivery section, if you have followed the initial procedure regarding adding the recipient's name and address, the package stored next to counter 3 will be called according to the name of the recipient's package. then the process of weighing the package and measuring the size of the package. Apart from that, they were asked "what is the contents of this package, sir/madam" in order to ensure the security of the package and keep it in good condition because it will be sorted for the safety of the package during the delivery process later. Once it has been processed, you will be notified of the required delivery rate according to the destination/city. Meanwhile for packages sent overseas, you will also be notified of the rate and use a special invoice later.

After following all the procedures regarding Bill Payment and Package delivery at the Cikutra branch post office it is declared complete/successful.

Interview Results

This is the result of data collection techniques in the form of interviews. The author's interview technique involves directly asking questions to Cikutra post office employees and several visitors who are willing to be interviewed and has 5 post office employees and 5 visitors, namely:

Post office employee

- a. Mr. Suryana (HR department at Bandung Post Office)
- b. Mr. Edu.F Silaban (Branch Head and also the PKL Supervisor)
- c. Kang Ghani Fadilah (CS Package Delivery)
- d. Kang Erik (CS Bill Payment)

- e. Mr Karno (package courier)

Visitor to Mrs. Enti's post office

- a. Mr Rohman
- b. Mr Laksono
- c. Kang Rian
- d. Mrs. Diah

The results of the interviews that researchers have obtained are as follows:

- a. The process of developing Bill Payment and Package Delivery services carried out by PT Pos Indonesia is carried out in a simple way, namely that every year the post office always updates procedures and service development starting from employees to the systems used. This makes it easier for people to make transactions and because Cikutra is a densely populated area, the Cikutra post office is always busy every day, so it is possible that there will always be changes to improve services.
- b. PT Pos Indonesia carries out Bill Payment and Package Delivery through 2 systems, namely an offline system and an online system.
 - 1) In the offline system, access will be channeled through the central post office network using the postal agent application with the ID and password of the employee on duty. So just click on the toolbar provided if the customer wants to pay the electricity bill directly. On the toolbar button you can click specifically for electricity payments, after which the customer ID will appear which must be filled in.
 - 2) In the online system, you can use the Pospay application for bill payments with a very easy and simple usage procedure, starting with creating an account first. Once I have accessed it, I can top up at the post office or at an ATM. This application is also equipped with features for paying bills, buying credit, etc. For Package Delivery, you can use the PosAja application which is always online 24 hours and can be accessed. However, there is a limit for delivering packages on the PosAja application, namely until 16.00 WIB using pickup. Delivery is currently still being carried out within the city and has not yet reached outside the city because distribution outside the city or abroad can only be accessed using the offline system at the nearest branch office and the maximum delivery weight via PosAja is 5 kg.
- c. The influence of the Bill Payment and Package Delivery system at the post office for the community is as follows:
 - 1) The public is greatly helped by the presence of bill payment and package delivery because bill payments can be done easily
 - 2) The queues and service here are quite good and satisfy consumers
 - 3) Delivery via post office because it is safer
 - 4) Rates are relatively cheap and affordable for the public
 - 5) The location of the post office is close to residential areas, making it easier to quickly reach the location.
- d. The difference between the Bill Payment and Package Delivery system at PT Pos Indonesia and other companies is as follows:

- 1) In other companies it is rare to have two or three needs at once in one place, for example sending money (weselpost), paying bills, sending packages, and buying stamps. The post office can meet all these needs because the post office is one of the official offices that sells stamps."
- 2) Other companies have locations that are further away from residential areas, while the Cikutra post office location is close to Taspen offices, BPJS, banks, educational institutions, etc. so that people can carry out several activities at once in one area.
- 3) Using the Pospay application to pay bills is easier, more time efficient compared to previously using an ATM, you spend more time because you click a lot of ATM machine buttons, but using Pospay becomes easier because you just press the Top up button to your Pospay account and you can save funds. in it for the next few months of bills.
- 4) Can purchase credit with 24 hour availability as long as the server is not down.
- 5) Sending packages using the PosAja application is simpler, easier to use, very affordable rates, delivery time according to the estimate we choose and free pickup.

CONCLUSIONS

According to the results of the interview above, the author concludes that this post office has a lot of services that make customers continue to visit it until 2022. The post office will still exist for 27 years, even though the company has had ups and downs, customers remain loyal because of the procedures carried out by PT Pos Indonesia, according to customers. feel suitable for the product/service, can fulfill other needs such as buying stamps in addition to friendly employee service. Bill payment and package delivery procedures are almost in line with people's wishes with easy service, affordable prices, fast processing, friendly employees, customer complaints are responded to well, and the post office is close to residential areas. The new online system started in 2021 with the release of Pospay and PosAja PT Pos Indonesia still has a period of development and is not yet completely perfect because some people use the offline method, namely visiting the nearest post office directly because they are hampered by the difficulty of using the Pospay application. Apart from that, some people complain that sending packages via the PosAja application cannot weigh more than 5 kg and cannot deliver out of town. Apart from that, the server often experiences downtime in the Pospay application so that the delivery of goods often experiences obstacles and difficulties. From the public's opinion, the presence of the PosAja and Pospay applications at the Cikutra post office has greatly helped the majority because it can meet the great needs of the community. The Cikutra Post Office is aware that there are several cases where customers are not satisfied with the delivery service or payment system starting from offline and online systems. However, the Cikutra Post Office will always be committed to updating and evaluating both procedures, application development and employee performance to always provide the best service to the local community. Cikutra Post Office should not state that it is quite satisfied with the services that have been provided, but must routinely upgrade service procedures both offline and online for bill payments and package delivery as well as for the Pospay and PosAja applications so that technicians and operators are expected to be

handling applications from PT Pos Indonesia can continue to increase skills and abilities so that existing applications can continue to be updated, especially in this digital era which is all practical and easy. Cikutra Post Office employees can continue to improve services to consumers so that consumers can be more loyal and become loyal customers. Improving service can be done by participating in service excellence or soft skills training regularly and periodically so that it can provide satisfaction to consumers, reduce the number of complaints given by consumers, provide a sense of comfort and convenience for customers.

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