

## COMPANY TIPS IN FACING CRISIS IN THE TIME OF THE COVID-19 PANDEMIC

Emaya Kurniawati<sup>1\*)</sup>, Ades Rajayana<sup>2)</sup>, Nyayu Nurkomalasari<sup>3)</sup>  
Semarang University (USM)  
\*E-mail: [emaya@usm.ac.id](mailto:emaya@usm.ac.id)

**Abstract:** *Delivery of goods or documents is a service that is needed for the delivery of goods or documents from one place to the destination safely and comfortably and responsibly. In recent years, the business of freight forwarding services has become increasingly popular, each with various advantages. This greatly affects the turnover for the delivery service business of PT. Kerta Jaya Pusaka Semarang, which has been established since 1968, especially during the COVID-19 pandemic, the situation is getting worse, where there are many goods or document delivery services using digital or online systems. The research conducted is a type of qualitative research using descriptive methods with data collection techniques carried out observations and interviews with several informants who can provide the information needed in this study. PT. PT. Kerta Gaya Pusaka Semarang in dealing with competitors or other delivery services during the covid 19 pandemic is trying to retain consumers who are already customers by still emphasizing on timeliness of delivery, providing the best service so that these customers feel satisfied and continue to use the delivery service of PT. Kerta Gaya Pusaka.*

**Keywords:** Covid, Pandemic. Satisfaction, Service .

### 1. Introduction

Indonesia is hit by the COVID-19 pandemic virus, so the government makes a regulation that aims to suppress the spread of the corona virus so that it doesn't spread further in Indonesia, one of which is government policies, namely Large-Scale Social Restrictions (PSPB) and the Enforcement of Restrictions on Community Activities. (PPKM) . The two government policies resulted in a sluggish economy in the territory of Indonesia. Various businesses experienced a decrease in sales or turnover.

One of the businesses affected is the Expedition Service Business or the delivery of goods or documents. Goods delivery service business is a service that is engaged in the delivery of goods or documents from one place to another or between cities, between islands and between countries. with services that are safe and comfortable and can be accounted for. In shipping the means of transportation used can be by land, sea and air.

Salah one delivery service is PT. Kerta Gaya Pusaka Semarang (KGP) which has existed since 1968 with delivery areas throughout Indonesia, where at that time there were only a few goods delivery services. PT Kerta Gaya Pusaka Semarang City Representative is located in the Jurnatan Shopping Complex Jl. Cendrawasih. At the beginning of the establishment of permanent consumer businesses were from various banking offices that used the services of PT. Kerta Gaya Pusaka for sending documents to the head office or between branch offices.

PT. Kerta Gaya Pusaka Semarang currently has a branch that spread throughout Indonesia and all of them are under central control so that fellow KGP branches all over the place complement each other. Because of this one-stop system too, the services of PT. Kerta Gaya Pusaka Semarang can be run in a more orderly and directed manner. In addition, PT. Kerta Gaya Pusaka Semarang also has a branch which, by analogy, is as large as a branch belonging to PT Pos Indonesia. This is partly because the company has established partnerships with all banks in the country. For example, where Bank Rakyat Indonesia (BRI) or BNI stands, then there must also be a branch of PT. Kerta Gaya Pusaka Semarang.

In its development at this time freight forwarding services are growing very rapidly and even more and more goods delivery services are mushrooming in various parts of Indonesia. This is an indicator that our economic development is getting better. It's just that the proliferation of shipping service businesses greatly affects the turnover of PT. Kerta Gaya Pusaka Semarang. In 2019 until now, there has been a very sharp decline, especially during the current pandemic, the sales turnover of PT Kerta Gaya Pusaka is getting worse, with PPKM, the delivery of goods is increasingly constrained and even stopped because many areas are closed. Conditions like this make PT. Kerta Gaya Pusaka Semarang was only able to survive with the current situation, still grateful to be able to survive without having to close his business according to the explanation from the head of the Semarang City representative.

Alfin (2020) in his research entitled Strategy Analysis of MSMEs in dealing with the crisis in the Covid 19 Pandemic Era, the results of this study provide various strategies that business actors can do, including selling e-commerce, doing digital marketing, improving product and service quality, and establish good relationships with consumers or establish customer marketing relationships

Baskoro (2005), effort is an effort or condition to convey something or purpose (reason, endeavor). The Big Indonesian Dictionary, effort is an effort, an effort to achieve a goal, solve a problem, find a way out, effort. The Drafting Team of the Ministry of National Education "Effort is an effort, reason or effort to achieve a goal, solve problems, find solutions, and so on.

Tjiptono (2016), consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled. So it can be concluded that customer satisfaction is something that is sought and needed by customers. Kotler & Keller (2016) customer satisfaction is a person's feeling of pleasure or disappointment after making a comparison or comparing the performance or product that is thought to be against the expected performance. Customers will be satisfied if their expectations are met, Five dimensions of customer satisfaction, namely: 1. Price. 2. Service Quality. 3. Product quality. 4. Emotional product. 5. Efficiency

Tjiptono (2016) there are several benefits if the company is able to provide satisfaction for customers, including: 1. Established long-term relationships between the company and its stakeholders. 2. The creation of business growth opportunities through repurchase, cross-selling and up-selling. 3. The creation of customer loyalty. 4. The occurrence of positive word of mouth recommendations, potentially attract new and profitable customers for the company. 5. The company's reputation and customer perceptions are increasingly positive in the eyes of customer. 6. The profit earned by the company can increase.

## **2. Research Method**

This research is a type of qualitative research using descriptive method. Descriptive research is research that aims to explain a variable independently (Juliandi, 2013). Another objective of descriptive research is to describe systematically and accurately the facts and characteristics of the population or a particular field to describe a situation or event. The data obtained is not in the form of nominal or numbers but in the form of words in the report.

In this study the data used are primary data and secondary data. Primary data here is data taken directly by means of in-depth interviews and observations at the research site. Secondary Data Data obtained from literature, documents, and notes that will be used as a basis for theoretical ones.

## **3. Results and Discussion**

Research conducted at PT. In order to obtain information, in-depth interviews were conducted with the informants who were expected to provide the information needed in this research. There are 5 informants in this study, namely the leadership of PT. Kerta Gaya Pusaka Semarang, Head of Operations, administration and 2 consumers.

From the results of interviews with employees of PT. Kerta Gaya Pusaka Semarang shows that consumers or customers from PT. Kerta Gaya Pusaka Semarang are mostly from offices or banks who have been customers for decades because they are satisfied with the delivery service of PT. Kerta Gaya Pusaka Semarang, where the delivery is on time and the documents sent safely reach their destination.

With the development of this technology is very influential on the turnover of PT. Kerta Gaya Pusaka Semarang mainly in document delivery due to the delivery of documents between branch offices which have been served by PT. Kerta Gaya Pusaka Semarang is reduced because it can be sent via email or wa. During the covid 19 pandemic. PT. Kerta Gaya Pusaka Semarang experienced a decline of almost 75%. This is due to regional restriction regulations so that it is very difficult to send documents or goods

The results of interviews with customer informants of PT. Kerta Gaya Pusaka Semarang show that so far in using delivery services at PT. Kerta Gaya Pusaka Semarang. There has never been a shortage or damage to the items or documents sent. For services provided by employees of PT. Kerta Gaya Pusaka Semarang. The heirloom style paper according to the response is good and the delivery of goods or documents is always on time. Based on existing patterns and concepts, this study found concepts or variables that emerged from the results of interviews relating to the efforts of PT. Kerta Gaya Pusaka Semarang in dealing with the crisis during the Covid 19 Pandemic.

### **The efforts of PT. Kerta Gaya Pusaka Semarang to deal with the crisis during the Covid 19 pandemic:**

The COVID-19 pandemic that has hit Indonesia has made business actors in Indonesia worse off. During the Covid-19 pandemic, the government issued several policies to reduce the rate of transmission of COVID-19 in Indonesia, one of which was the implementation of Large-Scale Social Restrictions (PSBB) and the Enforcement of Community Activity Restrictions (PPKM). With the government's policy greatly reducing the company's operational activities, it

was also experienced by PT. Kerta Gaya Pusaka Semarang which has to delay or even eliminate the delivery of documents / goods, especially in areas where the PSBB is very strict. With this condition makes PT. Kerta Gaya Pusaka Semarang experienced a very significant decrease in turnover

The following are the steps taken by PT. Kerta Gaya Pusaka Semarang to be able to survive during the covid 19 pandemic

a. Sethen keep the punctuality

Businesses engaged in delivery services on time delivery is very important. PT. Kerta Gaya Pusaka Semarang during the current covid 19 pandemic for the timeliness of delivery is still maintained, and very trying to be able to send documents or goods according to the time that has been set. To be able to maintain punctuality in delivery PT. Kerta Gaya Pusaka Semarang always conditions the means of transportation or transportation used to always be in good condition, with regular service. PT. Kerta Gaya Pusaka Semarang develops the technology and information sector so that customers can find out the existence of packages and the estimated time and location of service points.

b. Always prioritize service

Kotler & Keller (2016), service is an action or activity that can be offered by a party to another party, which is essentially intangible and does not result in any ownership. Meanwhile, Moenir (2015), service is a series of activities that take place regularly and continuously covering all people's lives in society. Providing the best service for customers or consumers is important for PT. Kerta Gaya Pusaka Semarang. With good service, customers or consumers will feel satisfied, this is shown by the large number of customers from banks or offices who still entrust the delivery of documents with the services of PT. Kerta Gaya Pusaka Semarang. To be able to maintain timeliness in the delivery of PT. Kerta Gaya Pusaka Semarang.

c. Prepare Human Resources

Hasibuan (2016) human resources are the science and art of regulating the relationship and role of the workforce to be effective and efficient in helping the realization of the goals of the company, employees and society. Human resources at PT. Kerta Gaya Pusaka Semarang are very loyal to their company, this is shown in the tenure of employees who work until retirement. With a high level of employee loyalty, this is very influential both in improving and developing business at PT. Kerta Gaya Pusaka Semarang heirloom which is engaged in the delivery service sector. Shipping Services really need the readiness of their employees to serve consumers or customers, starting from the delivery recipient, the delivery department to the delivery courier.

d. Pricing

Kotler & Keller (2016), basically price is one of the elements of the marketing mix or marketing mix that can generate income. The price or cost of sending documents or goods with the services of PT. Kerta Gaya Pusaka Semarang is very competitive with other shipping services, even the costs are still below the cost of other shipping services.

e. Target market determination

The target market for PT. Kerta Gaya Pusaka Semarang, which from the start the company was founded, has determined that its target market is private and government offices and banks. With the passage of time, consumers of PT. Kerta Gaya Pusaka Semarang are not only limited to corporate but have penetrated to general consumers who know delivery services with PT. Kerta Gaya Pusaka Semarang is safe on time and the price is cheaper.

#### **4. Conclusion**

Based on the results of interviews with informants, it was revealed that even during the current covid 19 pandemic, PT. Kerta Gaya Pusaka Semarang, which was established decades ago, can still exist even with a decrease in turnover or income, in other words, customers or consumers still entrust the delivery of documents or goods with the delivery service of PT. Kerta Gaya Pusaka Semarang.

PT. Kerta Gaya Pusaka Semarang with 38 permanent employees is able to survive because they maintain customer trust well. In addition, things that make customers loyal are always improved, such as providing friendly service and always on time delivery and minimizing damage to goods/documents sent.

#### **Suggestion**

1. PT. Kerta Gaya Pusaka Semarang must be able to maintain customer trust while providing the best service.
2. Timeliness of delivery is something that must be done in the delivery service business, so PT. Kerta Gaya Pusaka Semarang must be consistent with the on time delivery that has been promised to the customer or consumer
3. To be able to increase the number of customers or consumers of PT. Kerta Gaya Pusaka Semarang can carry out promotions both in print and electronic media.
4. PT. Kerta Gaya Pusaka Semarang is expected to be oriented towards technological sophistication which must be balanced with progress and proper use of human resources, because without the support

#### **Reference**

- Alfin, A. (2021), *Analisi Strategi UMKM Dalam Menghadapi Krisi Di Era Pandemi Covid 19*, *Jurnal Inovasi Penelitian UIN Sunan Ampel Surabaya*. 1(8). 1543-1552
- Baskoro, W. (2005). *Kamus Lengkap Bahasa Indonesia Dengan Ejaan Yang Disempurnakan*. Jakarta: Setia Kawan
- Hasibuan, M.. (2016). *Manajemen Sumber Daya Manusia*. Jakarta: Penerbit Bumi Aksara.
- Juliandi, A. (2013). *Metode Penelitian Sosial Dan Ekonomi*. Edisi Pertama. Penerbit: Media Inn, Medan.
- Kotler, P. & Keller, K.L. (2016). *Marketing Managemen*, 15th Edition, Pearson Education, Inc.

Moenir. (2015), Manajemen Pelayanan Umum Di Indonesia, Jakarta: PT Bumi Aksara

Tjiptono, F. (2016). *Service, Quality & Ssatisfaction*. Yogyakarta. Andi.2005. Strategi Pemasarani. Edisi Kedua. Yogyakarta