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Analysis of Packaging Standards and Criteria of Goods Conditions Towards The Accuracy of Goods Receipt on The Tokopedia Application

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Abstract : The rapid development of the e-commerce industry in Indonesia, especially Tokopedia, has driven the importance of logistics management, including packaging and receiving goods, in maintaining customer satisfaction . The purpose from study This is to analyze the influence of packaging standards and criteria for the condition of goods on the accuracy of receiving goods in warehouses served by Tokopedia. The research methodology used is qualitative and using approach fish bones or fishbone diagram to identify factors causing damage to goods in the packaging and receiving process. The results of the study indicate that human factors, methods, machines, materials, environments, and measurements have a significant role in damage to goods. Packaging standards implemented by Tokopedia, such as the use of proper packaging and clear packaging procedures, can minimize damage to goods during shipping. This study also provides recommendations for improving packaging training, stricter supervision of goods receipt, and improving the quality of packaging materials. Thus, the accuracy of receiving goods according to packaging standards is very important to ensure customer satisfaction and smooth e-commerce operations at Tokopedia.

Keywords : Packaging, Receipt of Goods, Damage to Goods, E-Commerce , Tokopedia, Fishbone Diagram, Logistics

INTRODUCTION

e-commerce industry in Indonesia in recent years, with a number of levels internet usage has progressed rapidly , as well as changes in consumer behavior patterns that increasingly choose to shop online. Technology has changed the way people communicate. According to studies (Lembong et al., 2023) consumer have a chance to get more information when they are in a more modern marketing era , now digital marketing is most frequent channels used by the perpetrators effort . Result , companies began to consider abandoning marketing methods traditional and introduce more modern marketing itself . Communication with what is happening at all times directly , Information as well as transaction can found , can accessed from anywhere in the business product with easy found system spending online . Most of the information Information about the products produced by the company is already available on

the internet and interested consumers can order. with mention the product you want to buy and make comparisons with other business products that affect history of products sold company . According to (Sazali & Rozi, 2020) The idea of “Medium is The Massage” emphasizes that human communication and social interaction are highly dependent on the technology that develops in society.

Online shopping has changed the shopping habits of consumers who used to shop manually. Everything has shifted from human-to-human interaction to human-to-technology, and various applications for shopping from have emerged . Tokopedia, is one of the largest e-commerce platforms in Indonesia, and has succeeded in controlling a significant market share , by offering various products from various categories, ranging from daily necessities, electronics, fashion, to local products. Tokopedia as a digital platform allows sellers to reach consumers throughout Indonesia, while consumers can easily choose and buy goods from sellers spread across various regions. This certainly provides convenience and ease in transactions, but also brings its own challenges for all parties involved in the buying and selling process, especially in terms of logistics, packaging, and shipping of goods.

In the world of e-commerce , packaging goods and managing the receipt of goods in the warehouse are very important aspects in ensuring operational success and customer satisfaction. (Somadi et al., 2020) say that “ Customer satisfaction basically refers to the match between consumer expectations of a company's services and the services they receive. Consumers become dissatisfied when they feel that a company's performance does not meet their expectations, and vice versa . ” The warehouse used by Tokopedia, especially the Tokopedia Served Warehouse, acts as a temporary storage place for products purchased by consumers from sellers. The process of receiving goods at the warehouse is a critical point in the entire supply chain, because the goods received must meet certain criteria, both in terms of the condition of the goods and the packaging. The accuracy of receiving goods is highly dependent on the standards applied by Tokopedia, which include appropriate packaging and the condition of the goods that are suitable for delivery to consumers. If the goods received do not meet these standards, then the goods will be rejected, which can cause losses for the seller, delay delivery to consumers, and reduce the quality of service provided by Tokopedia.

Good and proper packaging plays a major role in preventing product damage during the shipping process. In this context, Tokopedia has set various packaging guidelines and standards to ensure that goods sent by sellers are safe, protected, and reach consumers in good condition. For example, goods sent must use packaging that is durable and in accordance with the characteristics of the product. Sellers are also required to ensure that goods are packaged properly, including additional protection such as bubble wrap or shock-absorbing material for goods that are vulnerable to damage. Not only outer packaging, inner packaging is also important, where goods must be well protected so that they do not experience physical damage or lose their function during the trip.

However, good packaging is not enough without considering the physical condition of the goods themselves. Goods sent to the warehouse must be in a condition that matches the description given by the seller on the platform. Goods that are damaged or do not match the description listed on Tokopedia can reduce customer satisfaction levels, even result in returns or claims for damage. Therefore, Tokopedia requires sellers to ensure that the goods sent are in good condition, not defective, and functioning properly. One of the challenges in this process is how to identify .

METHOD

This research uses a qualitative method or qualitatively analyze the problems that occur related to with damage to goods in the process of packaging and receiving goods in the Tokopedia application . To identify reason Frequent damage to goods , this study uses the

Fishbone Diagram or Ishikawa Diagram method . Fishbone Diagram aims to identify factors that contribute to damage to goods in the supply chain. supply . “ The fishbone diagram or cause and effect diagram is methods or tools for quality improvement. This diagram is often called a cause-and-effect diagram. In other words, a fishbone diagram is a visual analysis tool that helps to identify the various factors that can cause a problem. The shape of this diagram resembles the bones of a fish, with the main problem located at the head of the fish's skull and various causal factors branching off as bones along the main line. The purpose of this diagram is to break down a complex problem into smaller problem parts so that it is easier to find the source of the problem.

Fishbone diagrams are used in a variety of contexts, such as:

- a) Quality Analysis: Ensuring that the quality of the product or service is maintained.
- b) Process Development: Improving the efficiency and effectiveness of work processes.
- c) Collaborative Brainstorming: Facilitating structured team discussions to identify the causes of problems. (Sulianta & Widyatama, 2024)

Qualitative considerations in line with the aim of this research to find out more about the problems of packaging and the condition of inbound goods in the warehouse served by Tokopedia. This type of method focuses more on descriptions in collecting information from various source through interviews, observations , and document analysis descriptive targets sellers and consumers . All data obtained from the results of this focused interview then analyzed in a way holistic to know consequence because of the problem of damaged goods on inbound so that you can find out the root cause of the misappropriation and what solutions can be implemented.

RESULTS AND DISCUSSION

With the aim of analysis various packaging standards and criteria condition of goods and brands in the Tokopedia warehouse , with development e-commerce is growing rapidly and the increasing number of online transactions , delivery of goods has also become aspect the most important thing to pay attention to in acceptance , not only condition physical goods received but also the packaging quality is quite good. Meanwhile, Tokopedia is one of the Indonesian e-commerce platforms , has set various product packaging standards to ensure that the products sent by the seller are new products and arrive at consumers in good and safe condition.

Standards for Packing Goods in Warehouses Served by Tokopedia

Tokopedia's Warehouse Service has several packaging standards to ensure the safety of the product being shipped, and the packaging standards of the purchased goods. from Tokopedia's Warehouse Serviced using outer and inner packaging. The packaging standards from Product category of goods received through :

1. Outer Packaging

Item received From the Tokopedia platform, there are different types of outer packaging depending on the category of goods sent, boxes served by Tokopedia are used for sending goods between city or goods that are already available range between city or stick packaging our city has The same conditions as the box are served by Tokopedia, then pouch/ polymailer for large scale delivery City and original box from the seller which is the main packaging of the goods if the goods are used use or certain brands that have factory packaging.

2. **Inner Packaging:**

Inner packaging functions to protect the product from cracking or broken when received by the buyer. The packaging plan uses materials that have a dampening effect. impacts and shocks, for example:

- a) Bubble Wrap: used to wrap goods; especially fragile products. or aspect easily broken.
- b) Honeycomb: an alternative inner packer; can increase protection for several types of goods.
- c) Shredded Carton/ Awul-awul: part of space filler from glass from container for shipping; used to fill the empty space so that the package is not easily shaken during shipping.

3. **Goods Packaging Process** Packaging done with follow procedure standard following:

- a) **Packaging using Box Served by Tokopedia**: Placement of **shredded carton** or similar material in the box evenly (covering the bottom, top, and sides of the product) so that there are no gaps that allow the goods to shake, then the box will be closed tightly and sealed using **fragile tape** to ensure the safety of the goods.
- b) **Packaging using Pouch/Polymailer**: The product will be wrapped in **bubble wrap**, with two layers on the sides and two layers on the top for maximum protection, and for liquid products in bottles that have a pump, the pump head will be covered with clear tape to prevent leakage.
- c) **Packaging using the Seller's Original Box**: Products that already have an original box from the seller do not require additional inner packaging such as bubble wrap, but are still required to use a box or pouch for further protection.

Analysis of Packaging and Receipt of Goods

With standard packaging that has been specified, correct packaging is essential. For ensure product received consumer fulfil product in accordance description products listed on the Tokopedia platform. From the results interviews and observations, still Lots sellers who have not understand importance packaging with true. Even though has There is standard shipping, still just incorrect packaging occurs which ultimately results in influence accuracy reception goods.

Influence Proper Packaging to Accuracy Goods receipt:

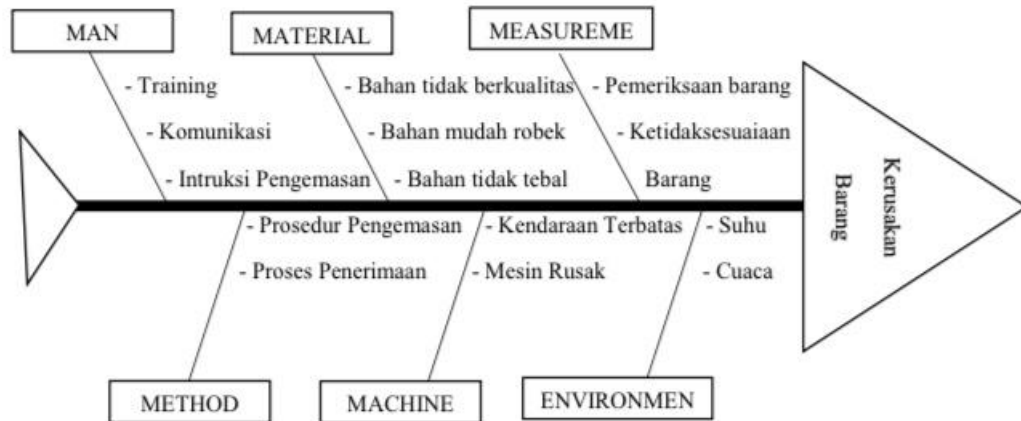
Stages next is packaging items sent. Tokopedia users must ensure items for sale has packed with correct and appropriate standard. Good packaging such as use bubble wrap reduce possibility damage physical, for example dents, scratches, etc. broken consequence clash during the shipping process. On the side others, users send or accept goods without packaging will make goods the prone to with damage especially clash consequence risk quality roads in Indonesia.

Regardless from matter that, condition goods are also needed become attention from side reception goods in warehouse. Goods received with broken, cracked, dented or disabled will rejected and finally make Tokopedia bad in matter provide quality service. In case this, delivery goods that have been packed with Correct must in harmony with condition suitable product with description devices sold the on the platform.

Analysis Using Fishbone Diagram

In search of know , cause damage goods in the process of packaging and receiving goods done with use Fishbone Diagram or Ishikawa Diagram. Fishbone Diagram allows identification factor What only that is possible contribute to problem damage goods and classify factor That to in category . Here is results analysis based on category in The Fishbone Diagram :

a) **Humans (People)**



Human factors can affect the process of packaging goods. Errors in training , lack of knowledge about proper packaging , or Lack of understanding of the packaging standards set by Tokopedia could be a problem. reason main damage to goods. This also includes lack of communication between seller and warehouse.

b) **Methods**

Inconsistent procedures or less implemented properly in packaging and receiving goods can cause damaged goods . For example , lack of attention to procedure packing with adequate bubble wrap or packaging that is not dense in the box can be increase the possibility of damage during shipping.

c) **Machine**

Use machine or a device that doesn't work properly during the packaging process (such as machine cutter or machine wrapping) can cause errors in packaging. Machines The transportation used for shipping also plays a role in ensuring that the goods arrive in good condition , and that damage is minimized . vehicle can cause the shock that can damage goods.

d) **Materials**

Use of inappropriate packaging materials or low quality can cause damage to the goods. Use of bubble wrap that is not thick enough or easy cardboard damaged will make the item more susceptible to damage physical , such as scratches or dent.

e) **Environment**

Environmental factors , such as temperature and humidity , also possible influence condition of the goods, especially for goods that are sensitive to weather , such as electronic products or food. Condition Improper storage and transportation can cause damaged goods . or contaminated.

f) **Measurement**

Inaccuracies in inspection of goods upon receipt at the warehouse can cause damaged goods or defect passes and is accepted . This happens if there is no adequate inspection or system precise measurement in checking condition of the goods.

Recommendation Suggestion

Based on analysis Which done, can given some recommendations to improve accuracy of packaging and receipt of goods in the warehouse service Tokopedia is :

a) **Packaging Training Enhancement :**

Tokopedia must give further training to sellers about importance comply established packaging standards . Make sure security of goods during transportation .

b) **Tighter Supervision :**

Tokopedia must give further training to sellers about importance comply established packaging standards . Make sure security of goods during transportation .

c) **Improving the Quality of Packaging Materials :**

Sales should be encouraged to use quality packaging materials height that corresponds to characteristics of the goods to reduce risk damage during transportation .

d) **Strengthening the Goods Inspection System :**

The process of inspecting goods in the warehouse must be tightened to ensure that the goods received are in accordance with the description and are not damaged.

CONCLUSION

This research aims For analyze influence standard packaging as well as criteria condition goods to accuracy reception items on Tokopedia. Based on analysis that has been done there is conclusion as following :

a) **Importance Packaging Standards**

packaging standards applied by Tokopedia, both in the form of outer packaging and inner packaging , have been proven . own a very important role in ensuring that goods reach consumers with good and safe condition . Use of proper packaging , such as strong boxes, bubble wrap, honeycomb , and protective materials others , can minimize risk damage to goods during the shipping process.

b) **Causative factor Damage to Goods**

Standard the packaging applied by Tokopedia is good in packaging outside and also packaging in has capable give very important role in what process goods the can through consumers with good and safe . Having the right container , such as a strong box , bubble wrap, honeycomb, and other materials protector other reduce possibility damage during goods in stage delivery.

c) **Importance Accuracy Goods receipt**

Accuracy Receipt of goods in the warehouse has a big influence on satisfaction customers and smoothness Tokopedia operations . Products received in good condition bad or not with promised specifications can cause delay delivery and increase potential claim from consumers . Therefore , the receipt of goods that are careful and in accordance with packaging standards are essential.

d) **Recommendations for Improvement**

Some recommendations that can be applied to improve accuracy receipt of goods is improvement packaging training for sellers , stricter supervision in the goods receipt process , increasing quality of packaging materials , and reinforcement system

inspection of goods in the warehouse . With steps said , Tokopedia can ensure the goods are delivered to consumers are in good and safe condition , so that can increase satisfaction Customers and Quality service .

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