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## Development Of Digitalization In Goods Transportation Services (Trucking) Companies To Support Strategies To Increase Competition Competitiveness & Satisfaction Customer

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**Abstract:** The effect of development of digitalization in companies providing goods transportation services (trucking) on supporting strategies to increase competitiveness and customer satisfaction is a scientific article in the literature study within the scope of the field of science. The purpose of this article is to build a hypothesis of the development of digitalization in companies providing goods transportation services (trucking) influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley and other academic online media. The research method with the research library comes from e-books and open access e-journals. The results of this article: 1) development of digitalization in companies providing goods transportation services (trucking) has an effect on supporting strategies to increase competitiveness; 2) has an effect on y1; and 2) development of digitalization in companies providing goods transportation services (trucking) has an effect on customer satisfaction.

**Keywords:** Logistics Digitization; SWOT Strategy; Customers Satisfaction.

### INTRODUCTION

Moment This Indonesia Already enter in era industry 4.0, so that has know benefit And impact from digitalization will very influential (Kayikci, 2018). An era where the role of technology is one of the main supporters of a business (Bhandari, 2013). As is true in the logistics industry enter the digitalization of technology. The importance of implementing technology in The logistics industry has become a necessity that is carried out properly. So moment This perpetrator in industry logistics start apply technology Which can indeed be a maximum supporting tool (Wilson, Iravo, Tirimba, & Ombui, 2015). Cahn (2019), state that For get stability in As the economy continues to change, businesses need to undergo digital transformation. Lots businesses are already on their digital transformation journey, if they haven't already started changed, so must be soon do it, or will be left behind. Erwin Raza et.al (2020), Transformation to direction digitalization is process Which is taking place in the logistics industry today. Constantly innovative and new technology developed Wrong the only

one For streamline delivery product to customers as quickly as possible. Current logistics operations and information systems used No can face challenge Which appear. Globalization, *e-commerce*, cyber threats, complex organizational structures, *startups* that bother landscape business And request customer Which the more tall push company For adopt technology Which appear Which possible they to increase digitalization and automation.

Logistics digitalization always begins with digital transformation, namely existence change the business process advancing value *faster, better and cheaper*. Optimizing the three values of digitalization requires the involvement of many parties or stakeholders. The involvement of these stakeholders is not limited on attachment to something *platforms* certain just, but integration is needed in an *ecosystem* that provides added value to all stakeholders (Chon, 2019). Budi Nur Siswanto et.al (2023), Along with growth in the business world end This result its height competition between company in business and the techniques used to become the best. In making it happen company required understand business Which carried it out And anticipate threat from competitors in an industrial environment.

Trends later This para candidate consumer in choose service delivery matter the main thing is fast delivery time and the second is price. Matter This showing that consumer more important time delivery compared to price which is offered.

Digitalization become Wrong One reason decreasing Power competitive company lost compared competitor Which move in the field Which The same specifically company *E-Commerce*. Various existing factors can also cause the decline Competitiveness comes from people, service, price, promotion and environment. With many competitor on industry Which The same, make company must do various method For still endure in competition. Required strategy new strategy so you can still do it endure. Before determine strategy, need done analysis on factor factor Which cause profit company decrease And superiority Which owned company Which No owned its competitors For maximized with objective make strategy Which can add profit company that is Wrong the only one with development transformation digital in every process operational. Lateness become Wrong One matter Which most often complained customer Which obtained by Bhishma & Aryasanti (2022). Complaint Which every When it occurs and is not handled properly, it will reduce the quality of service something company And satisfaction consumer decrease so that will switch to company competitors other. Ni Putu Eka Yuliantari (2022), the quality of this service is an important factor in determine success something service delivery goods. Phenomenon This happen almost all goods delivery service companies, where customers too want exists enhancement service maximum in a way Keep going continuous, when use service Which There is in company. However in fact sometimes Still Far from What Which become hope, or desire from customer That Alone, with see various matter about desire satisfaction customer Which the more unlimited.

Based on background behind so objective writing article This is build hypothesis For research next, viz For formulate: 1) Development digitalization company provider transport goods (trucks) influence internal strategy increase Power competitive . ; And 2) Development digitalization company provider transport goods (trucks) have an effect on towards satisfaction customer.

## METHOD

Writing method Literature Review articles are with method Literature Review (*library research*) and *Systematic Literature Review (SLR)*, analyzed in a way qualitative, sourced from online applications *Google Scholar, Mendeley* and applications other online academics.

*Systematic Literature Review (SLR)* is defined as a process of identifying, assessing and interpreting all proof available research with objective For provide answer for question study in a way specific (Kitchenham et al., 2009).

In analysis qualitative, study References must used in a way consistent with assumptions methodological. One of reason For do analysis qualitative that is study the nature explorative, (Ali, H., & Limakrisna, 2013).

**RESULTS AND DISCUSSION**

Digitalization development carried out give impact Which very big for company including, system integrated with exists application SCM system Profit can integrated with drivers and customers as well as application give convenience for customer For make a booking order. Additionally, provide convenience for drivers For get orders And Also makes it easier customer do tracking (*tracking*) position goods in a way *real time* . Strategy development For increase Power competitive company as following: developmentbusiness to market global logistics and development digitalization For increase Power Company competitiveness as well do innovations new For balance trend change request from customer as well as endure from no for sure global economy.

Dimensions, indicators, synthesis or important factors role in development digitalization is SCM system Profit can integrated with drivers and customers, so makes it easier customer do search goods with position rail time.

Development digitalization on sector logistics on era digitalization moment This must quick done, results study This Already widely studied by researchers previously among them is: (M. Aji Sublime Pambudi 2021), and (Erwin Raza, La Ode Sabaruddin, Aziza Leila Komala, 2020).

Dimensions, indicators, synthesis or important factors role on is increase Power competitive increase Power Company competitiveness and performance innovations new For balance trend change request from customer as well as endure from uncertainty global economy.

Enhancement Power competitive This Already widely studied by researchers previously among them is (Budi Nur Siswanto, et al (2023), and (Erna Mulyati & Septian Tri Handoyo 2023).

Increased satisfaction customer as following: Quantity complaint incoming customers through application experience decline by 82% compared year previously. Analysis *Customers Satisfaction Index* (CSI), mark or score CSIfrom customer namely 90.01% which means Very Satisfied with service Which given.

Dimensions, indicators, synthesis or important factors role in as following: complaints incoming customers through application experience decrease and the customer is Very Satisfied with service Which given. Satisfaction customer, This Already widely studied by researchers previously among them is (Sita Revelation Heart & Aisha Juliati 2019) and (Hasriwan Son And Wicaksana Dramanda 2019)

**Research result Relevant**

Reviewing relevant articles as base in set hypothesis study with explain results study Previously, explained similarities and differences with plan research, from study relevant past like table 1 below This

**Table 1: Research Results Relevant**

No	Author / Year	Previous Research Results	Equality With This Article	Difference With This Article	H
1	M. Aji Sublime	Perpetrator Industry apply technology in a way maximum .	Digitalization logistics	Development Digitalization influential positive and significant to Improved power strategy	H1

	Pambudi (2021)			competition and satisfaction customer	
2	Erwin Raza1, La Ode Sabaruddin2, Aziza Leila Komala3 (2020)	Expediency digitalization in logistics process	Digitalization logistics	Development Digitalization for increase Power competition and satisfaction customer	H1
3	Hasriwan Putera, et al (2019)	Use application logistics provider service logistics /freight forwarder in do activity logistics .	Logistics application	Development Digitalization for increase satisfaction customer	H2
.4	Sita Revelation Heart & Aisha Juliati (2019),	Quality Service Logistics influential positive and significant to satisfaction Customer	Quality Service Logistics influence to Satisfaction customer	Development digitalization ..... has an effect to Satisfaction customer	H2

**RESULTS AND DISCUSSION**

Based on results so discussion article This is reviewing relevant articles, analysis influence between variables and create conceptual think plan research : Influence Development Digitalization in service companies transport goods (trucking) have an effect towards improving strategies Power competitive .

x1 is the upgrade Strategy Power competitive

Principles or x1 concept is increase Power competitive company, important For do analysis to elements Which contribute to decline Power competitive companyFurthermore, relevant strategic suggestions should be made to increase profitability company, Where customer Also wantexists enhancement service maximum in a way Keep going continuous, when use service Which There is in company. However in fact sometimes Stillfar from what the customer's expectations or desires are, with see various matter about desire satisfaction customer Which the more unlimited.

Improving strategy Power competitive influential to increase Power competitive company, important For do analysis to elements Which contribute to decline Power competitive company. Furthermore, relevant strategic suggestions should be made to increase profitability company, Where customer Also wantexists enhancement service maximum in a way Keep going continuous, when use service Which There is in company. However in fact sometimes Stillfar from what the customer's expectations or desires are, with see various matter about desire satisfaction customer Which the more unlimited.

For increase development digitalization with notice strategy Power competitive, then that's a must done by a Service company transport goods (truck), if enhancement Power competitive perceived with Good so development digitalissai will perceived both are good and vice versa . This can explained that tor influencing factors to improved power strategy competitive is an SCM system that is oriented towards customer, p This in line with research conducted by Budi Nur Siswanto, et al (2023), and (Erna Mulyati & Septian Tri Handoyo 2023).

**Influence Satisfaction Customer to Development Digitalization**

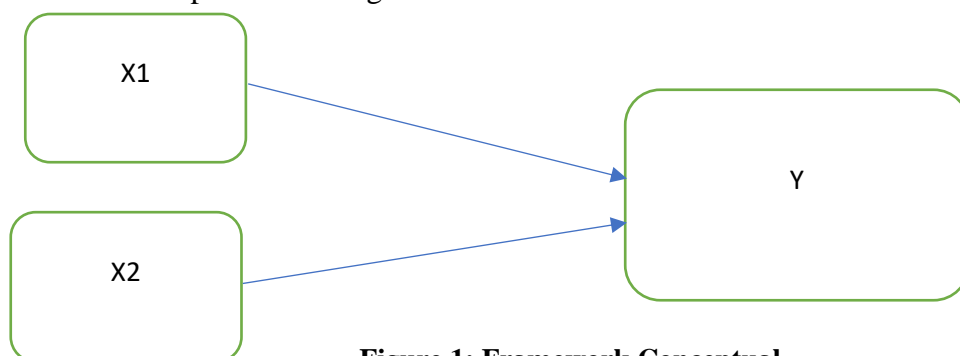
Principles or x2 concept is satisfaction customer is level feeling somebody after comparing his or her perceived performance or results in comparison with hope Kotler (2009). By Because That every company service mustplan, organize, implement, And control The service quality system is such that the service is satisfactorypara his customers.

According to Nasution (2017), quality service is level superiority Which expectations and control on level superiority the For fulfil desire consumer.

Satisfaction Customer influential to Development Digitalization, if Satisfaction Customer perceived with Good so Development digitalization will perceived well, and vice versa. This matter can explained that Influencing factors to satisfaction customer is complaint incoming customers through application experience decrease and the customer is Very Satisfied with service Which given. Satisfaction customer This Already widely studied by researchers previously among them is ( Sita Revelation Heart & Aisha Juliati 2019) and (Hasriwan Son And Wicaksana Dramanda 2019). (Susanto et al., 2023)

### Framework Conceptual

Based on formulation problems, discussion and research relevant, then process it framework conceptual like image 1 below This.



**Figure 1: Framework Conceptual**

Based on picture framework conceptual above, then: x1, and x2 influential to y1. Apart from the two influencing variables y1, still Lots other variables include is:

- 1) x3 : (M & Ali, 2017) , (Ali & Mappesona, 2016) , dan (Ali, Narulita, et al., 2018) ,
- 2) x4 : (Ali et al., 2022) , (Novansa & Ali, 1926) , dan (Ali et al., 2016) ,
- 3) x5 : (Ali, Evi, et al., 2018) , (Sitio & Ali, 2019) , dan (Ali et al., 2022) ,

### CONCLUSION

Based on formulation and discussion so conclusion article This is For formulate hypothesis For research next, namely:

- 1) Power strategy competitive influential to development digitalization; And
- 2) Satisfaction customer influential against development digitalization.

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