The Effect of Marketing Mix for Logistics Services on User Decisions in Manado (Case Study of PT. Pos Indonesia Logistics)

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A B S T R A C T

Services is very important in this digital era. The decision to use logistics services is influenced by the 7 P's. The marketing mix is one of the important aspects of marketing related to consumer purchasing decisions and is divided into product, price, promotion, location, people/HR (people), physical evidence and process. This research specifically aims to: (1) Know the

characteristics of Indonesian Postal Logistics consumers. (2) Knowing what factors influence consumer purchasing decisions for Indonesian Logistics Post products. (3) Knowing the implementation of the marketing mix strategy at the Indonesian Logistics Post.This goal can be achieved by applying a series of explanatory research procedures where data collection is carried out in the city of Manado and the unit of analysis is the customers/consumers of postal logistics services. After the data is obtained then the data is processed and analyzed using multiple regression analysis, t-test and F-test. From the results of the regression analysis and hypothesis testing, it is obtained that the Product, Place, Promotion, People, Physical evidence and Process variables have a positive effect on consumer purchasing decisions (Buying decisions) at the logistics company PT. Logistics Post. If these variables increase, the buying decision will also increase. Vice versa. However, specifically for the Price variable, it shows a negative value, which means that the effect of the Price variable on the Buying decision is opposite, that is, if there is an increase in the price of PT. Post Logistics, there will be a decrease in purchasing decisions for these logistics products/services. Price is one of the determinants of consumers in determining a purchase decision for a product or service. Therefore consumers will definitely consider the price of an item or service with consumer income, the quality obtained and the benefits obtained. PT. Postal Logistics is assessed by the public as still selling its services at a higher price than its competitors.

Responding to the conditions for logistics challenges in Indonesia, Post Logistik must be able to elaborate on the company's ability to provide solutions through a national approach that is synergized with global solutions for the use of the right technology, so that the logistics services offered do not only provide solutions for customers but also provide benefits to investors. in improving the Indonesian economy. Therefore a business model that can be built in order to produce competitive logistics service products is as follows: (1) Strategic cooperation with external parties to produce strategic partnerships in the field of transportation in order to realize excellent operations in the distribution function (moving goods) end to end. (2) Regular collaboration with external parties on the principle of a win-win solution to support supporting operations in the fields of Banking, Insurance, Information Technology and Trade. (3) Application of the 7P marketing mix principles (Product, Price, Place, Promotion, People, Physical evidence and Process). (4) Generate competitive postal logistics service offerings. (5) Based everything on the applicable government regulations.

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Introduction

The world today is facing the phenomenon of disruption, a situation where the movement of the industrial world or work competition is no longer linear. The change is very fast, fundamentally by shuffling the old order pattern to create a new order. Disruption initiates the birth of new business models with more innovative and disruptive strategies. The scope of change is wide ranging from the world of business, banking, transportation, social society, to education. This era will require us to change or become extinct.

However, a number of challenges and obstacles faced by the logistics business include that Indonesia is an archipelago with 17,500 islands spanning 1,905 million square kilometers. It's a nightmare for the logistics industry. The need to control both land and water to deliver goods between cities is a big challenge. A number of inherent problems in Indonesia such as transportation infrastructure and maritime connectivity are also a barrier for businesses to have a smooth logistics process. Besides that, Indonesia is still looking for the right way to overcome logistical challenges because its geographical structure still has to be able to solve the problem of relatively high logistics costs. That way, multimodal transportation is the right solution for shipping goods. Multimodal transport means combining different transport methods to reach remote areas. Many have misunderstood the logistical conditions in Indonesia, especially when viewed from an outsider's point of view. Unlike India or China, Indonesia is not a large homogeneous landmass, and will therefore need a fragmented hyperlocal multimodal transport approach. For this reason, the logistics industry must be able to offer services that are really needed by Indonesia, from upstream to downstream, which includes various elements, such as transportation infrastructure, cargo, consolidation to warehousing. Companies can make improvements to the supply chain in Indonesia and provide logistics solutions for businesses or individuals who wish to reach clients more efficiently.

The market potential for the logistics industry is still very large, namely around US$ 164.3 billion or Rp. 2,392.5 trillion. Unfortunately, Indonesia's logistics performance index is still very low. Meanwhile, the performance of the Indonesian logistics industry in 2018 was Rp. 797.3 trillion (SCI, 2019), which means that the absorption of the Indonesian logistics industry has only reached 66.8%. Supply Chain Indonesia (SCI) predicts that the logistics sector will grow by 11.56% from IDR 797.3 trillion in 2018 to IDR 889.4 trillion in 2019. In 2018, the logistics sector contributed 5.37% to the Gross Domestic Product (GDP). GDP) worth IDR 14,837.36 trillion. The growth rate of the logistics sector in 2019 which is predicted to be 11.56% is higher than in 2018. Based on Indonesia's Supply Chain (SCI) analysis of Gross Domestic Product (GDP) data from the Central Bureau of Statistics (BPS), the logistics sector (Transportation and Warehousing business field) in 2018 grew by 8.44% from 2017 which amounted to 735.2 trillion . However, the contribution to GDP has decreased from 5.41% in 2017 to 5.37% in 2018. SCI predicts the logistics sector's contribution to GDP in 2019 will increase to 5.55%. The contribution value is higher than the contribution in the 2016-2018 period. SCI predicts that the

logistics sector's contribution to GDP in 2019 will increase to 5.55%. The contribution value is higher than the contribution in the 2016-2018 period. SCI predicts that the logistics sector's contribution to GDP in 2019 will increase to 5.55%. The contribution value is higher than the contribution in the 2016-2018 period.

The business of PT Pos Logistik Indonesia or Pos Logistics is able to grow above 20%. Even though during that period, macroeconomic conditions were sluggish. Post Logistics was able to grow well because during that period, the company shifted its business focus from logistics projects such as working on the heavy equipment sector to logistics contracts that served many sectors.*fast-moving consumer goods*(FMCG). Post Logistics enters into a logistics contract because it has a long term duration so it is more promising to generate revenue. Apart from starting to turn his attention to contract logistics. Pos Logistics has also started to develop retail cargo because it has proven to be able to boost the company's revenue in 2016. In addition, in 2016 the company also started building to serve international projects, both for import and export. Before Pos Logistics worked on logistics contracts, this company had 5 product portfolios, namely logistics projects, cargo, international forwarding, retail cargo, and e-commerce businesses. In the 2014-2015 period, the contribution of logistics projects was quite significant, namely 35% of total revenue. However, to get new customers, his party must also be aggressive in picking up the ball. Because,https://swa.co.id/kumparan/garap-contract-_logistics-boosting-performance-post-logistics,October 22, 2019). In addition, in order to be competitive, Post Logistics also continues to increase its capacity, both in terms of physical capacity, namely vehicles and warehouses, as well as non-physical capacity, namely technology and human resources.

In general, it can be identified that the logistics business is hampered by various obstacles, including transportation and technology. Various problems with the delivery of goods often arise either due to delays, limitations in providing transportation vehicles, or other problems ranging from technical problems, agreements, to payment systems (Berita Satu, Friday 4 May 2018; accessed fromhttps://www.beritasatu.com/economy/491138/potential-industry-logistik-very-_big; 08 Oct 2019). Besides that, the issue of marketing strategy in order to acquire new customers also requires special attention in order to maintain sales levels or also increase them.

RIP AND HIGH SCHOOL RESEARCH ROAD MAP

The Sam Ratulangi University Research Master Plan is used as the basis for a strategy regarding the direction and research objectives to be achieved, including competitive-based research funding, grants as well as local, national and international collaborations. The Sam Ratulangi University Research Master Plan is a policy direction and decision making in the management of research at an institution within a certain period of time (5 years: 2016-2020). The scope of research in Higher Education basically includes basic research, applied research and development research.

Sam Ratulangi University's Leading Research for the next five year period (2015 – 2020) concerns several areas of research with the main focus selected based on superior products based on SWOT analysis (Strength, Weakness, Opportunity and Threath) as a form of self/internal evaluation, with terminology that refers the National Research Master Plan. Leading research areas that are the priority of

Sam Ratulangi University are as follows: (1) Maritime Affairs, (2) Food Security, (3) Development of Health Technology and Medicine, (4) Disaster Management and Environment and (5) Social Humanities and Culture . A graphical explanation of the five leading areas is presented in the Sam Ratulangi University Research Roadmap for the next five years, as shown in Figure 2.1 below.

Figure 2.1. Sam Ratulangi University Research Road Map

Higher Education Excellence Research is an experimental and theoretical activity that is held primarily to gain new knowledge and a deeper understanding of the principles underlying phenomena and facts that are driven by the intention to apply them practically.

The results of this study will later form a model of the relationship between marketing mix and purchasing decisions for Indonesian Logistics Post products. From this model it is hoped that the Indonesian Logistics Post will be able to further increase its sales so that it can increase. The outcome of this increase will have an impact on the readiness of Indonesia's Logistics Post to enter the IPO. Thus the results of this study will contribute to the achievements of RIP Unsrat in the 2016-2020 period and a research roadmap for leading higher education research in the social humanities and culture. In this case the research output will be able to contribute to the improvement of labor and public mobility facilities. The theoretical argument is that along with the sales growth of Tokopedia.com, there will be more MSME products that can meet the needs of their consumers.

1.1.   Logistics Business

Logistics pioneer organization in the United States, The Council of Logistics Management (CLM) put forward the definition of Logistics is a part of the supply chain that functions to plan, implement and control the efficiency and effectiveness of the flow and storage of goods and services and related information from point of view. from the point of origin to the point of consumption in order to meet the needs of customers. Meanwhile Martin (1998:11) defines logistics as a process that strategically manages the procurement of materials (procurement), movement and storage of materials, components and storage of finished goods (including related information) through the organization and its marketing network in such a way that profits are maximized in both the short and long term through cost-effective fulfillment of orders. Bowersox (1995:13) says that logistics is a strategic management process for the movement

and storage of goods, spare parts and finished goods from suppliers, between company facilities and to customers. Henkoff (in Fortune Magazine) means that the term logistics, distribution, or supply chain management is basically the same, which is a process by which companies move materials, components and products to customers. Ross (1998:

From the above understanding, the logistics business can be interpreted as a business activity that seeks to provide added value to its consumers in relation to the procurement, movement, storage and distribution of goods and related information, from a point of origin to a point of consumption, with the minimum cost or efficient. From the notion of services and the notion of logistics, basically, all activities or processes of logistics services focus on efforts to fulfill the needs and desires of the company's customers as well as the accuracy of delivery which is used to balance consumer expectations. From this process will produce a service quality (service quality) that can meet consumer expectations.

1.2.   Service Marketing Mix (7P)

The marketing mix is a controllable tactical marketing tool that is integrated by the company to produce the desired response in the target market. In the marketing strategy, the company should prepare detailed planning regarding the marketing mix. Kotler defines that "the marketing mix is a group of marketing tools that companies use to achieve their marketing goals in target markets".

In marketing communications there are several integrated elements that are realized in the integrated marketing communications mix, namely the marketing mix, then the promotion mix which is actually part of the marketing mix, but is now more specific. And there are also certain marketing communication strategies, such as segmenting, targeting, pricing and positioning strategies, in the marketing mix.

1.3.   Buying decision

Purchase decision is preceded by purchase intention, namely the process that exists between alternative evaluation and purchase decision. After consumers evaluate the existing alternatives, consumers have an interest in buying a product or service offered. According to Abzari, et al. (2014) the indicators that determine buying interest are transactional interest, referential interest, preferential interest, and explorative interest.

In buying and consuming something, the consumer first makes a decision about what product is needed, when, how and where the buying or consumption process will occur. Decision making taken by someone can be referred to as a problem solving. In the decision-making process, consumers have goals or behaviors they want to achieve or satisfy. Furthermore, consumers make decisions about which behavior to do to achieve these goals. Consumer buying decisions can be influenced by various factors, both individual (internal) and those from the external environment. Several factors originating from the environment such as culture, social class, group and family influences can influence a person's decision-making process. There are several things that can influence, namely consumer resources, motivation and involvement, knowledge, attitudes and personality as well as lifestyle and demographics (Engel et al, 1995). Purchase decision consists of 3 indicators and is the dependent variable in this study.

By using various criteria that exist in the minds of consumers, one product or service brand will be

chosen to be purchased. After purchasing a certain brand of product or service, the consumer will evaluate it to determine whether he is satisfied or not with his purchase decision. If the consumer is satisfied, it is likely that he will make a repeat purchase in the future. If on the contrary, then he will search again for the various product or service information he needs. This process will be repeated until the consumer is satisfied with his purchase decision. This process can be described in the following figure:
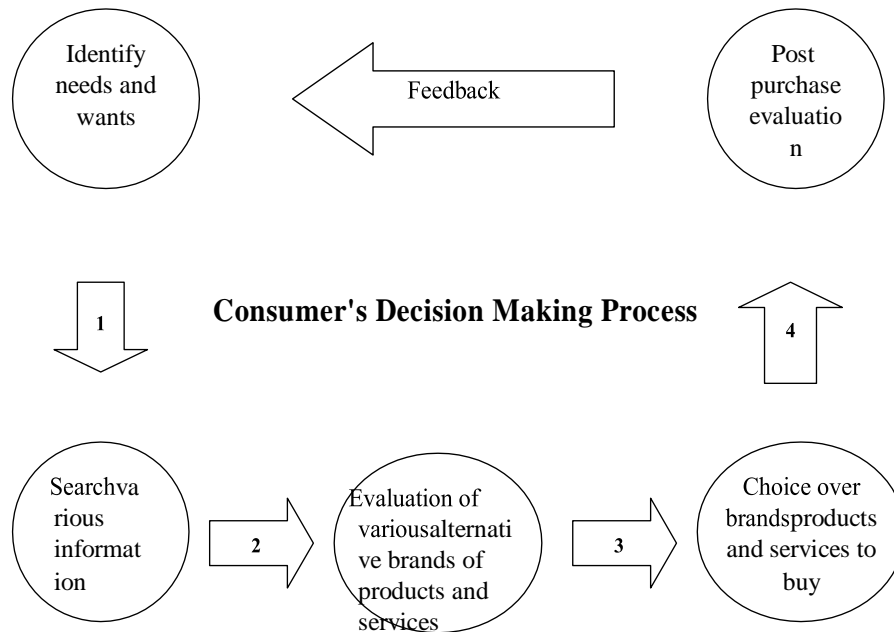

Figure 2.1 : Consumer Purchase Decision Making

In the 2nd process, the picture above is an evaluation of alternative product brands. This process requires at least two criteria that relate hierarchically to various brand alternatives, namely:

1.*Association benefits*are the benefits that can be obtained by buying a product, where the criteria are that consumers determine the priority of the most desired benefits and link the benefit criteria to the characteristics of the product or service brands available. In this comparison process, for each alternative product or service brand available, the benefit criteria are weighted based on the order of importance. The model used in this process is known as the Compensatory Model.

2.*Expected satisfaction*meaning that consumers evaluate a product or service brand based on the ability of the brand to meet the expectations made by consumers. The brand of a product or service that can best meet the expectations of the highest level of importance that consumers will choose.

Peter-Olson (1996; 6) in The American Marketing Association in Mulyadi (2012: 195), emphasized that consumer decision making is a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes with environmental factors with which humans exchange in all aspects of their lives. . Cognitive attitudes reflect understanding attitudes, affective attitudes reflect attitudes of belief and behavioral attitudes reflect real action attitudes. Buying decisions on individual consumers are called behavior where it refers to real physical actions that can be seen and measured by others.

1.4. Mindset

The concept of consumer decision making is associated with consumer performance during the buying process (Shiffman & Kannuk, 2010). The various definitions presented by various experts regarding consumer buying behavior, psychological factors are the factors that most dominate the attention of experts regarding how consumers make purchases of a product, such as the influence of emotional factors other than the basic needs factor for product consumption and social factors (Sheth et al, 1991). Based on this, it can be used as an indication that persuading consumers can be done through a psychological approach by utilizing marketing tools such as the marketing mix.

The marketing mix is one of the factors that can influence consumer purchasing decisions (Astuti et al, 2015). Through a combination of various marketing tools in the marketing mix, it can be used to achieve company goals (Kotler & Armstrong, 2010). Although it cannot be denied that conducting studies on consumer behavior is complex because consumer behavior in purchasing a product is influenced by many factors which can be interrelated and influence each other (Astuti et al, 2015). Theoretically, Kotler & Keller (2009) have developed a behavioral model that describes the factors that influence consumer behavior as a whole. In this model, it is described how the company's marketing mix consisting of product, price, distribution and place affect the purchase decision. Other factors that also influence purchasing decisions are personal characteristics, including trust and learning.

Several empirical studies justify the relationship between the variables above. Suhari (2008) qualitatively found the influence of the marketing mix and consumer characteristics on purchasing decisions. Furthermore, Saputra (2016) proved that consumer behavior (including trust and learning) influences purchasing decisions. More specifically, Rahmawati and Widiyanto (2013) and Widiyanti Prasilowati (2015) provide evidence about the effect of attitudes on purchasing decisions.

Based on the description above, it can be concluded that electronic purchasing decisions (e-purchasing decisions) will occur if companies can implement a service marketing mix strategy (7P), namely product; prices; place; promotion; People, Process and Physical Evidence in accordance with the wishes/needs of its customers and persuading its customers through a psychological approach.
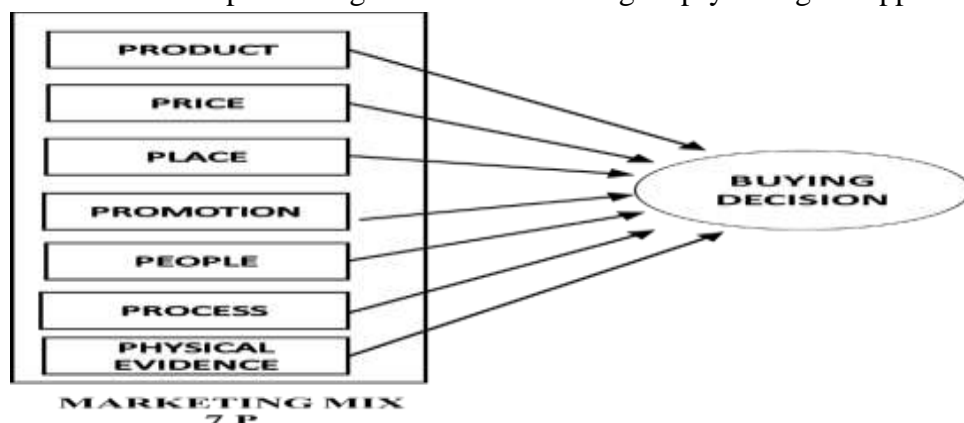

Figure 3.1. Research Framework

Based on the description of the mindset above, the research hypothesis can be built as follows:

1) Product strategy has a partial effect on the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

2) The price strategy has a partial effect on the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

3) The place strategy has a partial effect on the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

4) The promotion strategy has a partial effect on the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

5) The people strategy has a partial effect on the buying decision of PT. logistics service consumers. Pos Indonesia Logistics

6) The process strategy has a partial effect on the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

7) The physical evidence strategy has a partial effect on the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

8) Product, price, place, promotion, people, process and physical evidence strategies simultaneously influence the buying decision of consumers of logistics services at PT. Pos Indonesia Logistics

1.5.   State of the Art

Several studies of consumer behavior related to marketing implications (previous research by Ling-yee, 1997; Chan, 1999; Vlosky et al., 1999; Chan & Lau, 2000; Kalafatis et al., 1999; Follows & Jobber, 2000; Chan , 2001; Jiuan et al., 2001; Laroche et al., 2001; Fotopoulos & Krystallis, 2002). Studies on marketing mix strategies that influence buying decisions, purchase intentions, sales, consumer satisfaction, prices, green market segmentation, etc. (Muhammad Imtiaz Subhani, Syed Akif Hasan, Amber Osman, Saeeda Wazir Ali Rudhani, 2012, Haofu Fan & Lin Zeng, 2011, Ramin Rakhsha and M. Majidazar, 2011, Tara M. Mintz, BS 2011, , Eva M. Hyatt, Mary Wanjiru Kinoti, 2011, Doris Mbih Knutzen, 2011, Jan Barrish, 2011, Nai-Jen Chang and Cher-Min Fong, 2010, Riza Akbar Ramadhan, 2010, Rudi Haryadi, 2009, Daniel Szuster, 2008, MFS Junaedi, 2008, Ina Landua, 2008, Tracy Allen, 2007, Bo Enquist, Bo and Samuel Petros Sebhatu, 2007, Esty and Winston, 2006). These studies try to explore aspects of the marketing mix and buying behavior. The last research was conducted by the proposer himself (Stanss LHV Joyce Lapian, 2018) entitled "Analysis of Green Marketing Mix Factors on Hotel Industry (Study on Sintesa Peninsula Hotel Manado; Discovery Kartika Plaza Denpasar; Hyatt Regency Yogyakarta; Grand Melia Jakarta) (International Review of Management and Marketing Journal, Vol 8, Issue 6, 2018).

state of the art of this research is that the service marketing mix strategy (7P) can induce the development of consumer behavior (purchasing decisions). The state of the art of this research can be seen in Figure 3.1. below this

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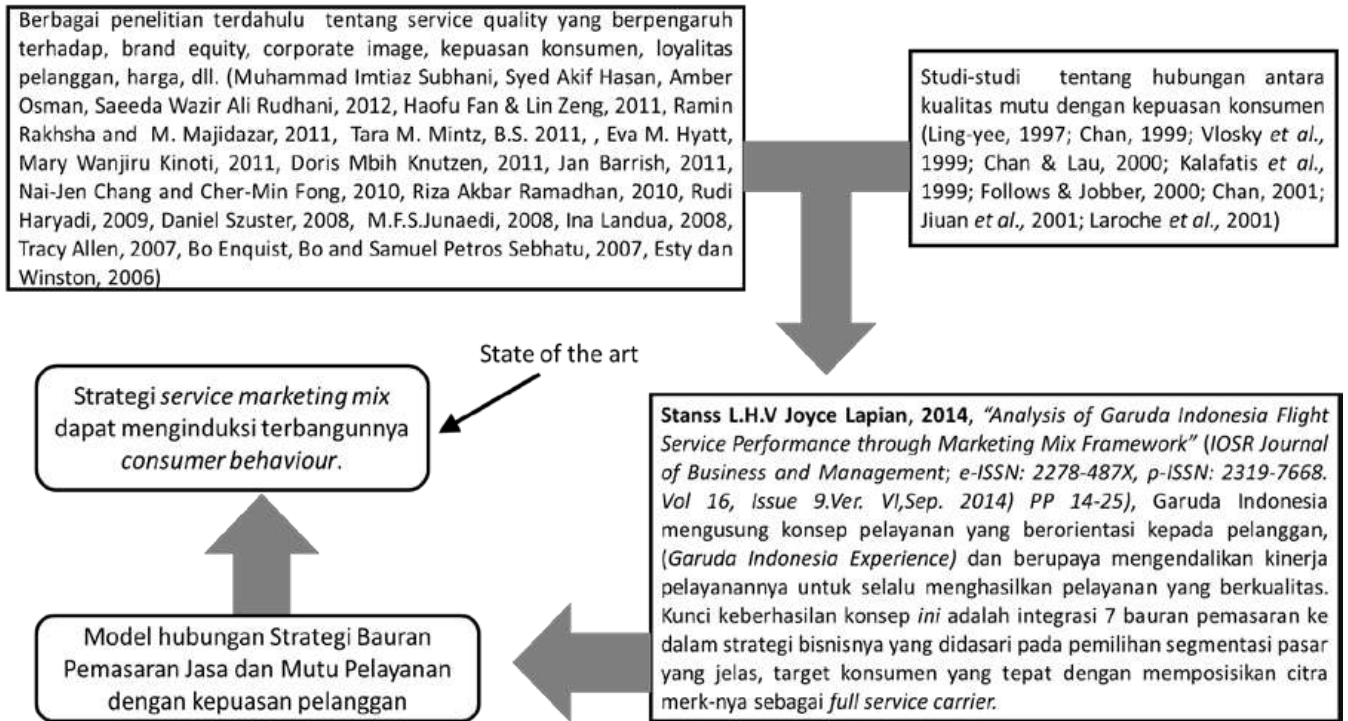
Figure 3.2. State of the Art Marketing Mix Strategy

Method

4.1.   Variable Operational Definitions

Variable	Factors & Descriptions	Indicator
X1 Product	Goods or services made or provided by companies to meet consumer needs and provide benefits and satisfaction after consumption.	Availability of products/services Timely guarantee Product Safety Product Reputation
X2 Price	Application of prices that take into account economic costs and environmental costs in the production and marketing process, while providing value to customers and reasonable profits for businesses.	Prices comparable to quality Competitive prices Additional fee discount
X3 place	The role of the distribution channel is as a marketing activity that seeks to facilitate the delivery of goods and services from companies to consumers.	Distributed service outlets

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X4 Promotions	A one-way flow of information or persuasion created to direct someone to an action that creates an exchange in marketing.	Regular advertising in the media Special consumer program Promotion month
X5 Process	Service delivery procedures that support operational performance and service quality through efficient use of resources.	Ease of processing orders. Ease of receiving and picking up shipments
X6 Physical Evidence	Service quality can be demonstrated through physical evidence and presentation. So an aviation business will develop an appearance and style that can be observed in handling its customers, so that it can deliver the expected value for consumers, be it cleanliness, speed or other benefits.	Adequate means of transportation Comfortable waiting room for office services
X7 People	Services are mostly served or provided by people. Employees can therefore make a big difference in customer satisfaction through attitudes and behaviors that are empathetic, competent, responsive, initiative, problem-solving skills and goodwill.	Professional employees, friendly employees. Consumer involvement

Meanwhile, the consumer's buying decision (Y) variable is the process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes and environmental factors with which humans make exchanges in all aspects of their lives.

1) Selection of certain brands

2) Number/volume of product purchases

3) Product purchase frequency

4.2. Analysis Method

4.2.1. Validity and Reliability Test

Validity test. To test the validity of the measuring instrument, first find the value of the correlation between the parts of the measuring instrument as a whole by correlating each measuring instrument item with a total score which is the sum of each item's score, using the Pearson Product Moment formula. An instrument is said to be reliable if it has r greater than 0.30 (Lerbin R, 2005).

Reliability test, according to Sugiyono (2007), a reliable instrument is an instrument which, when

used several times to measure the same object, will produce the same data. This reliability test was carried out using Cronbach Alpha. An instrument is said to be reliable if it has a Cronbach alpha greater than 0.60 (Nunnally, 1970). In this research SPPS version 19 will be used.

4.2.2. Multiple Regression Analysis

Multiple Regression Analysis. Multiple regression analysis is a method used to describe the relationship of a dependent variable with two or more than two independent variables. The method used in this study is multiple linear regression analysis to find out how much the 7P marketing mix dimensions influence buying decision (Y), namely:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + + b_6X_6 + b_7X_7 + e$$

Where: Y = Buying Decision; X_1= Products; X_2= Price; X_3= Promotions; X_4=Place; X_5= Processes; X_6= Physical Evidence; X_7= People; b_0= Intercepts; b_{1-7}= Regression Coefficient; e=Disturbing Factors.

The formulation of this model is a linear form of regression where this form theoretically the dependent variables to be studied have a tendency to have a linear relationship to each of the independent variables.

4.2.3. Classic assumption test

1.Normality test. Tests that are commonly used to test data from the population are normal or not. One way to check normality is by using a normal probability plot. With this plot, each observed value is paired with an expected value in a normal distribution. Normality is fulfilled when the points are gathered around a straight line (Sumodiningrat, Gunawan 1999: 261).

2.Heteroscedasticity Test. Heteroscedasticity is a disturbance factor that does not have the same variance or the variance is not constant with the graph depicting a scatter plot which proves that the independent variables studied are free from Heteroscedasticity otherwise if the plot graphs do not spread it means that the independent variables studied cannot be identified when creating the regression model (Sumodiningrat , Gunawan 1999: 261).

3.Multicollinearity Test. Multicollinearity is used to show that there is a linear relationship between the independent variables in the regression model, if the resulting VIF value is <10 then there are no multicollinearity symptoms, conversely if the resulting VIF value is > 10 then multicollinearity symptoms will occur (Sumodiningrat, Gunawan 1999: 261).

4.2.4. Hypothesis testing

t test To see whether the service quality variables influence or not the customer satisfaction variable partially by using the formula:

$$t = \frac{b_1 - \beta_i}{S\beta_i}$$

Null Hypothesis :

H_0 : b_1 = 0, product variable has no effect on buying decision.

H_0 : b_2 = 0, price variable has no effect on buying decision.

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H$_O$: b3 = 0, place variable has no effect on buying decision.

H$_O$: b4= 0, promotion variable has no effect on buying decision.

H$_O$: b5= 0, the process variable has no effect on the buying decision.

H$_O$: b6= 0, the physical evidence variable has no effect on buying decisions.

H$_O$: b7= 0, the people variable has no effect on buying decisions.

Alternative Hypothesis:

H$_a$: b1$\neq$ 0, the product variable affects the buying decision.

H$_a$: b2$\neq$ 0, the price variable affects the buying decision.

H$_a$: b3$\neq$ 0, place variable has no effect on buying decision.

H$_a$: b4$\neq$ 0, promotion variable influences buying decision.

H$_a$: b5$\neq$ 0, the process variable influences the buying decision.

H$_a$: b6$\neq$ 0, the physical evidence variable influences the buying decision.

H$_a$: b7$\neq$ 0, the people variable influences the buying decision.

If the results are significant tcount (sig) $\geq$ 0.05 then Ho is accepted and Ha is rejected, and vice versa if tcount (sig) $\leq$ 0.05 then Ho is rejected and Ha is accepted.

The F test is intended to determine whether the service quality variables influence or not the customer satisfaction variables simultaneously.

$$F = \frac{b_1 \sum X_1 Y - b_2 \sum X_2 Y - b_3 \sum X_3 Y \ / \ K - 1}{Y^2 - b_1 \sum X_1 Y - b_2 \sum X_2 Y - b_3 \sum X_3 Y \ / \ n - K}$$

Where   :K= Number of Samples and n = Size

Null Hypothesis Sample :

H$_O$: b1= b2= b3= b4= b5= b6= b7 = 0 variable product, price, place, promotion, process, physical evidence and people have no effect on buying decisions.

Alternative Hypothesis:

H$_a$: b1$\neq$ b2$\neq$ b3$\neq$ b4$\neq$ b5$\neq$ b6$\neq$ b7 $\neq$ 0 variable product, price, place, promotion, process, physical evidence and people influence buying decision.

If it is significant the results of Fcount (sig) $\leq$ 0.05 then Ho is accepted and Ha is rejected, and vice versa if Fcount (sig) $\geq$ 0.05 then Ho is rejected and Ha is accepted.

4.3.   Research Stages

The steps and stages to be carried out in this research are

No	Description of Research Stages	Achievement Indicator	Information
1	Preparation and printing / duplication of Questionnaires	Questionnaire Manuscript	
2	Preparation of interview guidelines	Interview guideline script	Interviews will be conducted with the management of PT. Pos Indonesia Logistics
3	Questionnaire distribution	Research sites	
4	Collection of questionnaires	sd	
5	Data processing	Initial info about Logistics Business	
6	Data analysis	factors *marketing mix*	
7	Research team discussion	Discussion of field findings	
8	Preparation of research reports and their completeness	Final report	

ANALYSIS OF RESULTS AND DISCUSSION

5.1.   Pos Indonesia Logistics Profile

It has been operating since 2012 and is 99.71% owned by PT Pos Indonesia (Persero). Starting from a logistics business project in 2004, and developing into a Strategic Business Unit in 2007, then based on a Notary Deed ratified by the Minister of Law and Human Rights in Decree No: AHU-08351.AH.0101 on February 17, 2012, Post Logistics Indonesia was officially born as a subsidiary of PT Pos Indonesia (Persero). With a position as a subsidiary, and supported by workers and a professional team in formulating business strategy and positioning, PT Pos Logistik Indonesia is expected to be able to operate independently to be able to maximize logistics business opportunities in Indonesia as well as take advantage of the network from Pos Indonesia that has been built throughout Indonesia. , with 4,367 branch offices and 33.

Vision: To be the best logistics solution provider company in Indonesia.

Mission: To be the answer to the logistics challenges in Indonesia, by combining the company's ability to provide solutions through a national approach that is synergized with global solutions for the use of the right technology, so that our presence not only provides solutions for customers but also provides benefits for investors in improving the Indonesian economy .

Main Products

National Transport Contract, Logistics Freight Forwarding and E-Commerce

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• Domestic Land Trucking• Domestic Air• Domestic Ocean• Domestic Rail

A.   cargo

1.   Retail Cargo Train (KRT). Ais one of the domestic postal cargo distribution services whose transportation and distribution uses the mode of rail transportation with routes and trains that are commonly used according to a mutual agreement between Pos and KALOG. Lead Time: Maximum 52 hours

2.   Domestic Air Retail Cargo.Reach: Limited national; Outlets: Post Offices and Agencies that have been determined. -Maximum Lead Time 52 hours.

3.   Domestic Retail Train and Air Cargo Services.Door to door (shipments are picked up and delivered at the destination office); Port to door (the sender sends the goods to the Post Office and will be delivered to the destination address). Door to port shipments are taken at the sender's address and picked up by the customer at the post office). Port to port (the sender sends the goods to the post office and is picked up at the destination post office). Weight Level More than 5 kilograms up to 30,000 kilograms.

B.   Warehouse. Warehousing Services (Warehousing Services) are goods storage services for production or production results in a certain amount and timeframe which are then distributed to the intended location upon request. In addition, the Warehouse is part of the Company's logistics system as a place for storing goods (raw materials, semi-finished goods parts, finished goods) at and between the place of origin and the place of destination and provides information to management regarding the status, condition and disposition items being stored. Warehousing Service Business Activities include:

1.   Carry out warehouse provision activities, warehouse rental and warehouse management cooperation.

2.   Carry out the process of receiving and checking goods to be stored in the warehouse.

3.   Administer the receiving and checking process.

4.   Carry out put away and placement of goods to be stored in accordance with a predetermined location.

5. Administering the put away process and storage of goods that have been stored.

6. Carry out the process of picking up goods to be sent according to the request.

7. Carry out the sorting process according to the type of goods and destination.

8. Carry out the process of removing and shipping goods from the warehouse.

9. Carry out the stock taking process according to the specified schedule.

10. Perform agreed va/ve added service processes such as labeling, assembling, packaging, re-packaging, returns and others.

11. Make activity reports in the warehouse periodically.

12. Prepare documents and administer the process of receiving and checking, put away and storage of goods, stock take/stock taking, added value services, and periodic reports.

C. Freight Forwarding. We are committed to providing logistics solutions for your export and import business through sea and air transportation modes by providing added value from synergies with our other products (CL, NT and E-commerce) as well as collaboration with PT. POS Indonesia for delivery to all areas in Indonesia.

1. *International Air Freight.* Logistics Post provides solutions for goods or cargo delivery services for your import-export business, with direct or consolidated modes of air transportation. Through the application of the point to point close shipment monitoring method and maximizing our network / network as overseas representatives, we will monitor every movement of your goods / cargo starting from the exporter / importer warehouse to the loading airport and to the destination airport to the consignee. . This service is focused on realizing logistical efficiency in achieving the right destination, at the right time with cost efficiency.

2. *InternationalOcean Freight.* Pos Logistik provides solutions for goods or cargo delivery services for your import-export business, with sea transportation modes, either direct or consolidated LCL/FCL. Through the application of the point to point close shipment monitoring method and maximizing our network / network as overseas representatives, we will monitor every movement of your goods / cargo starting from the exporter / importer warehouse to the port of loading and to the port of

destination to the recipient of the goods. This service is focused on realizing logistical efficiency in achieving the right destination, at the right time with cost efficiency.

3.   *Customs Clearance*. Pos Logistik provides customs service solutions between exporters, importers and customs through a fast, precise process and efficiency in the use of IT infrastructure at all sea and air ports within the customs territory of the Republic of Indonesia.

4.   *Projects Logistics*. Logistics Post provides solutions in the process of large-scale shipments both nationally and internationally by land, sea and air, with special handling and special equipment according to the needs of the customer through international standardization in the process of handling the characteristics of each cargo.

D.   E-Commerce. Fulfillment Services. Pos Logistik Indonesia provides various e-commerce solutions ranging from inbound management processes (goods receipt, QC to storage), outbound management (listing orders, pick and pack goods until they are shipped in status), storage (goods storage and stock inventory management).) and return management (the process of receiving returned goods, whether in cancel status or failed delivery, which starts from the inbound process of the goods/orders to their storage, of course coordinating with the customer for documents/confirmation of the returned goods).

1.   Last Mile Deliveries. Pos Logistik Indonesia provides e-commerce solutions that start from a fulfillment center (warehouse/seller/merchant) to end customers with timely facilities and real time delivery status through a data interface.

2.   On Demand Transport Services. Pos Logistik Indonesia provides e-commerce solutions by delivering goods for online orders which will be served in real time according to customer requests from one point to another.

Logistics postal revenues in 2018 amounted to Rp. 3,004.86 billion or grew 14% from 2017 of Rp. 2,635.84 billion. This business revenue achievement reached 96.20% of the RKAP target set at Rp. 3,123.40 billion. Currently, logistics posts still provide the largest contribution to the company's revenue, namely 54.01%.

Some of the work programs that have been carried out to achieve this performance include:

1) Cultivation of online trade (e-commerce) through collaboration with e-commerce business providers as well as cooperation with various SMEs, online business product manufacturers and resellers on various social media

2) Increasing the number and transactions of the O-Ranger team as a sales team that has high mobility in approaching customers.

3) Increase the number and transactions of postal agents by providing rewards to postal agents who have sales with a predetermined amount and by adjusting the amount of fees given to postal agents.

4) Tariff adjustments to anticipate increases in operational costs which have increased.

5) The addition of longer service hours and the operation of several outlets on holidays.

6) Cultivation of industrial and trade areas

5.2. Characteristics of Pos Indonesia Logistics Consumers

In order to obtain a general description (description) of the respondents, the general data of the respondents were obtained through the answers from the incoming and undamaged questionnaires (i.e. 120 questionnaires (sample size to be used is 120). After that, a recapitulation list was made based on the age group of the respondents , Type of work, Total income, Purpose of Online Shopping, Frequency of Online Shopping and Reasons for Online Shopping, presented in full in Table 5.1:

Table 5.1. Characteristics of Postal Logistics Consumers

Age group	F	%
< 20 years	2	1.67%
20 to 65 years	97	80.83%
> 65 years	21	17.50%
Amount	120	100%
Type of work	**F**	**%**
Student / Student	20	16.67%

	F	%
PNS/TNI/Polri/Private	29	24.17%
Entrepreneur / Entrepreneur	59	49.17%
Retired	12	10.00%
Amount	120	100%
Income (Rp/month)	**F**	**%**
1,000,000 to 5,000,000	21	17.50%
5,000,001 to 15,000,000	57	47.50%
> 15,000,000	42	35.00%
Amount	120	100%
Purpose of using Logistics Services	**F**	**%**
Send personal items	34	28.33%
Sending business goods	63	52.50%
Recipient of online orders	16	13.33%
Etc	7	5.83%
Amount	120	100%
Frequency of using logistics services	**F**	**%**
Rarely (< 5 times) a month	23	49.25%
Quite often (6-10 times) a month	63	31.34%
Often (11-20 times) a month	34	13.43%
Amount	120	100%
Reasons to use Postal Logistics services	**F**	**%**
It's been known for a long time	44	36.67%
Competitive price	16	13.33%
Good Reputation	31	25.83%
There is a pickup service	29	24.17%
Amount	120	100%

Source: Research Data Processing Results (2020)

Consumers who use postal logistics services memhave different goals. Analysis of shopping goals is intended to determine the goals of each consumer who shopped. The characteristics of consumer shopping purposes are differentiated based on the purpose of sending personal goods, sending business goods, receiving online orders and others. Because of this, Postal Logistics provides different policies to each segment by offering varied prices or discounts for regular customers, the option of paying monthly transactions for certain customer segments. Kotler and Armstrong (2008:139) state "a company can

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specialize in making the products and services needed for a certain group of people".

Based on Table 5.1. above, it can be seen the description of respondents based on the purpose of shopping. The percentage of the majority of Postal Logistics consumers in Manado are consumers whose shopping goal is to send business goods, namely as much as 52.50% and to save time/effort as much as 37.25%. As for the purpose of spending in order to control spending as much as 14%. This can be confirmed in the profession/type of consumer work which is dominated by entrepreneurs/entrepreneurs at 49.17% where they are quite strict in terms of efficiency (in terms of practicality and time). While the majority of consumers with income levels above Rp. 15,000,000 per month is also the most dominant, there are as many as 35,700%, which can also indicate that most consumers who shop at Postal Logistics are entrepreneurs or entrepreneurs.

5.3.   Validity and Reliability Test Results

The number of respondent questionnaires used in this validity and reliability test was taken 10% of the total respondents (120), who were randomly selected with the consideration that this number was sufficient for the purpose of validity testing. Criteria for whether or not a question item is valid is based on the validity coefficient value of the question item, namely:

- If the calculated validity coefficient ≥ table validity coefficient then the question item is valid;
- If the calculated validity coefficient < table validity coefficient then the question item is invalid or fails.

Then the items that fall are removed or not used.

After testing the validity of each question item, the next step is to test the reliability of a collection of valid question items. The calculation of the validity and reliability coefficient values was carried out with the help of the SPSS 19 computer program. The criteria for measuring the validity test were carried out by comparing r tables and r counts at the significance level (two-way) $\alpha = 0.05$ and $df = N-2 = 120-2 = 118$, where the magnitude of the critical validity coefficient (r) table is 0.1496.

Validity and Reliability tests were carried out on the questions used to measure the influence of the marketing mix on buying decisions, with the following results:

Table 5.2.

Test the Validity of Marketing Mix and Buying Decision Variables

No. Items	Validity Coefficient		Information
	R count	**R table**	
1	0.2213	0.1496	Valid
2	0.3259	0.1496	Valid
3	0.3801	0.1496	Valid
4	0.2013	0.1496	Valid
5	0.3283	0.1496	Valid
6	0.3226	0.1496	Valid
7	0.3047	0.1496	Valid
8	0.2513	0.1496	Valid
9	0.2673	0.1496	Valid

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10	0.1815	0.1496	Invalid
11	0.3156	0.1496	Valid
12	0.3259	0.1496	Valid
13	0.0833	0.1496	Invalid
14	0.2336	0.1496	Valid
15	0.2373	0.1496	Valid
16	0.3396	0.1496	Valid
17	0.2820	0.1496	Valid
18	0.2866	0.1496	Valid
19	0.3288	0.1496	Valid
20	0.3721	0.1496	Valid
21	0.2373	0.1496	Valid
22	0.2163	0.1496	Valid
23	0.2336	0.1496	Valid

Source: SPSS outcomes (2017).

Based on the validity coefficient of each question item presented in Table 5.2, there are 3 invalid questionnaire question items (because r count <r table), namely questions number 10 and 13. Thus there are only 21 question items that are valid/valid to be used to measure the effect of e-marketing mix on e-buying decisions (because the value of r count is greater than r table.

While the reliability coefficient is measured based on valueαCronbach with measuring criteria as in table 5.3 :

Table 5.3 Reliability Levelα **Cronbach**

ScoreαCronbach	Reliability Level
0.0 - 0.20	Less Reliable
> 0.20 – 0.40	Somewhat Reliable
> 0.40 – 0.60	Reliable enough
> 0.60 – 0.80	Reliable
> 0.80 – 1.00	Very Reliable

Source: Hair et al. (2010: 125)

The magnitude of the calculated reliability coefficient (SPSS output) for the e-marketing mix and e-buying decision variables is 0.7214 (greater than 0.6) so it can be said that the measuring question items are reliable. Referring to the results of this validity and reliability test, the question items that have been prepared to measure the Marketig Mix and Buying Decision variables are appropriate for use in this study.

5.4.   Multiple Regression Test Results

The form of the equation is calculated using multiple regression analysis, while the summary of research data calculated using SPSS is presented in the following table:

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Model	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas	t	Sig.
(Constant)	1989	1.109		1,793	.026
ProdUCT	.764	.176	.298	2064	.021
Price	-.496	.152	.529	1,294	048
place	.461	.128	.643	1,473	.037
Promotions	.720	.171	.626	1,287	.021
Process	.568	.145	.543	2,468	041
Physical Evid	.631	.119	.556	2,775	.016
People	.778	.127	.656	2,616	039

While the results of the calculation of the correlation coefficient (R) were obtained at 0.832 which means that the variables Product, Price, Place, Promotion, Process, Physical evidence and People simultaneously have an impact or have a positive influence on consumer purchasing decisions. For the Determinant coefficient (R^2) a value of 0.692 is obtained indicating that the variance in consumer purchasing decisions can be explained by Product, Price, Place, Promotion, Process, Physical evidence and People by 69.2% through research, while 21.1% comes from variables others not selected in this study. Based on the above, the fit regression model generated based on this research data is:

$$Y = 1.989 + 0.764X1 - 0.496X2 + 0.461X3 + 0.720X4 + 0.568X5 + 0.631X6 + 0.778X7$$

The regression model will be good if there is no correlation between the independent variables. So with that it is necessary to check whether there is multicollinearity or correlation among independent variables. SPSS output results for Collinearity Statistics are presented in the table below

Model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
ProdUCT	.862	1,160
Price	.798	1,253
place	.957	1045
Promotions	.834	1,199
Process	.952	1050
Physical Evid	.933	1,072
People	.954	1048

Pay attention to the Tolerance column, for example in model 4 for the Product variable it has a tolerance value of 0.862, so the R2 value is 1 – 0.862 = 0.138 meaning that 13.8% of the variability of Product can be predicted by other independent variables. All variables included in the regression

calculation must have a tolerance value above 0.001. Likewise for other variables that meet the tolerance threshold requirements. Besides that, multicollinearity can also be explained through the VIF (Variance Inflation Factor) number, VIF has the formula 1/tolerance. So for the Product variable which has a tolerance of 0.862, the VIF is $1/0.862 = 1.16$. In general, if VIF < 5, then the variable does not have multicollinearity problems with other independent variables.

To determine an autocorrelation-free regression model, it can be seen based on the numbers from the autocorrelation test output table using the Durbin-Watson number, if the number is located in the autocorrelation-free area. The autocorrelation-free regression model can be seen based on the numbers from the autocorrelation test output table using the Durbin-Watson (DW) number, if

- DW < -2 means there is a positive autocorrelation
- DW numbers between -2 to +2 means there is no (free) autocorrelation
- DW numbers > 2 means there is a negative autocorrelation

The results of the SPSS calculations obtained the Durbin-Watson number, which is 1.179 (SPSS output attached) which is in the autocorrelation-free region, so that the regression model indicates that there is no autocorrelation.

The heteroscedasticity test aims to determine whether there are differences in residual variation from one observation period to another, or to describe the relationship between the predicted value and the standardized delete residual value. Heteroscedasticity can be tested using the graphical method, namely by looking at the presence or absence of certain patterns depicted on the graph.
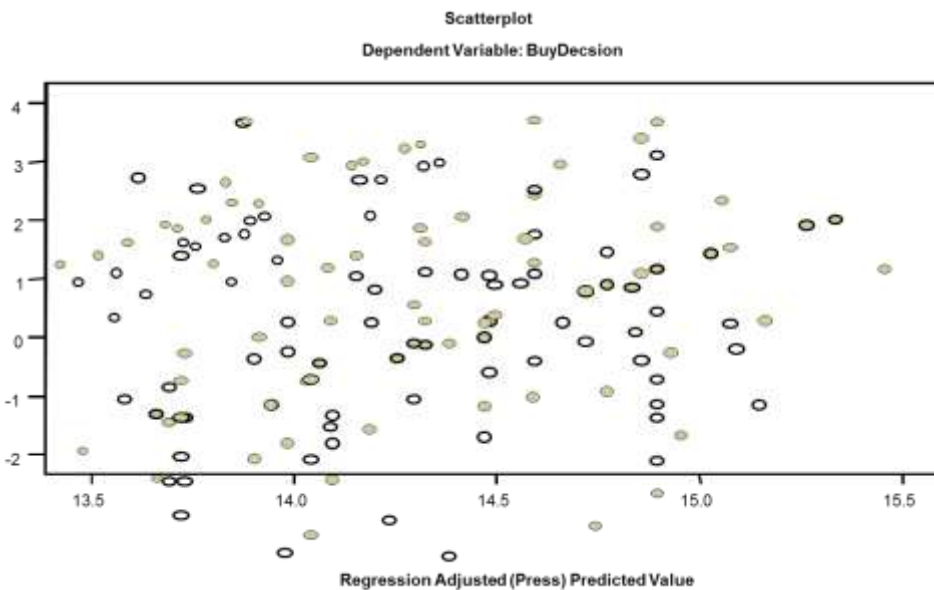

Scatterplot
Dependent Variable: BuyDecsion

Regression Adjusted (Press) Predicted Value

Figure 5.1 Scatterplot Standardized delete residuals
Source: SPSS Output of Research Data Processing (2019)

If the pattern of dots formed forms a regular pattern (wavy, widened, then narrowed), then heteroscedasticity has occurred in the regression model. Conversely, if no clear pattern is formed where the points spread above and below zero on the Y axis, then there is no heteroscedasticity in the regression model (Ghozali, 2005). The basis for making a decision on a regression model is to say that

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heteroscedasticity does not occur if there is no clear pattern, and the points spread above and below the number 0 (zero) on the Y axis, then heteroscedasticity does not occur.

Based on the several classic assumption tests above, the regression model proposed based on the results of the research data calculations above is feasible to use to predict the dependent variables Product, Price, Place, Promotion, Process, Physical evidence and People.

5.5.   Hypothesis Test Results

Hypothesis testing was carried out using the t-test and F-test methods, where the t-test was carried out to see whether there was a significant influence between each marketing mix variable (7P) on the buying decision variable by calculating the significance level of the regression coefficient of each variable. While the F test was conducted to see the overall significance level of the marketing mix variable (7P) on the buying decision variable simultaneously. The results of this test can also explain whether the estimated model put forward is fit or not, so the F test is also known as the Model Accuracy Test.

This parameter test can be carried out based on a comparison between the t-count value and the t-table value (t-test) and a comparison between the F-count value and the F-table value (F-test). In addition, for these two tests, probability parameters can be used. In this study it is used based on the probability parameter, where the testing criteria are:

If probability > 0.05 then H0 is accepted and Ha is rejected.

If probability < 0.05 then H0 is rejected and Ha is accepted.

1.   T-test results:

a)   *Product*– X1

H0: There is no significant effect of product variables on buying decisions

Ha: There is a significant influence of product variables on buying decisions

SPSS calculation results show that the level of significance of the t-test for the variable*product*is 0.021 which means < than 0.05, so the decision is H0 is rejected and Ha is accepted. In other words, there is a significant influence of product variables on buying decisions.

b)   *Price*– X2

H0: There is no significant effect of the price variable on buying decisions

Ha: There is a significant influence of the price variable on buying decisions

The SPSS calculation results show that the t-test significance level for the price variable is 0.048, which means <0.05, so the decision is that H0 is rejected and Ha is accepted. In other words, there is a significant effect of the price variable on buying decisions.

c)   *place* –X3

H0 : There is no significant effect of the place variable on buying decisions

Ha: There is a significant influence of the place variable on buying decisions

The SPSS calculation results show that the t-test significance level for the place variable is 0.037, which means <0.05, so the decision is that H0 is rejected and Ha is accepted. In other words, there is a significant influence of place on buying decisions.

d)   *Promotions* –X4

H0 : There is no significant effect of promotion variable on buying decision

Ha: There is a significant influence of the promotion variable on buying decisions

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The SPSS calculation results show that the t-test significance level for the promotion variable is 0.021, which means <0.05, so the decision is that H0 is rejected and Ha is accepted. In other words, there is a significant influence of the promotion variable on buying decisions.

e)   *Process –*X5

H0: There is no significant effect of the process variable on buying decisions

Ha: There is a significant influence of process variables on buying decisions

The SPSS calculation results show that the t-test significance level for the process variable is 0.041, which means <0.05, so the decision is that H0 is rejected and Ha is accepted. In other words, there is a significant influence of process variables on buying decisions.

f)   *Physical evidence –*X6

H0: There is no significant effect of the physical evidence variable on buying decisions

Ha: There is a significant influence of physical evidence variables on buying decisions

The SPSS calculation results show that the t-test significance level for the physical evidence variable is 0.016 which means <0.05, so the decision is that H0 is rejected and Ha is accepted. In other words, there is a significant influence of physical evidence variables on buying decisions.

g)   *People –*X7

H0: There is no significant effect of the people variable on buying decisions

Ha: There is a significant influence of the people variable on buying decisions

The SPSS calculation results show that the t-test significance level for the people variable is 0.039 which means <0.05, so the decision is that H0 is rejected and Ha is accepted. In other words, there is a significant influence of the people variable on buying decisions.

2.   Test Results – F

H0 : There is no significant effect of product, price, place, promotion, process, physical evidence, people variables on buying decisions

Ha: There is a significant influence of product, price, place, promotion, process, physical evidence, people variables on buying decisions

ANOVA b

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	6,473	7	.925	1986	.003a
residual	52,157	112	.466		
Total	58,630	119			

a. Predictors: (Constant), People, Product, Process, Place, Physical Evid, Promotion, Price

b. Dependent Variable: BuyDecsion

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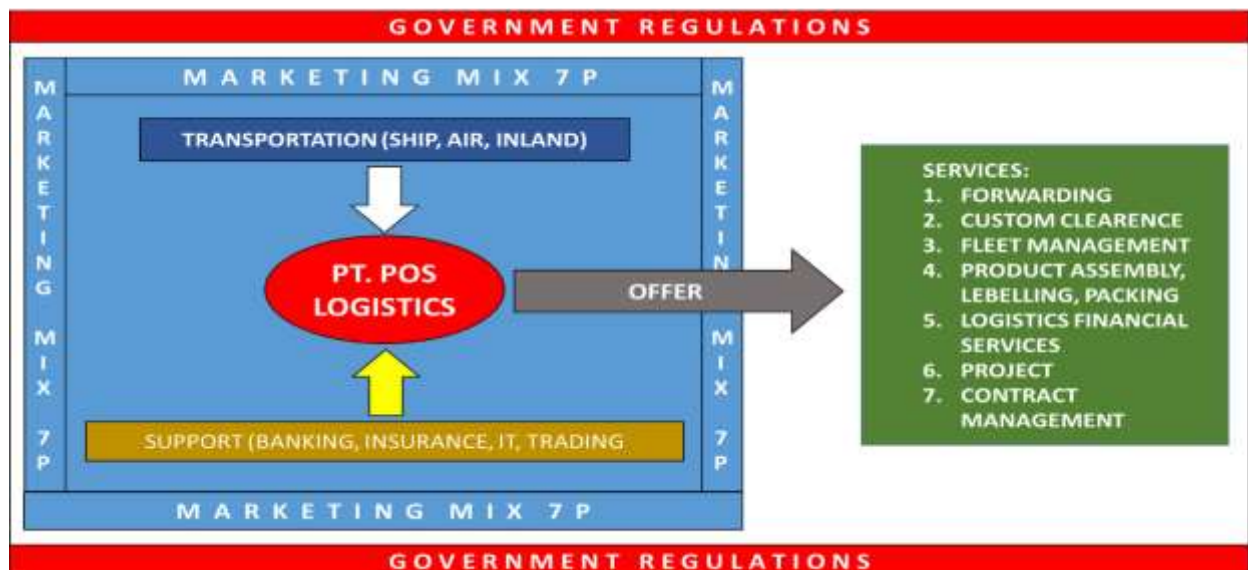
Discussion

From the regression equation above it can be seen that the variables Product, Place, Promotion, People, Physical evidence and Process have a positive effect on consumer purchasing decisions (Buying decision) at the logistics company PT. Post Logistics. If these variables increase, the buying decision will also increase. Vice versa. However, especially for the Price variable, it shows a negative value, which means that the effect of the Price variable on the Buying decision is opposite, that is, if there is an increase in the price of PT. Post Logistics, there will be a decrease in the decision to purchase the logistics product/service.

It is known that the R value of 0.832 is included in the very strong category (0.8–1.000) meaning that the relationship between the marketing mix (Product, Price, Place, Promotion, People, Physical evidence and Process) simultaneously on buying decisions is very strong. This can be interpreted that changes in marketing mix variables will be followed by changes in buying decision variables, if the marketing mix increases then buying decisions will also increase, but if the marketing mix decreases then buying decisions will also decrease. Except for the Price variable, the opposite applies. The magnitude of the contribution of the marketing mix variable to buying decisions simultaneously can be seen from the R Square of 0.692, which means that 69.2% of the consumer's decision (buying decision) can be explained by the marketing mix variable. The remaining 30,

5.6.   Marketing Mix Strategy on Logistics Post

Responding to the conditions for logistics challenges in Indonesia, Post Logistik must be able to elaborate on the company's ability to provide solutions through a national approach that is synergized with global solutions for the use of the right technology, so that the logistics services offered do not only provide solutions for customers but also provide benefits to investors. in improving the Indonesian economy. Therefore, business models that can be built in order to produce competitive logistics service products are as follows:

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1. Strategic cooperation with external parties in order to produce a strategic partnership in the field of transportation in order to realize excellent operations in the distribution function (moving goods) end to end.

2. Regular cooperation with external parties with the principle of a win-win solution to support supporting operations in the fields of Banking, Insurance, Information Technology and Trade

3. Application of the 7P marketing mix principles (Product, Price, Place, Promotion, People, Physical evidence and Process)

4. Producing competitive Postal Logistics service offerings

5. Based on all applicable government regulation

Conclusion

1. Based on the purpose of shopping, the characteristics of Post Logistics consumers, the majority percentage are consumers whose shopping purpose is to send business goods, namely as much as 52.50% and to save time/effort as much as 37.25%. As for the purpose of spending in order to control spending as much as 14%. This can be confirmed in the profession/type of consumer work which is dominated by entrepreneurs/entrepreneurs at 49.17% where they are quite strict in terms of efficiency (in terms of practicality and time). While the majority of consumers with income levels above Rp. 15,000,000 per month is also the most dominant, there are as many as 35.7%, which can also indicate that most consumers who shop at Postal Logistics are entrepreneurs or entrepreneurs. Meanwhile, in terms of reasons for consumers to shop at Postal Logistics,

2. The factors that influence consumer purchasing decisions for Indonesian Logistics Post products are the marketing mix factors, where the F-Test results are 1.986 with a significance level of 0.003. Because of the probability (α= 0.003) much smaller than 0.05, or it can be said that the Marketing Mix variables together influence the Buying Decision of Pos Logistics customers.

3. Marketing mix strategy for Logistics Post: (a) Conducting strategic cooperation with external parties to produce strategic partnerships in the transportation sector to realize excellent operations in the end-to-end distribution (moving of goods) function. (b) Establishing regular cooperation with external parties on the principle of a win-win solution to support supporting operations in the fields of Banking, Insurance, Information Technology and Trade. (c) Producing competitive Postal Logistics service products. (d) Government Regulations.

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