

INTISARI

COVID-19 merupakan penyakit menular yang telah terkonfirmasi pada Desember 2019 dan telah ditetapkan menjadi penyakit tingkat pandemi. Pada bulan Maret 2020, secara resmi diumumkan bahwa kasus COVID-19 pertama di Indonesia telah terdeteksi. Adanya COVID-19 berdampak pada hampir seluruh lapisan masyarakat, terutama di kota besar seperti DKI Jakarta. Belanja merupakan kebutuhan dan kegiatan sehari-hari masyarakat luas. Dengan adanya pandemi, kegiatan belanja masyarakat berubah dikarenakan prosedur *social distancing* yang diterapkan oleh pemerintah. Semula masyarakat cenderung untuk belanja ke toko, namun kini beralih ke belanja secara *online*. Dikarenakan kegiatan belanja *online*, sektor logistik pun mengalami peningkatan di masa pandemi ini. Hal tersebut disebabkan oleh penggunaan layanan *Last-Mile Delivery* dalam pengiriman paket atau barang yang dibeli oleh pelanggan. Layanan *Last-Mile Delivery* yang sering digunakan adalah *Attended Home Delivery* (AHD) dimana paket langsung dikirimkan ke rumah atau lokasi konsumen, sedangkan *Self-Collecting Delivery* adalah pengambilan paket atau barang oleh pelanggan itu sendiri di tempat yang ditentukan.

Dalam penelitian ini, perbedaan preferensi konsumen dalam pemilihan layanan *Last-Mile Delivery* yang diakibatkan oleh pandemi COVID-19 dilakukan kepada 206 responden di DKI Jakarta. Selain itu, penelitian ini juga menunjukkan layanan *Last-Mile Delivery* yang dipilih oleh konsumen berdasarkan perbedaan kondisi sebelum pandemi COVID-19 dan saat pandemi COVID-19. Pengolahan data dan analisis pada penelitian ini menggunakan PLS-SEM.

Hasil penelitian ini menunjukkan bahwa variabel Jaminan memiliki pengaruh terhadap preferensi konsumen dalam pemilihan layanan *Last-Mile Delivery* baik dalam kondisi sebelum pandemi COVID-19 maupun dalam kondisi saat pandemi COVID-19. Selain itu, dari 7 layanan *Last-Mile Delivery* yang diuji dalam penelitian ini, hanya 5 layanan *Last-Mile Delivery* yang dipilih oleh konsumen, kelima layanan *Last-Mile Delivery* tersebut adalah *Collect On Delivery* (COD), Ekspedisi, *Expedition Self Pick-Up*, Ojek Online, dan *Store Self Pick-Up*. Kelima layanan *Last-Mile Delivery* tersebut terpilih baik dalam kondisi sebelum maupun dalam kondisi saat pandemi COVID-19, sehingga tidak ada perbedaan layanan *Last-Mile Delivery* yang dipilih oleh konsumen pada kondisi tersebut.

Kata Kunci: Preferensi Konsumen, *Last-Mile Delivery*, Pandemi, COVID-19, PLS-SEM

ABSTRACT

COVID-19 is an infectious disease that was confirmed in December 2019 and has been declared a pandemic level disease. In March 2020, it was officially announced that the first case of COVID-19 in Indonesia had been detected. The existence of COVID-19 has an impact on almost all levels of society, especially in big cities like DKI Jakarta. Shopping is a need and daily activity of the wider community. With the pandemic, public spending activities have changed due to social distancing procedures implemented by the government. At first, people tended to shop at stores, but now they have switched to online shopping. Due to online shopping activities, the logistics sector has increased. This is due to the use of the Last-Mile Delivery service in the delivery of packages or goods purchased by customers. The Last-Mile Delivery service that is often used is Attended Home Delivery (AHD) where packages are sent directly to the consumer's home or location, while Self-Collecting Delivery is picking up packages or goods by the customer themselves at a specified place.

In this study, differences in consumer preferences in the selection of Last-Mile Delivery services caused by the COVID-19 pandemic were carried out to 206 respondents in DKI Jakarta. In addition, this study also shows the Last-Mile Delivery service chosen by consumers based on differences in conditions before the COVID-19 pandemic and during the COVID-19 pandemic. PLS-SEM is used in this study to process and analyze data obtained.

The results of this study indicate that Jaminan variable has an influence on consumer preferences in the selection of Last-Mile Delivery services both before and during the COVID-19 pandemic. In addition, of the 7 Last-Mile Delivery services tested in this study, only 5 Last-Mile Delivery services were chosen by consumers, the five Last-Mile Delivery services are Collect On Delivery (COD), Expedition, Expedition Self Pick-Up, Ojek Online, and Store Self Pick-Up. The five Last-Mile Delivery services were selected both before and during the COVID-19 pandemic, so there is no difference in the Last-Mile Delivery services chosen by consumers on those conditions

Keywords: Consumer Preference, Last-Mile Delivery, Pandemic, COVID-19, PLS-SEM