



# Air Cargo Import Service Model: A Review of Four Aspects

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## Abstract

**Purpose:** This study aims to determine air cargo services from four aspects: infrastructure, workforce, work procedures, and activity implementation. Companies must prioritize service quality and supporting service facilities to guarantee customer satisfaction.

**Research Methodology:** In this study, qualitative field observations were used based on the collection of data related to service and handling. import goods.

**Results:** The results of the observations from four aspects, namely infrastructure, workforce, work procedures, and implementation of activities, are not yet optimal because the infrastructure facilities are still lacking for service activities, but the procedures for service are already quite good.

**Conclusions:** Air cargo operations are constrained by inadequate facilities and infrastructure, although the workforce is professional and procedures comply with regulations. Operational issues such as delays and document errors still occur in the import process. To address this, the company improves facilities, enhances coordination, and strengthens document verification to support smoother operations.

**Limitations:** This study is limited to qualitative observations and interviews conducted at selected cargo companies in Jakarta, so the findings may not fully represent all cargo companies in Indonesia. In addition, the study only focuses on four aspects (infrastructure, workforce, work procedures, and activity implementation) without including quantitative performance measurement.

**Contributions:** This research contributes to providing a comprehensive overview of air cargo import service processes based on four operational aspects. The findings can be used as a reference for improving infrastructure, operational efficiency, and document management in freight forwarding companies, as well as supporting better service quality in air cargo operations.

**Keywords:** Air Cargo, Import Goods, Service Model, Service Quality, Workforce

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## 1. Introduction

Currently, the business world is growing in line with society's increasing demands. Indonesia to produce sufficient need. The size of the public demand for freight forwarding services is an opportunity for the business itself and for expedition business players. This can be seen from the number of companies that have expanded their wings in the field of goods delivery. Erwin and Tumpal (Agusinta et al., 2021; Erwin & Tumpal, 2017; Kuncoro & Harahap, 2021) in Indonesia, the goods delivery service industry is a prospect business level growth the economy growing rapidly from year to year. Not only private companies but also companies owned by the country participate as well as tidy up themselves and apply a

number of conveniences in the delivery service. Challenges economy an increasingly competitive future is one of the problems located on improvement quality and productivity (performance) service, which can give satisfaction guarantee to customers. These problems are key to winning competitions in the system economy of nations (Osaulenko et al., 2020; Urbaniec, 2016). Indonesia is country significant importers, especially for industries that can advance the Indonesian economy. The increasing intensity of competition and the number of competitors require companies to always pay attention to the needs and desires of consumers and strive to meet consumer expectations by providing more satisfying services (Prasanna et al., 2019; Setyawati & Aristiyanto, 2021; Surya et al., 2021).

Export and import are activities that support the implementation of international trade (Gani, 2017; Okyere & Jilu, 2020). Export is the process of sending goods from one country to another. The opposite of export activities is imports. Import is the process of transporting goods received from another country, generally through trade (Carrasco & Tovar-García, 2021; Tien et al., 2019). Freight Forwarding is a business that provides services for the export and import of goods. In PM 130 of 2016, the Fourth Amendment to the Regulation of the Minister of Transportation Number PM 74 of 2015 concerning the Implementation and Business of Transportation Management Services, the meaning of Freight Forwarding Services is as follows:

"Business Which intended For represent interest owner goods, For look after all activity required for implementation delivery And reception goods through transportation land, sea And air which can include the activities of receiving, storing, sorting, packing, marking, measuring, weighing, processing document completion, issuing shipping documents, insurance claims for the delivery of goods and settlement of bills and other costs related to the delivery of the goods until the goods are received by the person entitled to receive them"

In implementing the procedure service imports, the need for knowledgeable personnel or workers and supported by facilities and infrastructure Which adequate And make things easier process in service and handling (Heriyanto, 2021; Puttibarncharoensri et al., 2021). In operational or field activities, a number of problems were found, such as the occurrence of dead electricity, change of address (redress manifest), and waiting for the release letter of credit (L/C) because time is needed, which Enough time for walking imports to become long (Keke et al., 2021; Ko et al., 2018; Mohammed et al., 2017). The description in on there is a phenomenon from the side means infrastructure, labor, procedure Work, and implementation activity related to service goods import cargo air by taking data from cargo companies in Jakarta, Indonesia.

## 2. Literature Review

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### 2.1 Transportation and Cargo Concept

Transportation is a wrong matai chain, which is vital in a country's economy. Without transportation as a supporting facility, it is impossible to achieve maximum and satisfactory results for a country's economic development (Efthymiou et al., 2018; Onokala & Olajide, 2020; Skorobogatova & Kuzmina-Merlino, 2017; Srinivasu & Rao, 2013). Related to the importance of the function of transportation in the community's economy, many freight forwarding companies have emerged, one of which is the transportation of goods (Law Number 17 Year 2008). In Constitution Ministry Transportation 53 No 12 2017, cargo is defined as any item transported by aircraft other than postal items, consumables needed by the aircraft during the flight, and unaccounted for or mishandled baggage (Kanwal et al., 2020; Koliou et al., 2020; Sun et al., 2020).

According to Warpani (Warpani, 2017), cargo is anything sent by air, sea, or land, usually for trading. Both between Regions/cities within the country and between countries (international) are known as

export-import. In a general way, there are three types of cargo that can be classified as follows:

General cargo is cargo or goods that generally have a non-dangerous nature, are not easily damaged, rot, or die, do not require special handling, and transportation requirements, which apply, as well as size and weight can be accommodated into the room (compartment) aircraft air, so that goods can depart, such as garments, spare parts, and electronics (Hervás-Peralta et al., 2020; Kadir et al., 2020).

Special Cargo: Special cargo refers to goods that require special handling during receipt, delivery, or transportation (Pasichnyk et al., 2017). Special cargo includes:

1. Live Animal (AVI)
2. Human Remain (HUM)
3. Perishable goods (PER)
4. Valuable goods (VAL)
5. Strongly smelling good
6. Live Human Organ (LHO)
7. Diplomatic Pouch (DIP)

## **2.2 Cargo Documents in Air Transportation**

The main document required to transport cargo according to Article 1 number 28 of Law No. 1 of 2009 concerning aviation is the air waybill, commonly called the Airway Bill, which is a printed document through an electronic process, or other forms, which is one of the proofs of the air transportation agreement between the cargo sender and the carrier, and the right of the cargo recipient to take the cargo.

In addition, there are several supporting documents, such as a certificate from a veterinarian, transportation certification permit, letter of release from responsibility, and notification letter. The following are several types of important documents in import activities according to Hamdani and Haikal (Hamdani & Haikal, 2017):

- Commercial Invoice: A sales document or sales invoice containing information regarding the type of goods and their agreed-upon prices between the two parties. The information included in this document is as follows:
  - Name as well as address importer and exporters
  - Number and date mail order
  - Number and date opening L/C and name bank L/C
  - Amount goods
  - Unit price (If There is) And price total in accordance agreement
  - Type payment carrier ship
  - Name harbor fit and date departure
  - Name unloading port
- The AirWay bill is a document that ships ownership goods. Bill of lading issued at the time the goods have been fit on ship. It has functions such as (1) evidence of the receipt of goods, (2) transport contract sign, and (3) proof of ownership of goods. The AirWay bill contains complete information regarding the name of the sender, name of the ship, cargo data, port of loading, port of

discharge, freight and payment details, and name of the recipient.

- Packing List: A packaging document containing information such as the number of items, their names, and the net and gross weights of each crate or sack. Its function is to facilitate Customs and Excise officials' inspections.
- Insurance Policy, which contains an insurance agreement or contract regarding liability for goods sent.
- Letter Information Origin, Letter, or document, which states clearly information from where goods origin. With this document, importers clearly and definitively know that the goods they are importing are from and produced in the exporting country. It is used to obtain import duty waivers.
- The Import Notification of Goods (PIB) is a customs document used to import goods that will be notified or submitted to Customs and Excise. The PIB is used as the basis for the release of goods. The PIB includes:
  - Type of import: for use, temporary, other.
  - Type PIB: pay, relief, free, etc.
  - Name and supplier address.
  - Name and address of the importers and their identity.
  - Status importer, general importer, agent single, etc.
  - identity.
  - Name, date letter permission Entrepreneur Administrator Customs Services.
  - Transportation method: sea, air, etc.
  - The name means carrier: no. Voyage.
  - Port name fit and demolish.
  - Name harbor transit If goods move ship/plane
  - No. Invoice, L/C, and B/L.
  - NDPBM (Mark Base Calculation Import duty).
  - Price total FOB, And mark CIF

### **2.3 Procedure, Service, and Facilities**

Procedures are important for an organization so that everything can be implemented well. Finally, the procedure will become guidelines for an organization to determine the activity that should be done to operate a certain function. A procedure is a series of activities that have become a pattern and have been determined to carry out a job or activity (Parker, 2020). Procedures are a significant aspect of carrying out tasks and work, both in operational and office work. The word "procedure" comes from the English word "procedure," meaning a method, path, or rule. However, the word "procedure" is commonly used in Indonesian vocabulary, known as "procedure" (Newman & Ford, 2021).

A procedure is a sequence of clerical activities, usually involving a number of people in one or more departments, which ensures uniform handling of recurring company transactions (Almeida et al., 2020). A procedure is an order of work or activity planned to handle work that is repetitive in a uniform or integrated manner. Service is an action or actions taken by someone or something to provide satisfaction to customers, fellow employees, and leaders (Richardson, 2021). Services are any action or deed that

can be offered by one party to another, which is basically intangible (no tangible physique) and does not result in ownership of anything. Service is a process consisting of a series of intangible activities that usually (but not always) occur in interactions between customers and service employees (Teece et al., 2016).

Many variables influence customer satisfaction, one of which is the facilities. According to Sulastiyono (in Sudaryana, 2020), facilities fulfill guests' needs by providing physical equipment that is easy for them to use in carrying out their activities. Facilities influence customer satisfaction because they enable customers to enjoy their experience (Engert & Baumgartner, 2016). They benefit from products or services and make it easier for customers to perform various tasks. Furthermore, the facilities provided are complete, and the attractive design will also make customers feel satisfied. This is needed by customers who use services such as toilets, parking, prayer rooms, TV, and Wi-Fi (Kitsios et al., 2021). Facilities are one of the basic necessities of human existence. Because facilities are a vital component of life, companies must manage them well throughout their lifespan so that they can continue to function well, economically, efficiently, and effectively. Providing quality services and facilities together can yield results and benefits for businesses through customer satisfaction (Baiti, 2018).

### 3. Methodology

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This study used a qualitative research method by searching for the required data (Kreshpaj et al., 2020), related to the review from four aspects: infrastructure, labor, procedure work, and implementation of activities, through limited observations at cargo companies in Jakarta, limited interviews regarding the four aspects above, and literature studies to support the available references.

### 4. Results and Discussion

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The review from four aspects means infrastructure, power Work And procedure work, and implementation activity related to the air cargo service process, the Import Service process at the cargo company is capable of handling shipments to and from ports worldwide. To remain competitive in the Shipping and Freight Forwarding Market, we emphasize our fast and reliable service to meet the best requirements of our customers. The following is the work process of Air Freight Import at the cargo company that was observed and interviewed:

- a. The consignee/customer provides information that there is a shipment import that must be executed. Customers provide information according to the import requirements.
- b. After accept instructions or information from customer , booking to shipping line outside country For booking container for delivery import from outside Indonesia.
- c. After a booking with the Shipping Line is made and a booking confirmation is received, the overseas shipping line sends a pre-alert to KTI. The Operations section then checks all incoming documents/pre-alerts, which contain detailed information about the shipment being carried out, in the form of shipper, consignee, and description of the goods.
- d. After That KTI will process the Bea Excise Airport Sukarno Hatta with attach PIB (Notification of Imported Goods).
- e. After the customs clearance process is completed, the goods arrive at the Soekarno Hatta International Airlines warehouse in a few moments. Airport, goods are moved from the airline warehouse to warehouse KTI or directly sent to the customer warehouse.
- f. Once the goods are in the KTI warehouse, the customer requests that they be removed from the KTI warehouse. And ensure that document his Which concerning shipment the has been completed.

The KTI also incurs warehouse rental costs for storing goods.

- g. After goods are shipped, part Billing will Print Invoice Tax, which contains about Tax Goods the.
- h. Part Operation will prepare an invoice containing the cost of goods sent from the shipper and also storage, import custom clearance, PIB, and Water Way Bill, and will also prepare a release document which contains HAWB (House Air Way Bill), MAWB (Master Air Way Bill), Commercial Invoice, Packing List, and Certificate of Origin.
- i. The customer accepts the document and invoice. Customer pays bill. Process finished.

Documents required for handling imported goods. Import clearance requires documentation to support the flow of goods. These documents include the following:

- a. AWB (Air Way Bill) Water Way Bill document Which The same as B/L which explains ownership goods import which is done using air routes.
- b. Commercial Invoice  
Commercial Invoice is document Which needed For process expenditure goods, Which containing resume from the process of selling and buying, contains the name of the importer, exporter, name of the goods, the amount of goods, and the value of goods.
- c. Packing List  
A packing List is a document that contains a description of goods in detail, covering dimensions, heavy goods, and carriers as described in the packing list.
- d. Water Cargo Manifest  
The Water Cargo Manifest is a document in service transport that contains a list of cargo, passenger, crew ships, aircraft, or other vehicles commonly used by customs.
- e. COO (Certificate of Origin)  
Certificate of Origin is document Which state origin from goods Which We import, usually in issue by e-commerce (Department of Trading) in the country of origin.
- f. PIB (Announcement Import Goods)  
A PIB is a notification document from the importer that contains a description of the goods being imported based on the document Import Which There Is a. The PIB also lists the size of the Bea Enter and Tax, which must be paid by the importer based on the invoice value listed in the document.
- g. SPPB (Letter Agreement Expenditure Goods)  
SPPB documents are issued by customs excise after the importer pays off the lack of payment SPTNP (Letter Determination Rates or Mark Customs). Therefore, the System Computerization Service (SKP) issues an SPPB (Letter of Approval for the Release of Goods).

When you see all the documents used directly, they are complete and in accordance with the provisions. Which are valid, so the will can be processed quickly. Constraints that occur at the moment of implementation of service goods import in implementation activity service goods import the naturally No off from factors – factor Which hinder, so that smoothness management These imported goods are less effective and efficient. The inhibiting factors include:

- a. Generator Electricity  
Generator service is significantly affected by operational issues. Electric generators are crucial for company operations. In the author's observation, power outages significantly hampered services.
- b. Redress Manifest

Redress manifest is a correction or change to the manifest notification that has been submitted to the office. customs that is there is error about number, brand, size And type packaging or chest packed, there is error about amount packaging or container as well as amount goods rainfall, there is consignee name error on manifest, other data errors or changes to manifest post.

c. Lost Document.

A document is a group letter that is valuable or written and used as proof or information. In the world of export and import, particularly freight forwarding, documents are crucial because the work process always involves important documents from the relevant agencies. This company experienced several cases of lost documents, which hampered the ongoing work processes.

- d. Importers who do not yet have an import permit, in export-import activities, a permit is the main gateway that every importer must have before bringing in or sending goods from or to customs. Some importers do not care enough about or do not understand the importance of licensing from the ministry related to export-import activities, so that goods cannot be issued because the requirements submitted by customs have not been met.

From the results of observations and interviews at cargo companies in Jakarta, the four aspects of the infrastructure provided are not adequate and optimal with the description above. It is expected that, owing to these obstacles, companies are required to have and evaluate them so that they do not hinder operations during service activities. Infrastructure to support operational activities, from the workforce with employee results, must be maintained as much as possible so that the infrastructure provided can operate well and can be used. During operational activities, work procedures are implemented effectively, and more effective methods must be developed to address these obstacles and provide a better understanding of the situation for customers. Employees work according to job descriptions related to air cargo service.

## 5. Conclusions

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The facilities and infrastructure that available on company cargo in support service cargo Air quality is not very good and is inadequate, which can hinder employee operational processes. The workforce is highly professional and adheres to established regulations. Work procedures are very helpful and simplify operations, serving as references for carrying out operational activities. The requirements used before carrying out operational activities have been implemented properly so that operational activities run well and smoothly and have been carried out in accordance with applicable laws, namely, Regulation of the Minister of Finance No. 182 / PMK.04 / 2016 concerning Provisions for Importing Shipments of Goods. Obstacles that occur in the Import Goods Service process are carried out, starting from the mechanism infrastructure on service import the goods that must be repaired so that No Again obstacle occurs again to the goods service process from creating documents for customers to operational activities. company and delay process expenditure goods in place hoarding, as well as issues arising from negligence in checking import documents. Efforts to address this include procuring goods and selecting reputable and responsive exporters, communicating with customers, and rechecking import documents.

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## **Author Contributions**

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MAS contributed to the conceptualization of the study, collected the data, and prepared the initial manuscript. RFS developed the research methodology, analyzed the data, and revised the manuscript for important intellectual content. NHP supervised the research process, validated the results, and carried out the final review and editing of the manuscript before submission.

## **Conflicts of Interest**

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The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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