



Digitalization of Online Business to Enhance Export-Import Services: An Islamic Economic Perspective at PT. Hansa Meyer Global Indonesia

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ABSTRACT

The economy is a fundamental human activity aimed at fulfilling the instinct to survive. As time progresses and society evolves, human needs have become increasingly complex, driving some to produce goods and offer services to meet consumer demands. The shift in the business world during the Industrial Revolution 4.0 is deeply intertwined with technology. Even the simplest businesses are now linked to technology, such as buying and selling, which often uses digital money. It opens up opportunities for digital transformation in new businesses in the digital and technology sectors, which are growing rapidly in Indonesia. This research is a field study using both primary and secondary data. The qualitative research method employed includes data collection through interviews, observations, and documentation. The analysis of the data reveals the implementation of E2Log digitization in export-import goods delivery services at PT. Hansa Meyer Global Indonesia includes features that facilitate company operations, such as data analysis, inventory management, shipping routes, tracking, and payment management. The digitization of E2Log enhances revenue and profitability through resource optimization, timely decision-making, and customer satisfaction. Additionally, from an Islamic economic perspective, the use of E2Log digitization aligns with Islamic economic principles, including fairness, avoiding usury, and social responsibility.

1. Introduction

Business digitalization has become a key element in the transformation of various industries, including the export-import shipping services sector. Digitalization in this context includes the use of information and communication technology to optimize business processes, improve operational efficiency, and expand market access. By utilizing digital technology, shipping companies can speed up the shipping process, increase Transparency, and reduce operational costs.

International trade continues to grow along with globalization, which has led to increasing export and import volumes. According to data from the World Trade Organization (WTO), global trade volume continues to increase every year, with significant growth in the shipping services sector. Digitalization plays an important role in ensuring that shipping services can meet increasingly complex and urgent demands. Technologies such as the Internet of Things (IoT), big data, and artificial intelligence (AI) have been shown to increase efficiency and accuracy in supply chain management and shipping services.

The implementation of digital technology in the shipping services sector has several main benefits. First, digitalization allows real-time tracking of goods, which increases Transparency and customer trust. Second, digital technology can reduce operational costs by automating manual processes and increasing logistics efficiency. Third, digitalization allows shipping companies to expand their market reach through online platforms, which can increase company revenue.

A real example of the application of digitalization in shipping services is the use of e-commerce platforms by shipping companies to provide more integrated and efficient services. Amazon, for example, has developed a highly efficient logistics system by utilizing digital technology to optimize the delivery of goods from warehouses to customers. Likewise, companies such as DHL and FedEx have adopted digital technology to improve their operational efficiency and customer service.

This study aims to analyze how business digitalization can increase revenue from export-import shipping services. Several aspects that will be studied include the effectiveness of digitalization in improving operational efficiency, its impact on customer satisfaction, and digitalization strategies that can be adopted by shipping companies to increase revenue. This study aims to find out the Implementation of Online Business Digitization in Export Import Goods Delivery Services at PT Hansa Meyer Global Indonesia, find out the Impact of Online Business Digitalization in Increasing Revenue at PT Hansa Meyer Global Indonesia, To find out Islamic Economic Views on Digitalizing Online Business at PT. Hansa Meyer Global Indonesia.

2. Literature Review

Analysis of Online Business Digitization

Online business digitization refers to the process of adopting digital technology to increase the efficiency, productivity and profitability of online businesses. It involves using technology such as the internet, software, applications and other digital tools to optimize business processes and expand market reach.

One of the main advantages of digitizing online business is the ability to reach a wider audience and reach customers worldwide. With the adoption of digital technology, businesses can develop websites, mobile applications and social media to increase their visibility in the online marketplace. In addition, the use of e-commerce platforms such as Amazon and eBay allows businesses to sell their products online, reduce overhead costs and expand their reach to international customers.

In addition, digitizing online business can also increase efficiency and productivity through business process automation. With the adoption of technologies such as inventory management software, online ordering, and digital payments, businesses can save time and operational costs. It can improve service quality and allow businesses to focus on their core activities. However, the adoption of digital technology can also pose challenges for online businesses, especially in terms of data security and privacy. Online businesses must protect customer information and ensure that their systems are safe from cyber-attacks and data leaks. Overall, digitization of online business can provide great benefits for businesses that successfully adopt it properly. By using digital technology effectively,

Increased Revenue

According to KBBI (Big Indonesian Dictionary), the meaning of the word improvement is the process, method, or act of increasing (business, activity, etc.). So improvement is a layer of something that then forms an arrangement; improvement means progress, adding skills and abilities to make it better. Improvement is an activity or effort to advance something to something better than before.

According to Wikipedia, Revenue is the amount of money received by a company from its activities, mostly from selling products and or services to customers. Revenue is an inflow or addition of assets or settlement of a liability or a combination of both originating from the delivery or production of goods, rendering of services or other activities which are the main operations or core operations (major/central operations) of an ongoing (regular) business. Company.

International Freight Forwarding Services.

Goods delivery services are a form of public service that offers convenience in the process of sending goods from one city to another safely and can be accounted for by the service party.

According to Law Number 2 of 2009 concerning the Indonesian Export Financing Agency, it is explained that export is the activity of removing goods from the Indonesian food area or services from the territory of the Republic of Indonesia. Import is the activity of entering goods into the customs area. Companies or individuals carrying out import activities are called importers.

Islamic Economics

Islamic economics is an economic system that is based on Islamic principles and pays attention to the moral and ethical aspects of economic activity. The principles of Islamic economics are based on the teachings of the Koran and Sunnah and are explained in Islamic economics often referred to as fiqh muamalah.

In Islamic economics, productive efforts and efforts are highly valued and encouraged. Capital owners and workers share profits in a fair proportion based on their contribution to the business. Overall, Islamic economics is an economic system that places moral and ethical principles in economic activity and emphasizes justice and balance in economic relations. Islamic economics offers an alternative in addressing fundamental economic problems and promoting justice and prosperity for society as a whole.

3. Research Method

This research includes field research (field research) namely research conducted to study intensively about the background of the research site. Research in the field was carried out by digging up data sourced from research locations, namely observation data, questionnaires and interviews originating from PT. Hansa Meyer Global Indonesia.

In addition to the field of research, this research also uses library research (library research) as a support in conducting research. Library Research is carried out by reading,

studying and recording materials from various literature, such as books, journals, laws, Al-Qur'an, al-Hadith and other literature that is relevant to the problems to be studied in this research.

Based on its nature, this research is included in qualitative descriptive research, namely research that describes and reports an object of research by operating between theory and conditions that occur in the field, whether there are gaps or similarities between theory and reality in the field, then analyzed based on research objectives.

Primary data is data obtained from the first source, either from individuals or individuals, as well as the results of interviews or the results of filling out questionnaires that researchers usually carry out. On the basis of the availability of data sought in the field, the implementation of primary data collection can be carried out by surveys, observations, trials/experiments. Researchers get data/information directly from the parties concerned, namely the employees of PT. Hansa Meyer Global Indonesia obtained from interviews. Secondary data is a data collection technique in the form of research; namely, data collection is done by reading books, journals, data from the central statistical agency, and other sources related to the research title in question. Secondary data obtained by researchers from the Qur'an, Hadith, books, journals, and articles relating to issues related to the research being carried out. Secondary data can be obtained from agencies, libraries, or other parties.

Population is the area of generalization which consists of: objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study are employees of PT. Hansa Meyer Global Indonesia, Plaza Timor, Jl. Timor No.2, RT.9/RW.4, Gondangdia, Kec. Menteng, Central Jakarta City, Special Capital Region of Jakarta, totalling 30 people. The sample is part of the number and characteristics possessed by that population. Suppose the population is large, and the researcher can't study everything in the population due to limited funds, workforce and time. In that case, the researcher can use samples taken from that population. The technique used by researchers is the Probability Sampling technique, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. From this technique, the researcher uses the Simple Random Sampling technique. According to Lincoln and Guba, sample determination in qualitative research is carried out when entering the field and during the research (emergent sampling design). The method is that the researcher selects certain people who are considered to provide the necessary data, namely Company Leaders and employees in the Services, Revenue, and IT fields. In each field, there are two employees. What is learned from the sample, the conclusions can be applied to the population. For this reason, samples taken from the population must be truly representative (representative). PT. Hansa Meyer Global Indonesia is a company engaged in cargo or export-import goods delivery services in the Jakarta area.

Data Collection Techniques To collect the fields needed in this study, the researchers used several data collection techniques in the field as follows: Observation or observation of systematic processes that record actual behavior patterns of people, objects, and events that occur. In making observations, the researcher observes the situation of the researcher and records and records everything that exists around the research object related to the information obtained from the observed object. Observations made by the author, namely by looking at the situation of employees while working at PT. Hansa Meyer Global Indonesia: Documentation is a data collection technique that is not directly aimed at research subjects but through documents. Documentary study is a data collection technique by collecting and analyzing documents, both written documents, drawings, and electronic ones. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be studied and also if the researcher wants to know things from respondents that are more in-depth and the number of respondents is small/small.

Researchers asked questions to respondents then respondents answered freely. In this case interviews were conducted with employees of PT. Hansa Meyer Global Indonesia. and also if the researcher wants to know things from respondents that are more in-depth and the number of respondents is small/small. Researchers asked questions to respondents then respondents answered freely. In this case interviews were conducted with employees of PT. Hansa Meyer Global Indonesia. and also if the researcher wants to know things from respondents that are more in-depth and the number of respondents is small/small. Researchers asked questions to respondents then respondents answered freely. In this case interviews were conducted with employees of PT. Hansa Meyer Global Indonesia.

Data Analysis Method: this research is qualitative so that the data described is in the form of written words to explain the phenomena that occur; in the data analysis process, several main steps must be carried out, namely: Data reduction, Reducing is an activity of summarizing, selecting data the main thing, focusing on the important things and the development of the story is analysis. This activity is inseparable from data analysis. Data reduction is the process of selecting, focusing on simplifying, abstracting and transforming "rough" data that occurs in written field notes. Data reduction continues throughout the qualitative project until the report is compiled. **Presentation of Data:** Presentation of data is an activity when a set of information is compiled, thus giving the possibility of drawing conclusions and taking action. The form of presentation of qualitative data is in the form of narrative text and events or events that occurred in the past. Combining information arranged in a coherent and easy-to-reach form makes it easier to see what is going on, whether the conclusions are correct or vice versa, to re-analyze. **Data Verification Conclusion Drawing:** This stage is the stage of concluding all the data that has been obtained as a result of the research. Drawing conclusions or verification is an attempt to interpret the meaning, regularity, patterns, explanation of flow, cause and effect or proportion. After verifying, conclusions can be drawn based on the research results presented in the form of a credible narrative.

4. Result

The study found that the digitalization of the E2Log application at PT Hansa Meyer Global Indonesia has significantly transformed the company's logistics operations, driving improvements in operational efficiency, customer satisfaction, marketing effectiveness, and business development. The results reveal that the adoption of E2Log has enabled the company to not only optimize its supply chain processes but also enhance its competitive position in the market.

Operational Efficiency Improvements:

The implementation of E2Log has markedly improved the efficiency of logistics operations. Specifically, the average delivery time has been reduced from 7 days in 2019 to 5 days by 2022. This reduction is attributed to the application's advanced features, such as optimized shipping routes and real-time tracking, which have streamlined the delivery process. Additionally, the delivery delay rate dropped from 7% to 3% during the same period, reflecting the application's role in ensuring timely deliveries. The loss rate has also decreased significantly, from 1.2% to 0.3%, indicating better handling and tracking of goods. The employee-to-dispatch ratio and fleet availability have improved, showcasing a more efficient allocation of human and physical resources.

Customer Satisfaction:

Customer satisfaction has seen a marked improvement since the adoption of E2Log. Satisfaction levels increased from 60% in 2019 to 90% in 2022, while the rate of customer complaints dropped from 10% to 3%. The application's real-time tracking and transparent communication features have played a crucial role in this improvement, allowing customers to monitor their shipments and receive timely updates. The complaint resolution rate has also increased to 95%, demonstrating the company's commitment to addressing customer issues swiftly and effectively. The higher ratio of repeat customers and an improved NPS score further highlight the positive impact of E2Log on customer loyalty and brand reputation.

Marketing Effectiveness:

The digitalization of E2Log has significantly enhanced the company's marketing efforts. The number of new customers has steadily increased, and the conversion rate from leads to customers has improved from 10% to 20% over the study period. Despite the increasing marketing costs per new customer, the overall customer acquisition cost (CAC) has shown a decreasing trend, indicating more efficient marketing strategies. The return on investment (ROI) has also risen from 80% to 150%, demonstrating the effectiveness of the company's digital marketing initiatives in generating profitable returns.

Business Development:

The study also found that the adoption of E2Log has positively influenced business development. The number of delivery routes expanded from 20 in 2019 to 40 in 2022, while the number of shipping partners increased from 15 to 25. This expansion has enabled PT Hansa Meyer to handle a larger volume of goods, with the total volume sent rising from 3,500 tons to 5,500 tons. Market share has also grown, reflecting the company's success in capturing a larger portion of the market. Revenue growth has been robust, increasing from 10% in 2019 to 40% in 2022, underscoring the significant economic benefits of digitalization.

5. Discussion

1) Implementation of Online Business Digitalization in Export Import Goods Delivery Services at PT Hansa Meyer Global Indonesia.

The implementation of online business digitization in import-export freight forwarding services using Schumpeter's theory can discuss how digitalization can affect growth and innovation in the import-export freight forwarding service industry. Schumpeter's theory of innovation sees that innovation is the main driver of long-term economic growth. It can break routines and create new products or services that can increase efficiency and productivity. In the context of online business, innovation can be in the form of implementation of information technology such as e-commerce, automation and artificial intelligence. Innovation can disrupt markets and create conditions that are different from the status quo. Innovation can generate tremendous economic gains,

Digitizing the E2Log application for export-import goods delivery services at PT. Hansa Meyer Global Indonesia can be considered an innovation in terms of supply chain management. This digitization allows PT. Hansa Meyer Global Indonesia to speed up the process of shipping goods, increase efficiency, and reduce costs. It also allows companies to offer better service to customers by providing real-time information about the delivery status of their goods by implementing the digitalization of the E2Log application for export-import goods delivery services, PT. Hansa Meyer Global Indonesia can also create a competitive advantage that can differentiate it from its competitors. Companies can

offer better and more efficient service to customers, which can improve customer satisfaction and help companies retain their customers. In addition, this digitization can also help PT. Hansa Meyer Global Indonesia reduces costs and increases operational efficiency, which can increase company profits and competitiveness.

However, keep in mind that digitization can also disrupt markets and result in significant changes in the industry. Companies that do not adopt new technologies or are unable to adapt to market changes may have difficulty maintaining their competitive advantage. In conclusion, digitizing the E2Log application for export-import goods delivery services at PT. Hansa Meyer Global can be considered as an innovation that can help companies speed up the process of shipping goods, increase efficiency, reduce costs, and provide better service to customers. However, companies must realize that digitalization can also disrupt markets and affect industry conditions. Therefore, companies must keep abreast of technological and market developments,

The E2Log application is a digital logistics application orchestration platform for industrial projects. E2Log plans and organizes challenging and specialized cross-carrier transportation solutions for goods. E2Log establishes an individual end-to-end concept for import and export shipments worldwide, which ensures that the company's cargo reaches its destination safely and quickly, supporting in designing of an integrated and holistic logistics chain – increased visibility, monitoring, control and timeliness of company projects. Which aims to undertake a radical transformation of how companies run their supply chains to unlock rapid and lasting improvements in customer experience, sustainability, speed, and cost. E2Log brings together creativity, technology,

How the E2Log Application Works

E2Log is a web-based application used to manage and monitor online delivery of goods and logistics. This application allows users to manage shipments, send notifications, and track shipments in real time. In addition, this application can also be used to calculate shipping costs, manage invoices and related documents, and generate data analysis reports.

The author explains that E2Log operates by allowing a sender, whether a company or individual, to initiate a delivery request through the application. This request is then forwarded to the logistics company, which manages the delivery process. Throughout the shipment, the E2Log application provides real-time notifications, enabling users to monitor the status of their delivery. Export-Import Goods Delivery Features in the E2Log Application

The features of the E2Log application are very important in optimizing the use of the application in the goods delivery business process. Here are some of the features used by the company:

a) Inventory Management

The inventory management feature in the E2Log application allows companies to manage and monitor inventory more effectively and efficiently. In planning operations, companies can integrate this inventory management feature with warehouse and shipping management systems to ensure that stocks are always available and ready to be shipped.

b) Shipping Tracking

The shipping tracking feature on the E2Log application allows companies to track the location of goods in the delivery process. In planning operations, companies can ensure that this shipping tracking feature is used optimally to monitor shipments of goods and ensure that goods arrive at their destination on time.

c) Shipping Route Settings

The delivery route setting feature in the E2Log application allows companies to optimize goods delivery routes. In planning operations, companies can take advantage of this feature to reduce costs and delivery times by selecting the most efficient delivery route.

d) Payment Management

The payment management feature on the E2Log application allows companies to manage payments more effectively. In planning operations, companies can take advantage of this feature to monitor and manage payment transactions appropriately and efficiently.

e) Data analysis

The data analysis feature in the E2Log application allows companies to analyze shipping data and make decisions based on the data obtained. In planning operations, companies can take advantage of this feature to improve operational efficiency and optimize goods delivery business processes.

1. The Impact of Using the E2Log Application on the Efficiency of the Company's Logistics Operations

The E2Log application is an information technology-based application that can help PT. Hansa Meyer Global in improving the efficiency of its company's logistics operations. The following are some of the impacts of using the E2Log application that the authors found on the efficiency of logistics operations at PT. Hansa Meyer Global :

a) Increasing the Speed and Accuracy of Delivery of Goods

In the process of shipping goods, the E2Log application can help PT. Hansa Meyer Global Indonesia in optimizing more effective and efficient shipping routes so that the delivery time of goods can be accelerated and the accuracy of goods delivery can be maintained. It can have a positive impact on customer satisfaction and company reputation.

b) Increase Inventory Monitoring Efficiency

The E2Log application can also help PT. Hansa Meyer Global Indonesia in monitoring its inventory. With this application, PT. Hansa Meyer Global Indonesia can find real-time inventory so that it can make a more accurate and timely inventory fulfilment plan.

c) Optimizing the Use of the Shipping Fleet

The E2Log application can also help PT. Hansa Meyer Global Indonesia in optimizing the use of shipping fleets. With this application, PT. Hansa Meyer Global can carry out more effective and efficient delivery planning, thereby saving operational costs and reducing the resulting environmental impact.

d) Improvement of Goods Delivery Transparency

The E2Log application can provide transparent delivery of goods to customers. In this case, customers can monitor real-time shipments of goods and find out the status of goods shipments being carried out by PT. Hansa Meyer Global Indonesia. So it can increase customer confidence in the company.

2. Factors Influencing the Successful Implementation of the E2Log Application The implementation of the E2Log application can provide many benefits for companies in terms of increasing operational efficiency and productivity. Still, the successful implementation of the E2Log application is not easy and can be influenced by several factors. The following are several factors that influence the successful implementation of the E2Log application that the authors found at PT. Hansa Meyer Global :

a) Organizational Readiness

The success of implementing the E2Log application is very dependent on the readiness of the organization. The company must ensure that the existing systems and infrastructure within the organization are adequate and in accordance with the needs of the E2Log application. In addition, the company must also ensure that employees who will use the application have been trained and understand the use of the application.

b) Availability of Resources

The availability of resources such as experts, costs, and technology needed in implementing E2Log applications is also very important. Companies must ensure that the required resources are available and can be managed properly to maximize the success of implementation.

c) Careful planning

Companies must plan carefully before implementing the E2Log application. Careful planning will assist the company in determining the steps that need to be taken in implementing the application, estimating the costs and resources needed, and reducing the risk of implementation failure.

d) Effective Communication

Effective communication between the parties involved in the implementation of the E2Log application is very important to avoid misunderstandings and minimize the risk of failure. Effective communication will help increase the understanding and awareness of the parties about the benefits and importance of the E2Log application.

e) Integration with existing systems

Companies must ensure that the E2Log application that will be implemented can be integrated with existing systems within the organization. Good integration between the E2Log application and existing systems will facilitate data transfer and improve operational efficiency.

f) Change Management

The implementation of the E2Log application will bring changes to existing systems and business processes within the organization. Therefore, effective change management is essential to ensure that companies can adapt and succeed in using the E2Log application.

e. Strengths and Weaknesses of Digitizing E2Log Applications

Pros and Cons of the E2log application: E2log ends the logistics process from the time the purchase order is placed until the product is sent to the customer and the invoice is ready for payment; similar applications only focus on a small number of activities and many TMS and ERP systems also tend to be more focused on domestic transport, the E2log App combines all these into a single platform, which has some very powerful features and functions that allow it to interact. The advantages of the E2log application are that the system is different and pulls and pushes data as needed provides a visual experience to customers, provides better transparency visibility control, and also facilitates a complete order lifecycle management process.

In analyzing the E2log application, the authors found several weaknesses when using the E2log application by users or consumers, namely:

a) Dependence on Internet connection

E2log can only be accessed if the company has a stable internet connection. If the internet connection is lost, you cannot access the application.

b) Possible data errors

Because the data in e2log is entered manually, there is a possibility of human error in entering data. It can cause the information presented by the application to be inaccurate.

c) Lack of flexibility

E2log has quite limited features and functions, so it cannot be adapted to the specific needs of users.

d) Not suitable for small companies

E2log is designed for large companies with complex operations. Therefore, it is not suitable for small companies with simple operations.

e) High fees

E2log is a relatively expensive application compared to other similar applications. Therefore, the cost of using it can be a burden for small companies or startups.

However, the authors can conclude that these weaknesses can be overcome by optimizing the use of applications, increasing user expertise in using applications, and adjusting to business needs.

The author can conclude that the use of the E2Log application has a significant impact on the operational effectiveness and efficiency of the logistics business and can help increase customer satisfaction. Therefore, the use of this application needs to be considered by logistics businesses in an effort to improve the quality of their services and maintain competitiveness in the market.

2. The Impact of Online Business Digitalization in Increasing Revenue at PT Hansa Meyer Global Indonesia

Digitizing the E2Log application for export-import goods delivery services at PT. Hansa Meyer Global Indonesia can have a positive impact on increasing company revenue. The following is the impact of digitizing the E2Log application in increasing export-import freight forwarder service revenue at PT. Hansa Meyer Global Indonesia:

a. Operational Efficiency Improvement

PT. Hansa Meyer Global Indonesia, through the adoption of E2Log's digitalization, can speed up the process of shipping goods and reduce document processing time, which can reduce the company's operational costs. It can improve operational efficiency and ultimately increase the company's profit margins. The following is data on increasing the operational efficiency of PT. Hansa Meyer Global Indonesia :

Table. Operational Efficiency Improvement

efficiency operational	Year 2019	Year 2020	Year 2021	Year 2022
Average delivery time (days)	7	7	5	5
Delivery delay rate	7%	7%	5%	3%
Loss rate	1.2%	1.2%	0.8%	0.3%
Employee per dispatch ratio	1:60	1:60	1:55	1:50
Fleet availability ratio	85%	85%	90%	95%

Source: PT. Hansa Meyer Global Indonesia

Based on the table above, it can be seen that PT Hansa Meyer Global Indonesia's export-import freight forwarding services have increased operational efficiency in recent years. The shorter average delivery times indicate improvements in the company's operational processes. The lower delivery delay rate of 3% and the lower loss rate of 0.3% also show an increase in the quality of services provided by the company. A higher ratio of employees per shipment and an increased ratio of fleet availability indicates an increase in the company's operational efficiency. Thus, PT Hansa Meyer Global Indonesia can continue to improve service quality and effectively reduce operational costs.

b. Increased Customer Satisfaction

Digitizing the E2Log application can provide real-time information about the status of goods shipments to customers, which can increase customer satisfaction. Satisfied customers tend to be loyal customers and can recommend the company to others. It can help PT. Hansa Meyer Global Indonesia increases revenue from existing customers and acquires new customers. The following data increases customer satisfaction at PT. Hansa Meyer Global Indonesia :

Customer Satisfaction Improvement Table

Satisfaction Customer	Year 2019	Year 2020	Year 2021	Year 2022
Customer satisfaction level	60%	80%	85%	90%
Customer complaint rate	10%	7%	5%	3%
Complaint resolution rate	80%	85%	90%	95%
Repeat customer ratio	60%	65%	75%	80%
NPS (Next Promoter Score)	6	7	8	9

Source: PT. Hansa Meyer Global Indonesia

Based on the table above, it can be seen that the level of customer satisfaction, the level of complaint resolution, and the ratio of repeat customers have increased in recent years. In contrast, the level of customer complaints has decreased, namely 3%. It shows that PT Hansa Meyer Global Indonesia's export-import freight forwarding service has made improvements in service and met customer expectations. The higher NPS, which is 9, also indicates that customers are increasingly satisfied with the services provided by the company and are more likely to recommend these services to others. Therefore, PT Hansa Meyer Global Indonesia must continuously improve the quality of their services to maintain a high level of customer satisfaction and gain the trust of potential customers.

c. Improved Marketing Effectiveness

Digitizing the E2Log application can also help PT. Hansa Meyer Global in promoting their freight forwarding services more effectively. Companies can use digital platforms to advertise their delivery services to a wider audience, increase brand awareness and generate more demand. The following is data on increasing the marketing effectiveness of PT. Hansa Meyer Global Indonesia.

Table of Increasing Marketing Effectiveness

Effectiveness Marketing	Year 2019	Year 2020	Year 2021	Year 2022
Number of new customers	3	7	8	10

Lead to customer conversion rate	10%	10%	15%	20%
Marketing costs per new customer	Rp. 800,000	Rp. 700,000	IDR 500,000	Rp. 300,000
Customer acquisition cost (CAC)	IDR 2,100,000	IDR 2,400,000	IDR 2,500,000	IDR 3,000,000
Return on investment (ROI)	80%	90%	120%	150%

Source: Results of interviews with informants, May 4 2023

Based on the table above, it can be seen that the number of new customers and the conversion rate of prospects to customers have increased in recent years. Even though the marketing costs per new customer are getting higher, namely Rp. 300,000 CAC shows a decreasing trend of Rp. 3,000,000 indicates that the company is getting more efficient in attracting new customers. The higher ROI, which is 150%, also shows that the company's marketing investment is more effective in generating profits. Therefore, PT. Hansa Meyer Global Indonesia must continue to improve their marketing strategy to maintain this positive trend and continue to improve its marketing effectiveness to optimize its investment.

d. Improved Business Development

Digitizing the E2Log application can help PT. Hansa Meyer Global to grow its business more effectively. By leveraging the data generated by applications, companies can learn more about their customers and understand their needs better. It can help companies develop better and more targeted business strategies. The following is data on the increase in business development of PT. Hansa Meyer Global Indonesia :

Table of Business Development Improvements

Business development	Year 2019	Year 2020	Year 2021	Year 2022
Number of delivery routes	20	30	35	40
Number of shipping partners	15	18	20	25
Total volume of goods sent (tons)	3500 ft	4000 ft	5000 ft	5500 ft
Market shares	6%	8%	9%	10%
Revenue growth	10%	20%	30%	40%

Source: Results of interviews with informants, May 4 2023

Based on the table above, it can be seen that companies have increasingly developed their business in recent years by increasing the number of shipping routes, the number of delivery partners, and the total volume of goods sent. Market share also shows a positive trend, indicating that the company is increasingly successful in attracting customers from its competitors. Steady revenue growth also shows that the company's business is growing. Therefore, companies must continuously strengthen their partnerships, increase

their outreach, and maintain their service quality in order to maintain this positive trend and develop their business further in the future.

Thus, it can be concluded that digitizing the E2Log application can provide many benefits for PT. Hansa Meyer Global Indonesia, including increasing the company's revenue through operational efficiency, customer satisfaction, marketing effectiveness, and better business development.

3. Islamic Economic Views of Online Business Digitalization at PT. Hansa Meyer Global Indonesia

When examining the system and its operational principles, digitalization in contemporary Islamic law (fiqh) is a tool, media, technical method or facility (*wasilah*) which, according to the Shari'a, may be flexible and dynamic as long as it does not go out of the corridor of Islamic values. It is included in the *ageiddunya* category (worldly technical issues), which was not prohibited by Rasulullah as long as it was still within Sharia values, so it was left to Muslims to control and use it for the sake of achieving common prosperity. However, some things must not change, namely the principles and values in Islamic economics and the conditions for allowing online buying and selling in muamalah, which cannot be violated anywhere and anytime.

In view of Islamic economics, the digitization of the E2Log application in online business law in Islam can be analyzed from several aspects. The following is an Islamic economic view of the digitalization of the E2Log application in online business law in Islam:

a. Principles of Transactions in Islam

In Islamic economics, every transaction must meet certain conditions known as the conditions for a valid transaction. One of the most important conditions is clarity and certainty in the transaction. Digitizing the E2Log application can help ensure clarity and certainty in goods and document delivery transactions so that they meet the requirements for legal transactions in Islam.

b. The Principle of Justice in Islam

In Islamic economics, the principle of justice is very important in every transaction. Digitizing the E2Log application can help ensure fairness in goods and document delivery transactions by ensuring that the price paid is in accordance with the services provided. In addition, digitization can also help speed up the process of sending goods and documents, thereby enabling parties involved in transactions to receive goods and documents more quickly and efficiently.

c. The Principle of Ribawi Avoidance

In Islamic economics, *riba* or interest is something that is forbidden. Digitizing the E2Log application can help avoid usury in goods and document delivery transactions by enabling payments to be made by non-interest means, such as cash or electronic payments that do not contain elements of usury.

d. Principles of Social Responsibility

In the Islamic economy, social responsibility is a very important part. Digitizing the E2Log application can help companies better manage their social responsibilities. For example, companies can use digital technology to speed up the process of shipping goods and documents, thereby helping to reduce the environmental impact of shipping activities.

In conclusion, the view of Islamic economics on the digitalization of the E2Log application in online business law in Islam shows that this technology can help meet the requirements for legal transactions, ensure fairness in transactions, avoid usury, and assist companies in managing their social responsibilities better. Therefore, the use of

digitalization of the E2Log application in online business can be considered a form of halal business practice and in accordance with the principles of Islamic economics.

In this case, PT Hansa Meyer Global can ensure data safety in the E2Log application by implementing a data security policy that is based on Islamic principles and Islamic economic values. PT Hansa Meyer Global must also ensure that the E2Log application is equipped with adequate data protection features and regularly strengthens the network security infrastructure. Thus, PT Hansa Meyer Global can ensure that the E2Log application used is safe and reliable in managing customer data properly and complying with Islamic values and applicable data security standards.

In general, the E2Log application can help PT Hansa Meyer Global in fulfilling the main goals of Islam by:

a) Increase Efficiency

By using the E2Log application, PT Hansa Meyer Global can increase efficiency in the logistics process and goods transportation. It can help speed up the delivery of goods and reduce operational costs, which is in line with the main business objective of providing benefits to society.

b) Maintain Transparency

The E2Log application can help PT Hansa Meyer Global maintain Transparency in its business processes. It is in line with Islamic goals of ensuring business runs fairly and does not harm other parties.

c) Reducing risk

The E2Log application can help PT Hansa Meyer Global in reducing risks in the logistics and transportation of goods. It is in line with Islamic goals of ensuring business runs safely and does not cause harm to other parties.

d) Improving Service Quality

By using the E2Log application, PT Hansa Meyer Global can improve the quality of services provided to customers. It is in line with the Islamic goal of providing benefits to society.

In this case, PT Hansa Meyer Global must ensure that the use of the E2Log application does not conflict with Islamic values and can assist businesses in fulfilling these main Islamic goals. PT Hansa Meyer Global must also ensure that the E2Log application is used in a way that is in line with Islamic values and provides benefits to society as a whole.

In Islam, we are taught to do good and right business, as Allah SWT says in the Qur'an.

"O you who believe, do not eat each other's wealth in a vanity way, except by way of trade that applies with mutual consent between you. And do not kill yourselves; surely Allah is Most Merciful to you."

(QS An-Nisa' [4]: 29)

Interpretation of QS An-nisa': 29 explains the prohibition of Allah SWT consuming wealth in vanity ways. The word vanity by Al-Syaukani is translated as everything that is not true. There are many forms of vanity. In the context of the verse above, something is called vanity in buying and selling if it is prohibited by syara'. As for trade, that is vanity if it contains elements of Maisir, gharar, usury, and vanity itself. More broadly than that, actions that violate the texts of syar'i are also seen as vanity, such as stealing, robbing, corruption, and so on.

6. Conclusion

Based on the results of the research that the author did, regarding the thesis entitled "Analysis of Digitalization of Online Business in Increasing Export Import Export Goods Freight Service Revenue from an Islamic Economic Perspective" (Study at PT. Hansa Meyer Global Indonesia), there are conclusions including:

1. Implementation of online business digitalization of the E2Log application in export-import goods delivery services at PT. Hansa Meyer Global Indonesia There are features that make it easier for companies to run goods delivery services, namely in the form of data analysis, inventory management, shipping routes, tracking goods shipments, and payment management. These implementation innovations can help companies speed up the process of shipping goods, increase efficiency, reduce costs, and provide better service to customers.
2. The impact of online business digitization in increasing export-import freight forwarding services revenue at PT. Hansa Meyer Global Indonesia improves service quality and provides a better logistics management experience for customers, the company can maintain and increase customer loyalty, as well as open up opportunities to increase the company's sales and revenue in the future. Overall, the digitization of the E2Log application has had a positive impact on increasing PT Hansa Meyer Global's revenue and profitability through optimizing resources, making better and timely decisions, and increasing customer satisfaction.
3. The Islamic economic view of digitizing the E2Log application in online business law in Islam shows that this technology can help meet the requirements for legal transactions, ensure fairness in transactions, avoid usury, and assist companies in managing their social responsibilities better. Therefore, the use of digitalization of the E2Log application in online business can be considered a form of business practice that is in accordance with the principles of Islamic economics. These principles are, namely, the principle of transactions, justice, avoidance of usury, and the principle of social responsibility.

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