

Angkut.in: The Future of Trucking by Digital Product Design Journey

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ABSTRAK

Kabupaten Jepara di Jawa Tengah, Indonesia, terkenal sebagai "Pusat Ukir Dunia" karena industri ukir mebelnya yang berkembang pesat. Meskipun berhasil mengekspor ukiran secara global, proses distribusi menghadapi tantangan dengan metode konvensional, terutama karena armada truk yang terbatas yang semakin diperparah oleh situasi pasca-pandemi. Penelitian ini bertujuan untuk mengkaji efektivitas "Angkut.in" sebagai solusi inovatif untuk mengatasi hambatan dalam distribusi barang berat, khususnya mebel. Dengan menggunakan Desain Berpikir, penelitian ini mencakup analisis penerapan Technology Acceptance Model (TAM) dan strategi pemasaran digital dalam desain aplikasi "Angkut.in". Dengan pendekatan Supply Chain Management (SCM), penelitian menilai dampak aplikasi tersebut pada pertumbuhan inovasi lokal, efisiensi operasional, dan daya saing industri mebel. Analisis pasar menunjukkan fokus pada segmen pengusaha mebel online. Strategi pemasaran melibatkan layanan pelacakan real-time, pengecekan harga langsung, dan antarmuka aplikasi yang ramah pengguna. Model bisnis mengadopsi pendekatan Business-to-Business (B2B), dengan menekankan layanan pengangkutan barang untuk bisnis barang besar. Desain identitas usaha mencakup pemilihan warna, tipografi, dan elemen grafis yang mencerminkan sifat inovatif dan handal layanan pengiriman barang. Analisis risiko melibatkan faktor teknologi, persaingan pasar, kehilangan barang, keamanan data, keterbatasan modal, perubahan regulasi, penerimaan pasar, dan force majeure. Angkut.In dikategorikan sebagai bisnis berisiko rendah sesuai dengan matriks analisis risiko. Validasi purwarupa oleh Mitra UKM menghasilkan skor 8,5 dari 10, menunjukkan kematangan dan kepatuhan dengan sebagian besar kriteria evaluasi. Catatan perbaikan yang diberikan akan membimbing langkah pengembangan selanjutnya sebelum peluncuran resmi.

Kata kunci: Inovasi, B2B, Angkut.in, Design Thinking, Delivery Trucking.

ABSTRACT

Jepara Regency in Central Java, Indonesia, is renowned as the "World Carving Center" due to its flourishing furniture carving industry. Despite successfully exporting carvings globally, the distribution process encounters challenges with conventional methods, primarily due to a limited truck fleet exacerbated by the post-pandemic situation. This study aims to scrutinize the effectiveness of "Angkut.in" as an innovative solution for overcoming hurdles in heavy goods distribution, particularly furniture. Utilizing Design Thinking, the research incorporates an analysis of the application of the Technology Acceptance Model (TAM) and digital marketing strategies within the "Angkut.in" application design. Employing a Supply Chain Management (SCM) approach, the research assesses the application's impact on local innovation growth, operational efficiency, and the competitiveness of the furniture industry. Market analysis indicates a focus on the online furniture entrepreneur segment. The marketing strategy involves real-time tracking services, live price checking, and user-friendly application interfaces. The business model adopts a Business-to-Business (B2B) approach, emphasizing transportation services for large goods businesses. The business identity design encompasses color selection, typography, and graphic elements that mirror the innovative and reliable nature of goods delivery services. Risk analysis covers technological factors, market competition, loss of goods, data security, capital limitations, regulatory changes, market acceptance, and force majeure. Angkut.In is categorized as a low-risk business according to the risk analysis matrix. The prototype validation by UKM Partners yielded a score of 8.5 out of 10, indicating maturity and compliance with most evaluation criteria. The provided fix notes will guide further development steps before the official launch.

Keywords: Innovation, B2B, Angkut.in, Design Thinking, Delivery Trucking.

I. INTRODUCTION

Jepara Regency, located in Central Java Province, Indonesia, has long been known as a center for impressive carving arts and is appreciated by audiences around the world. The skilled hands of local craftsmen produce furniture works that are not only captivating, but also a symbol of the richness of Indonesian art and culture. In recent decades, Jepara Regency has built a reputation as “World Carving Centre” [1] which radiates its appeal to the international market. Facing the post-pandemic period, Jepara Regency has succeeded in maintaining its dominance in the furniture industry. In 2021 to 2022, this district recorded an export value of \$2.5 billion, this proves its significant contribution to the national economy [2]. This success not only reflects the expertise of the craftsmen, but also the readiness of Jepara Regency to adapt to changing global conditions. However so far, the process of sending heavy goods, especially furniture products in Jepara, still relies on conventional methods. Furniture entrepreneurs are faced with significant obstacles when the availability of truck fleets is limited [3]. This creates serious obstacles to the development and distribution of furniture products unique to Jepara Regency. The aim of this research is to explore and analyze the implementation of "Angkut.in" as an innovative solution in overcoming obstacles in the distribution of heavy goods, especially furniture, in Jepara Regency. This research will examine the impact of this application on the development of local innovation, increasing operational efficiency, and empowerment of business actors in the furniture industry. Apart from that, this research will also evaluate the potential of "Angkut.in" in optimizing truck fleet capacity and increasing the competitiveness of the Jepara furniture industry in the global market.

The implementation of "Angkut.in" is expected to provide a number of significant benefits. First, it is hoped to be a catalyst for the growth of local innovation, supporting Jepara Regency in facing global challenges. Second, it is hoped that it can increase operational efficiency, reduce the risk of delays, and minimize logistics losses in the furniture industry supply chain. Third, this application is anticipated to empower local business actors with effective distribution solutions. Furthermore, for truck fleet owners, "Angkut.in" opens up opportunities to optimize capacity and operational efficiency. Finally, the adoption of modern technology is expected to strengthen the competitiveness of the Jepara furniture industry in the global market, support export growth, and provide a positive example in the local entrepreneurial ecosystem. Even though Jepara Regency has succeeded in maintaining its dominance in the furniture industry, there is still a research gap regarding the heavy goods distribution process. This research will fill this knowledge gap by analyzing the implementation

process of "Angkut.in" and identifying its contribution to the development of a dynamic and modern business ecosystem in Jepara Regency.

II. LITERATURE REVIEW

Technology Acceptance Model (TAM)

Technology Acceptance (Technology Acceptance Model - TAM) is a theoretical framework developed to understand the factors that influence user attitudes towards acceptance and adoption of new technology [4]. In the context of the application Angkut.In, this concept is important to detail the interaction between users and the technology carried by an application. TAM focuses its attention on two main dimensions, namely perceived usefulness (perceived usefulness) and perceived ease of use (perceived ease of use) [5].

Perceived usefulness includes the extent to which users believe that using the technology will improve their performance or productivity, while perceived ease of use involves the level of comfort or ease in using the technology [6]. In application design, users may be inclined to accept this application if they believe that its use will simplify the process of delivering goods, provide useful information real-time, and overall increase efficiency in logistics management. By understanding and assessing perceived usability and ease of use, TAM helps map the level of user acceptance of new technology such as Angkut.In as a business proposal.

Digital Marketing

Today, digital marketing has become an inevitable strategic foundation for companies that want to achieve success [7]. Likewise, Angkut.In, an innovative application in the freight forwarding industry, views digital marketing as the main key to introduce and increase its visibility in the competitive market. The digital marketing strategy implemented by Angkut.In is carefully designed, utilizing various online channels such as social media, online advertising, and search engine optimization [8].

Through this approach, Angkut.In aims to achieve holistic marketing goals, from building brand awareness to driving user conversions. By utilizing data analysis and the latest market trends, digital marketing at Angkut.In is not only a promotional effort, but also a forum for continuing to adapt to dynamic market needs [9]. In other words, digital marketing at Angkut.In is not just a tool, but an in-depth strategy for exploring and responding to the ever-changing digital environment in order to achieve competitive advantage in an ever-growing industry.

Supply Chain Management (SCM)

The contemporary business paradigm highlights Theory Supply Chain Management (SCM) which is the main pillar in designing and optimizing goods distribution and delivery systems. The principles of effective supply

chain management create a solid foundation to ensure smoothness and efficiency in the expedition and delivery process. Specifically, in the context of expeditions, SCM implementation is crucial to minimize uncertainty and ensure that each stage in the goods journey takes place optimally [10]

First of all, SCM emphasizes the importance of close integration between all elements in the supply chain. In the context of an expedition, this includes ordering, inventory management, transportation, and delivery of goods to the final destination [11] Synergistic collaboration between all these elements is necessary to avoid obstacles and ensure on-time delivery. Furthermore, the concept of visibility becomes a key element in SCM. In the expedition context, visibility includes the ability to track and monitor the position and status of goods in real-time. This allows stakeholders, including shippers and recipients, to have accurate and up-to-date information regarding the goods' journey, minimizing the risk of loss or damage. Apart from that, inventory optimization is also a main focus of SCM. In a shipping context, effective inventory management helps prevent stock shortages or overstocks, optimize space on the truck, and in turn, improve overall shipping efficiency.

III. RESEARCH METHODS

The approach used in designing this business is method Design Thinking (see Fig1.). This method was chosen because the design process does not just focus on effective solutions, but also on gaining experience and in-depth understanding of user needs as the core of business development[12]. This approach provides room for innovation, creativity, and problem solving that fits the user's context, ensuring that the resulting solutions meet the real needs of stakeholders [13].

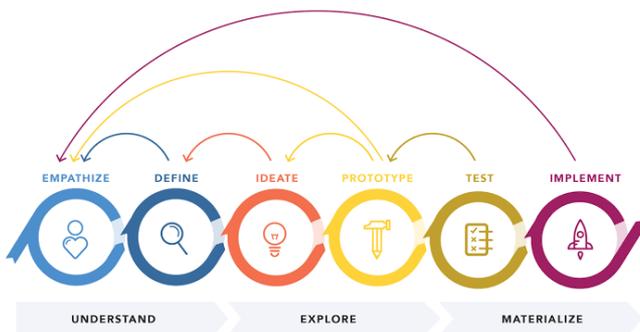


Figure 1. Flow charts Design Thinking

Source:[14]

Design thinking is a human-centered approach to innovation that puts the needs, desires, and experiences of users at the forefront of the design process. It involves a series of iterative stages aimed at understanding the problem, generating ideas, prototyping solutions, and testing them with users.

The first stage, Empathize, is about understanding the needs, desires, and experiences of potential users through

observation, interaction, and immersion. This stage helps designers gain a deeper understanding of the problem and the people they are designing for. The Define stage involves synthesizing the information gathered in the Empathize stage to define the core problem that needs to be addressed. This stage helps designers articulate the problem in a way that is actionable and meaningful.

The Ideate stage is where designers brainstorm creative solutions to the defined problem. This stage encourages wild and innovative ideas without judgment, fostering creativity and exploration. The Prototype stage involves building prototypes or initial models of the ideas generated in the Ideate stage. These prototypes are used to visualize and test the solutions in a tangible way. The Test stage is where designers gather feedback from users by testing the prototypes. This feedback is used to refine and improve the solutions iteratively.

Overall, design thinking is a holistic approach to problem-solving that emphasizes empathy, creativity, and iterative prototyping to develop innovative solutions that meet the needs of users. It is a continuous process that allows for constant learning and improvement based on user feedback.

IV. RESULTS AND DISCUSSION

Market Analysis

Angkut.In has conducted a comprehensive market analysis to identify opportunities and challenges in the large goods expedition industry in Jepara. Our marketing strategy is based on the Segmenting, Targeting and Positioning (STP) framework [15].

Identifying market segments is the main focus in Angkut.In's marketing strategy, including furniture entrepreneurs, small to medium business owners, and truck owners. With the understanding that each segment has unique needs and preferences in expedition services, Angkut.In focuses its efforts on the online furniture entrepreneur segment which is growing rapidly. This decision was based on the understanding that the segment had significant shipping needs and required a more efficient and affordable solution [16].

In positioning Angkut.In as a leader in the expedition industry, the marketing strategy emphasizes real-time tracking services, direct price checking, and ease of use of the application. Goods safety and on-time delivery are prioritized as core commitments, which are reinforced by offering profitable benefits to business partners. Integrally, this business also considers the implementation of the Marketing Mix Strategy. With a robust approach to product, pricing, promotion and distribution elements, Angkut.In aims to win customer trust, expand market share and achieve sustainable growth in the expedition industry [17]

This strategy summarizes four key elements that will form the basis of the success of this business. In the product aspect, Angkut.In offers an innovative expedition application that includes cutting-edge features, such as tracking goods sent online real-time, real-time price checking, and a simple ordering process, and has provided an efficient and modern solution for customers and business partners [18]. In terms of pricing, Angkut.In will offer a competitive and open tariff structure, with various tariff options to suit customer and partner needs. Promotion will be an important focus in introducing Angkut.In to the market, through digital campaigns, social networks and strategic partnerships that expand reach and create brand awareness [19]. Finally, in the distribution element, Angkut.In will cover all delivery destinations on the island of Java, providing broad access and better choices for customers and business partners, as well as running reliable and timely operations. With this robust approach to the 4P Marketing Mix, Angkut.In aims to win customer trust, expand market share, and achieve sustainable growth in the expedition industry [20]. Analysis using a competitor matrix is also used in designing this business. From the results of matrix analysis (see Table1), it can be concluded that Angkut.in has a total score of 3.79 on the IFE matrix and 3.32 on the EFE matrix. This shows that internal factors are stronger than external factors. Therefore, the Angkut.in business has the opportunity to develop in the shipping expedition market which focuses on goods with large volumes amir[21], [22].

Table 1. Matriks I-E Factors

| Internal factors | Weight | Rating | Score |
|---|--------|--------|-------------|
| Efficient ordering | 0.18 | 4 | 0.72 |
| Application features make the delivery process easier | 0.23 | 4 | 0.92 |
| Guarantee that goods reach their destination safely | 0.20 | 4 | 0.80 |
| Limited Capital and Human Resources | 0.21 | 3 | 0.63 |
| Delivery area coverage is still limited | 0.18 | 4 | 0.72 |
| Total | | | 3.79 |

| External Factors | Weight | Rating | Score |
|--|--------|--------|-------------|
| There are not many competitors in the same industry | 0.21 | 3 | 0.63 |
| Many companies/individuals need to send goods in large volumes | 0.16 | 4 | 0.64 |
| Consumers and the majority of truck drivers are still unfamiliar with using expedition applications. | 0.18 | 3 | 0.54 |
| There are natural disasters and disruptions in travel | 0.17 | 3 | 0.51 |
| Expedition competitors | 0.12 | 3 | 0.36 |
| Application security level and delivery process | 0.16 | 4 | 0.64 |
| Total | | | 3.32 |

Source: Author's Elaboration, 2023

Business Model

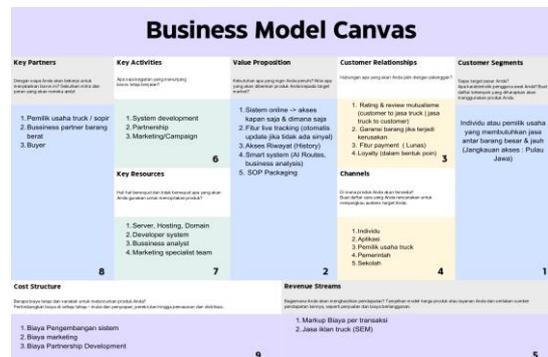


Figure 2. BMC Angkut.In
Source: Author Data, 2023

Angkut.In operates with a business model Business-to-Business (B2B) and is included in the startup category

with a business model On-Demand [23], [24]. As a platform that focuses on business needs, Angkut.In provides goods transportation services for businesspeople in Jepara. Through this approach, Angkut.In will make it easier for customers to order goods delivery services according to their business needs, creating efficient and flexible solutions in the logistics environment.

Designing a Startup Business Identity

Business identity is important in forming brand image and recognition in increasingly tight market competition. The design of Angkut.In's business identity was carried out carefully, paying close attention to each element to create a strong and meaningful visual representation. The use of color, typography and graphic elements were chosen with deep consideration, depicting the essence of innovative and reliable goods delivery services in line with the vision of this business (see Figure3).

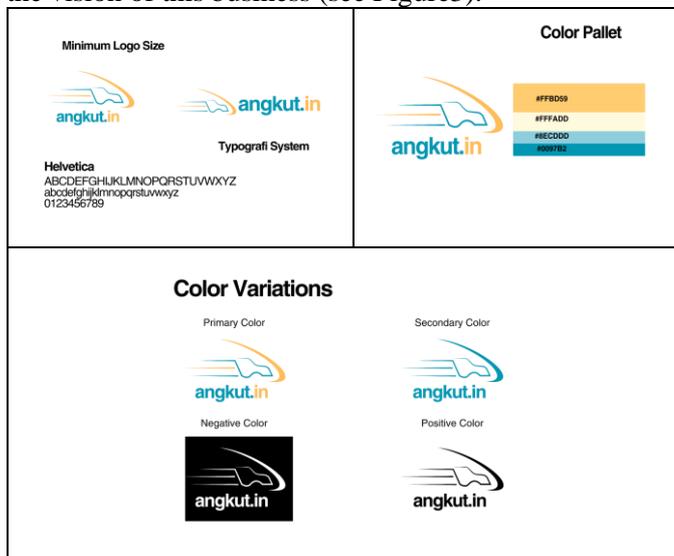


Figure 3. Brand Guidelines Angkut.In
Source: Author's Elaboration, 2023

The Angkut.In logo is designed with a simple but effective concept, reflecting the reliability promoted by this application, namely Safe, Fast and Easy. The yellow-orange color symbolizes the impression of security, optimism and openness [25]. Meanwhile, the turquoise color combination symbolizes trust and stability, in line with the direction and goals of this business [25]. Additionally, Helvetica's choice of typography was carefully considered to create a strong and versatile visual identity [25]. This typography was chosen because it is clean, clear and easy to read, reflecting the professionalism and optimal readability that are the essence of the delivery services we offer. Helvetica, with its serif-free character and smooth lines, provides a clean and modern look, in line with the digital and innovative character of our business. The choice of typography is based on design principles that emphasize good

readability at various scales, including at smaller sizes in logos or mobile applications.

Apart from that, designing this business identity also pays attention to consistency in all communication channels, from digital platforms to physical promotional materials [26]. This is done to build a consistent impression and depict brand unity in the eyes of consumers (see Figure4). By paying attention to every detail in designing a business identity, Angkut.In strives to be the first choice in goods expedition services, giving a professional and reliable impression to potential customers.

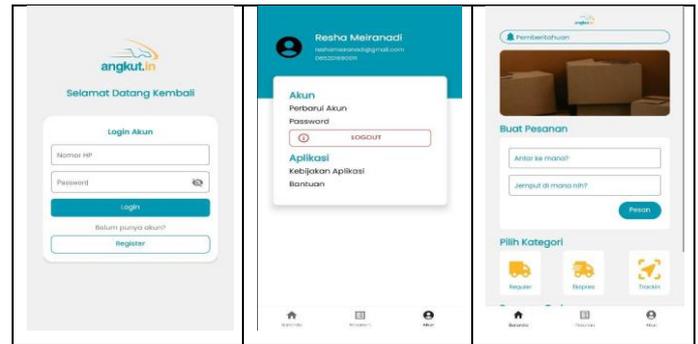


Figure 4. Angkut.In Application UI Planning
Source: Author's Elaboration, 2023

The slogan #AntarWithoutAntri is also designed to embrace and offer innovative solutions in the world of goods delivery [27]. By designing this slogan, Angkut.In wants to communicate to users that our service not only promises convenience in the process of sending goods, but also eliminates worries about long queues. This slogan reflects Angkut.In's vision to be an efficient and practical solution, providing a fast delivery experience, without requiring valuable time waiting in queues.



Figure 5. Angkut.In Slogan Identity Display
Source: Author Data, 2023

In this slogan, "Deliver Without Queuing" is part of Angkut.In's commitment to provide services that are free from the hassle of queues. By carrying out this concept, we are trying to illustrate that every step in the delivery of goods can be accessed and completed without time-consuming queues. This is a statement that Angkut.In provides an effective delivery experience, freeing users from time constraints and ensuring that their goods can arrive on time. The use of this slogan allows Angkut.In to invite users to experience ease, speed, and comfort in delivering goods, making #AntarTanpaAntri a reliable promise in overcoming increasingly dynamic logistics challenges.

Business Risk Analysis

Angkut.In's business risk analysis is based on several critical factors that can influence operational continuity and business performance. First, the risk of problematic technology can result in application service disruption, which has a serious impact on customer satisfaction and company image [28]. Intense competition in the market carries the risk of decreasing market share, which can significantly affect business growth [29]. Then, the risk of damage or loss of goods can harm customer trust, which is a valuable asset in the delivery service industry. Data security breaches, when they occur, can result in financial losses and damage a company's reputation [30]. In addition, limited capital can delay the development of features needed to increase Angkut.In's competitiveness in the market. Regulatory changes can cause significant operational disruption, while low market acceptance can negatively impact a company's financial performance. Lastly, risk force majeure such as natural disasters or other external disturbances can cause delivery disruptions, resulting in uncertainty in Angkut.In's daily operations (see Table 2).

Table 2. Business Risk Analysis

| No | Risk | Impact | Frequency | Weight |
|----|---------------------------------|----------------------------------|-----------|--------|
| 1. | Problematic Technology | Application Service Interruption | 3 | 0.12 |
| 2. | Tight Competition in the Market | Decreasing Market Share | 3 | 0.08 |
| 3. | Damage or Loss of Goods | Loss of Customer Confidence | 2 | 0.16 |
| 4. | Data Security Breach | Financial Loss | 3 | 0.12 |
| 5. | Capital Limitations | Delayed Feature Development | 4 | 0.17 |

| | | | | |
|----------------|-----------------------|----------------------------|----------|--------------|
| 6. | Regulatory Changes | Operational Disruption | 3 | 0.11 |
| 7. | Low Market Acceptance | Poor Financial Performance | 4 | 0.12 |
| 8. | Force Majeure | Delivery Disruption | 2 | 0.12 |
| Results | | | 3 | 0.125 |

Source: Author's Elaboration, 2023

By considering the frequency and impact of each risk, companies need to implement effective mitigation strategies to reduce potential negative impacts and maximize opportunities in facing business challenges. After analyzing through Table 3.2, this Angkut.in business startup is in the low-risk category (see Figure 6). So, this business start-up can be run and developed even better.



Figure 6. Angkut.In Risk Analysis Matrix

Source: Author's Elaboration, 2023

Prototype Design

Designing output results for the Angkut.In business start-up brings us to a discussion of prototypes that are realized in the form landing page which can be accessed via a link <https://angkut.in/>. Election Landing page as a prototype form, it is motivated by the ongoing development stages of Android-based applications, which are an integral part of this project. However, delays in developing this application are accompanied by limited human resources, especially in terms of the number of

developers involved. The Angkut.In team only has two developers, and the other three team members have no background in this field. So as to develop the business in terms of marketing and finance.

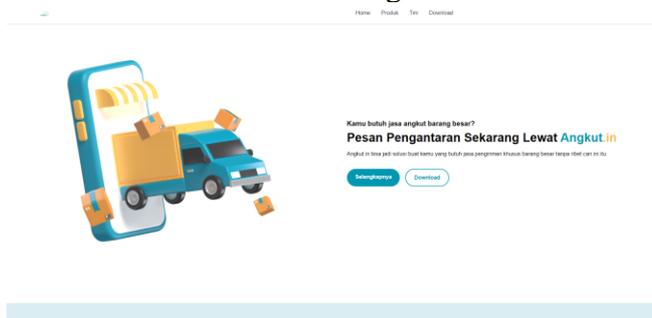


Figure 7. Appearance Landing Page Angkut.In
Source:[31]

These conditions guided us towards the decision to present the prototype in form landing page as an initial representation of Angkut.In's vision. Although Android application development is still ongoing, presence landing pages enable us to introduce the core values and key features of the service to the wider community online [32]. Link <https://angkut.in/> become the main gateway that opens an interactive window with potential users, providing an informative and intuitive digital experience.

Prototype Testing

Prototype validation the effort by UKM Partner, PT Derap Jaya Indonesia, is a crucial step in measuring the feasibility and potential success of Angkut.In. UKM partners not only act as mentors during the design of this business, but also act as parties who provide in-depth reviews of the concept and implementation of the prototype that has been created.

The validation process involves a thorough evaluation of the features of the Angkut.In application, including user interface, ease of use, data security and other key functionalities [33], [34] SME Partners carefully vets every aspect of this startup, ensuring that the app meets expected standards and provides significant added value to users.

The validation results show that Angkut.In got a good score, achieving a score of 8.5 out of 10. This score reflects that prototype This business has reached a certain level of maturity and has met most of the established evaluation criteria [35]. However, the record of improvement in application development indicates that there are still certain areas that require improvement or adjustment to reach optimal levels.

These improvement notes may include performance optimizations, security improvements, or adjustments to certain features according to feedback received from SME Partners. By getting positive validation results and constructive criticism, Angkut.In can take the next steps to improve and develop its application to a more mature stage before the official launch [36][37] Prototype validation by UKM Partners not only as an evaluation step, but also as part of close collaboration between start-up businesses and accompanying partners. The success of this collaboration can become a strong foundation for the continued development and growth of the Angkut.In business in an increasingly competitive market.

Final Project Introduction

Angkut.In as a digital product business plan for the freight forwarding industry, has made introductions through various promotional platforms, especially Instagram social media and participation in the Merdeka Entrepreneurs expo & demo day activities. This promotional strategy aims to introduce our services to the wider community and build awareness of the innovations we offer.

Creative and informative promotional content has been designed. These posts highlight the unique values and advantages of our services, such as #DeliveryWithoutQueues, real-time tracking features, and ease of ordering. We also utilize engaging visualizations, short videos, and customer testimonials to increase user engagement and provide a first-hand look at the experience of using Angkut.In (see Figure 8).

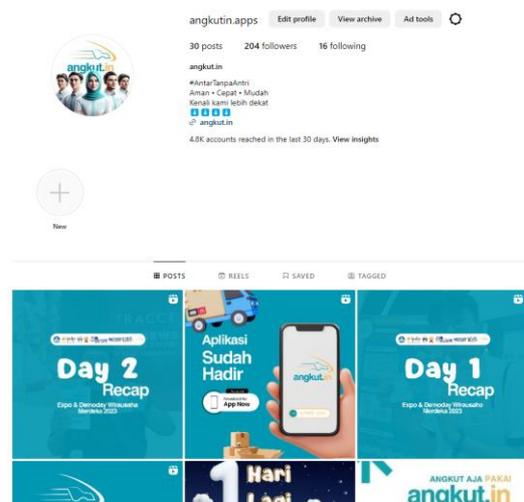


Figure 8. Angkut.In Instagram Account View
Source:[31]

Participation in the Merdeka Entrepreneurs expo & demo day activities was also an important momentum

in introducing Angkut.In to a wider audience. Through props such as scientific posters, attractive vouchers and informative brochures, we succeeded in attracting the attention of expo visitors. The props provide an effective visual attraction, while the brochure provides detailed information about the superior features and advantages of Angkut.In's services (see Figure 9).



Figure 9. Expo and Demo Day atmosphere
Source: Author Data, 2023

Through this combination of approaches, Angkut.In has succeeded in building a strong brand image and increasing public awareness about modern and efficient goods delivery alternatives. Social media promotional content provides ongoing visibility (see Figure 10), Meanwhile, attendance at the expo provides an opportunity to interact directly with potential users, explain the benefits of our services, and increase the level of trust.



Figure 10. Angkut.In's Instagram Social Media Performance
Source: Author Data, 2023

V. CONCLUSION

The marketing strategy approach in designing Angkut.in includes segmentation, targeting and positioning, which is the basis for us in providing solutions that suit the needs of potential customers. The use of the I-E Factors matrix in detailing our marketing strategy shows that Angkut.in has the potential to grow in the freight forwarding market with a focus on large volumes. In designing the business model, Angkut.In took a Business-to-Business (B2B) approach with an On-Demand business model. This allows us to provide efficient and flexible goods transportation services to businesses in Jepara. The business identity and prototype have been carefully designed, reflecting innovation, security and ease of use.

As part of the recommendation steps, follow-up of improvement notes from prototype validation results is carried out by paying attention to optimizing performance, security, and certain features. We will ensure Android app development reaches an optimal level of maturity before official launch. We will continue our ongoing promotional campaign through social media and participation in expo activities to strengthen brand awareness and build engagement with potential users. We will also implement creative and informative content strategies to continue to attract market attention. We will continue our collaboration with UKM Partners and other related parties closely. We plan to explore the potential for further collaboration to support the technological and operational development of Angkut.In. In addition, we will implement effective risk mitigation strategies to manage and reduce the potential impact of technological risks, market competition and other factors that may affect operational continuity.

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