
Dispute Between Consumers Using the Cash on Delivery System and Expedition Couriers

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Abstract

This research further discusses disputes between consumers using the cash on delivery (Cod) system and expedition couriers to the public. With the aim of providing views based on the results of in-depth analysis, that disputes can have both good and bad impacts depending on how we position ourselves in dealing with a phenomenon. Then the researchers wanted to know the ins and outs of the losses and profits from the presence of the newest Cod-check feature first. Then validate with sources in the field using qualitative research methods, case studies on couriers in the Cimanggis area, Bojonggede District. From the results of the research, researchers hope to provide insight and education to readers on how each group concerned, be it couriers, consumers, or sellers, is able to solve problems appropriately and wisely when shopping using the code-check first feature on the Shopee marketplace.

Keywords

Disputes, Courier, Cod, Consumer

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INTRODUCTION

DevelopmentFrom time to time, industry has had quite an impact for life. One aspect that has a role in the development of this industry is rapidly developing technology that makes digitalization a guide to changes in people's lifestyles. Fulfilling human needs on the economic side is dynamic in nature, electronic devices act as the main media in fulfilling technological needs which make it easier for humans to carry out their daily activities. This phenomenon is predicted to be a transition from human civilization towards a digital society. Changes are also accompanied by various outputs, both positive impacts and new challenges which we consider to be negative impacts from various sides of people's lives, especially in the economic sector. The presence of the digital economy first appeared in the 1980s, which was marked by the emergence of the information and communications technology industry, carrying out electronic trading activities and distribution of goods or services, which at that time had only just begun to operate digitally.

Currently technology plays an active role, this era of digitalization certainly has an impact on all aspects of life, including the economic sector. This collaboration has provided job opportunities or business actors in the development of digital business.

Reporting from the Ministry of Finance (Kemenkeu), the value of Indonesia's digital industry has

grew significantly from 44 billion dollars in 2019 and is expected to increase to 130 billion dollars in 2025. This growth is supported by the growth of e-commerce, food transportation and delivery, online travel and online media. The current development of digital society in the era of society 5.0 has succeeded in creating spaces for the basic needs of society, accompanied by the emergence of various conveniences in purchasing and fulfilling daily living needs for society. Technology is now not only used for efficiency in society's productivity but can also be used as a tool to solve social problems in a sustainable and inclusive manner by involving active community participation in the development and use of technology as well as being part of the digital innovation process.

E-commerce plays an important role in supporting the growth of the digital industry in Indonesia. According to projections by Google, Temask and Bain & Company in the e-Conomy SEA 2023 report, the gross merchandise value (GMV) of e-commerce in Indonesia will reach 62 billion dollars. This fairly large circulation of money certainly makes e-commerce a significant fighting arena in gaining an economic niche.

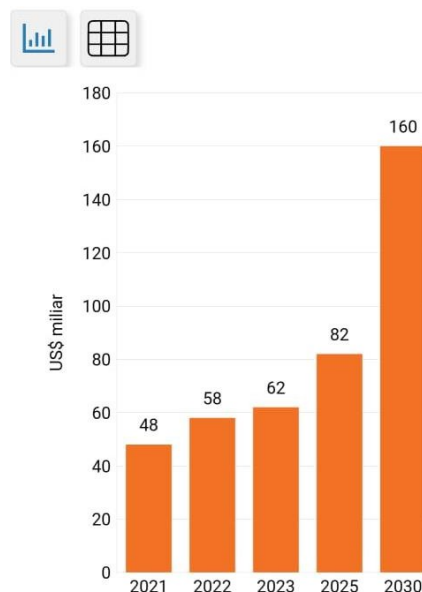


Figure 1. Projection of Gross Transaction Value/GMV of E-Commerce in Indonesia (source: katadata.co.id)

Based on SimilarWeb data, there are 5 e-commerce marketplace sites with the most visitors in Indonesia in the third quarter of 2023, namely, Shopee, Lazada, Tokopedia, Blibli, Bukalapak. The largest visitor growth was only found on two sites, Shopee and Blibli, while their competitors tended to weaken. With an average of 216 million visits to the Shopee site per month during the third quarter of 2023, an increase of 30% compared to the average visits in the second quarter of 2023 (quarter-on-quarter/qqq). In the same period, the average number of Blibli visits increased by 5% (qqq), then Tokopedia decreased by 9% (qqq), Lazada fell by 30% (qqq), followed by Bukalapak which experienced a decline of up to 21% (qqq).

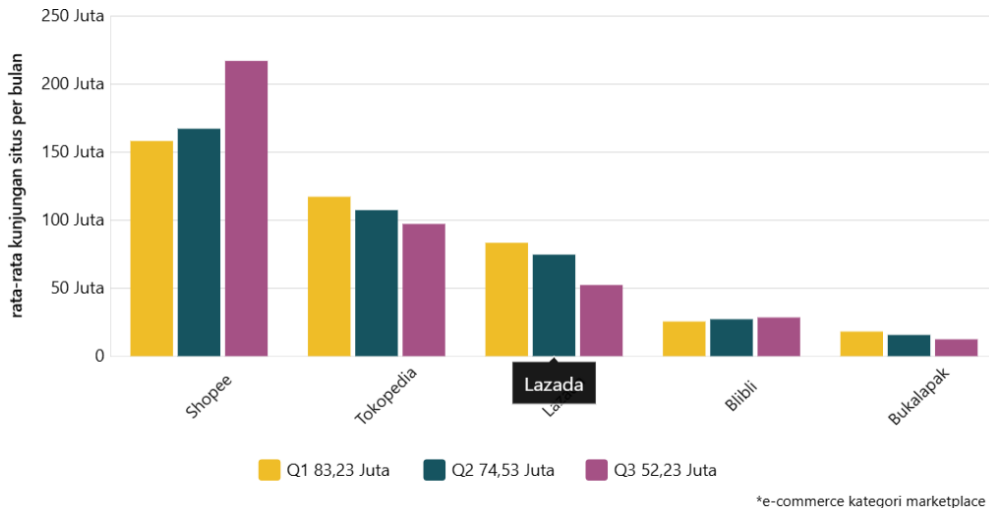


Figure 2. Marketplace Visit Data (Quarter I – Quarter III 2023) (source: katadata.co.id)

The rulers of e-commerce in Indonesia provide various conveniences for their users. The conveniences provided range from free shipping promos, cashback vouchers, free return guarantees, paylater, to Cash On Delivery. The COD (Cash On Delivery) system is a convenience for consumers to make payments directly to the expedition courier from the relevant online shop. The transaction method offered on the E-Commerce system is where payment is made via a 3rd party expedition courier which is done in cash. When the order is delivered to the recipient's address, the buyer is required to hand over cash according to the amount purchased and vice versa, the seller is required to package and send the goods according to the order paid by the buyer.

Which is the urgency for Shopee as the largest e-commerce choice because Shopee is starting to implement its newest program, the Cod-check first system, which was released on May 16 2023, the COD Check First program applies to buyers in all areas of Indonesia, especially those who have fulfilled the terms and conditions, and using the COD Check First payment method and SPX Hemat, SPX Sameday (Seller Managed Shopee) or SPX Standard delivery services. Shoppe is a pioneer and the first e-commerce to use the check first Cash On Delivery (COD) system. SPX delivery services are targeted to become informant material as a source of research data because SPX is a delivery service company that is under the supervision or auspices of Shopee, so SPX also plays a role in supporting the latest cod-cekdulu feature as well as being part of the branding agent for the cod-cekdulu feature to The general public, especially E-commerce users, often use the COD feature when shopping.

The convenience provided is certainly a magnet for users to spend their money on the e-commerce marketplace. From the many conveniences and also the number of visits to active users of the e-commerce marketplace, Shopee is one e-commerce that continues to innovate. The presence of convenience also has impacts, including the emergence of various problems from the series of programs provided by Shopee, such as cases of online fraud in the name of a number of marketplaces, one of which is Shopee, fraudulent sales of products that do not match

the product description or photo, then problems with delivery services which include the Cod and Cod programs. Checks first involve related individuals or groups such as Couriers, Sellers and Consumers.

COD check first is a more sophisticated innovation compared to the previous COD system. Previously, using the COD method, buyers could only complain without being able to cancel their order on the spot via courier. With the COD check first system, buyers can immediately cancel the order if it does not match the product ordered.

COD checks used to be an advantage provided by Shoppe compared to other e-commerce. Shoppe released a payment system using the COD check first method on May 16 2023. The COD check first program applies to buyers in all areas of Indonesia, especially those who have met the terms and conditions. Apart from that, the shoppe too has another advantage where Shoppe uses a delivery service that is integrated directly with Shoppe, namely Shoppe Express.

In the midst of conditions that make it easier for people to easily access and choose the daily necessities provided by the Shoppe, this does not mean there are no problems. The problems that occur actually become digital challenges that need to be answered. This digital challenge can certainly cause losses to users or related parties such as sellers, buyers, expedition parties, namely couriers who are often targets when e-commerce users are not wise during the buying and selling process. The rise in cases is caused by the COD system or COD check first, the courier is the one who often gets the money. This is of course because the courier is the officer who delivers goods from the buyer to the consumer or purchaser. Couriers often experience unpleasant behavior and even a few threats from consumers or sellers towards the courier.

Some cases include: In January 2023, in the Sembawa sub-district, Banyuasin, South Sumatra. This started with the courier charging money for the COD goods he had received but the consumer was delaying, when the courier wanted to take over the package at the consumer's residence, a fight broke out until the consumer stabbed the courier because he was annoyed by the courier's words about the goods not being available. paid for it.

In March 2023 in the city of Malang, a courier was assaulted by a package recipient because the package received did not match what was ordered. The courier's responsibility is only to be an intermediary between consumers and buyers, not to bear consumer dissatisfaction by abusing actions, whether verbal, physical or material violence. This really provides the opportunity for greater physical, psychological and even income losses received by the expedition courier.

The issue of cod-check used to reap pros and cons where many couriers, especially in rural areas, still do not understand correctly how to apply the online shopping payment system flow, most of the consumers who are new to shopping on digital platforms make cod payments rather than digital transfers. instead of the anxiety of those who are worried that the goods will not be delivered even though the digital platform is one of the safe shopping methods because there is a 3rd party (escrow) to ensure that money and goods are received by consumers and sellers properly

Disputes that occur between couriers and E-commerce users, both physical and non-physical, are an interesting phenomenon to be explored in more depth. One of the courier areas from Shoppe Express is the area in the Cimanggis sub-district. This courier is integrated into the Bojonggede Hub which covers all sub-district areas in the Bojonggede sub-district, Bogor Regency. Courier from Shoppe Express at Basecamp Shopee Express Jl. Raya Tonjong, Sudimampir, Cimanggis subdistrict, of course there are problems that also occur between couriers and consumers or buyers from the E-commerce Shoppe which are caused by the payment method using the check first COD system.

RESEARCH METHODS

According to Koentjaraningrat (1993: 89), qualitative research is a research design that has three formats. These three formats include descriptive research, verification and grounded research formats.

The definition of qualitative itself is that researchers use methods, steps and procedures that include data and information obtained through respondents who act as subjects so they are able to explain the general picture of their perspective holistically.

In the research that will be carried out, researchers will use a qualitative approach as a basis for obtaining descriptions and perspectives from other participants regarding the problems they are experiencing so that the results of the answers given are not biased.

RESULT AND DISCUSSION

General Description of Research Objects

The researcher took the research object as a dispute that occurred between consumers using the Cash on Delivery system and expedition couriers in the Cimanggis area, Bojonggede District. When the researcher wants to get empirical research results, the researcher takes prospective data sources that are relevant to the topic of discussion of the research problem being studied through the research method he uses, namely interviews. The research process provides detailed characteristics of the picture

The objects studied include consumers, couriers and sellers as supporting data in the course of the research. All three have their own perspectives which will lead to factual answers. For this reason, the consumers studied are consumers who use Cod, whether they use it frequently or rarely. The age limit studied was 12-45 years because the age range gave researchers an idea to compare their thought patterns when facing the cod process until a dispute arose. Most consumers are Shopee e-commerce users. Apart from that, the views of the expedition couriers also contributed answers to the ongoing research process. An expedition courier is a company or individual whose job is to send messages, packages in small to medium quantities, or letters from one place to another using land, sea and air routes. Couriers usually pick up and deliver consumer products using motorbikes or cars if seen from the small size of the package volume or a term that is often heard by the general public, namely the person who brings goods or products purchased by consumers from the seller to the recipient's address.

The courier's job is only to deliver goods safely to their destination on time, especially as the courier studied is an SPX or Shopee Express courier, which means express delivery, whether the situation is favorable or not. Spx couriers are under the auspices of Shopee, so the role of SPX couriers is very influential in increasing satisfaction with Shopee's e-commerce services. In it, e-commerce provides various programs that make things easier and even profitable for potential buyers, starting from providing cashback vouchers, free shipping, guaranteed return of goods, and cash on delivery programs. Cod is a payment system where consumers are given easy access to pay with cash. In 2023, Shopee added a new feature to the COD payment method by giving buyers the option of COD and COD-check first, both of which have the same essence, but in the previous case, some people who did not understand the COD payment method often returned the package they bought.

Just like that without wanting to pay, then the presence of a new program in the cod-check option first provides a service where buyers can unpack, check the quality of the goods received until they come to an agreement whether they want to pay or not which will then be handed over to the seller in the record of the goods being unloaded. does not work or is not suitable. The intermediary for this online buying and selling system is handled by the courier. They are part of the researcher's research object to provide some feedback regarding the COD payment method system as well as new features being implemented.

Apart from that, the sources who play a role in strengthening arguments related to the

problems studied by researchers are sellers on e-commerce platforms. The sellers taken as research samples are sellers who have been buying and selling on the market place for 2-4 years and are classified as actively turning on the COD feature, they sell various toys such as squishies, the target buyers are children, teenagers and even adults. Not a few sellers experience various complaints from both consumers and couriers as well as the advantages and disadvantages they experience. So researchers really want to explore more deeply. Apart from that, the researchers involved sellers as supporting informants to provide their views regarding whether the presence of a cod-check was helpful or otherwise. Sellers in the marketplace as sellers also experience advantages and disadvantages, apart from that, sellers are people who are connected virtually with consumers. The seller knows the consumer's data, including the product ordered, the consumer's specific address, both also have this access. Meanwhile, couriers are only given access to the destination address for delivery, product details are not displayed so they don't know about it.

The latest Cod-check program has caused controversy

A dispute is an activity where there are misunderstandings, inconsistencies, differences of opinion and even behavior showing disagreement with something. The phenomenon of disputes that often occur in the consumer sector, sellers involve third parties such as expedition couriers. In the work process, the courier's job is only to deliver packages to the address listed on the consumer's goods, but in reality, in the field, couriers often experience things that may be part of the risk in carrying out their work, whether they like it or not, the provisions or regulations of a company must be followed. followed by every employee.

Basically, couriers are not permanent employees or freelance employees, they get a guarantee, they can also extend their performance. As has been explored by researchers. The courier studied was located in an area, namely Cimanggis village, Bojonggede subdistrict. Researchers obtained a sample of SPX company expedition couriers, where this expedition company is under the auspices of Shopee, so every program offered by Shopee SPX is required to participate in supporting the program run through its workers, namely couriers. As discussed by shopee currently I have opened a new program, namely previously just cod, there are 2 choices of regular cod and cod-check first.

What differentiates this program is the regular cod, in general consumers can make payments in cash on the spot without knowing whether the goods they receive are safe or not, whereas in the latest program that is being implemented or what we call cod-check in the past, payments are still made the same, namely cash, specialization in the program Consumers are allowed to check the package by opening the packaging and testing the goods to ensure the quality is under control. This is enough to inspire enthusiasm among people who like to shop online in e-commerce, especially since the code-check system used to be the first program compared to other e-commerce. Of course, if there is a new program innovation there will definitely be something called trial and error, even if it is only a little, but if left unchecked it will have an impact on aspects of improving the quality of an e-commerce company's targets.

Considering that all programs carried out by Shopee are supported by SPX, couriers are targeted as agents to participate in branding the programs that are running. It is certain that this program is specifically for Indonesian people who are still developing in the transition phase of the digital economy. It is hoped that people who use digital transactions can be applied throughout the archipelago. The reason is that this program provides an important value in the buying and selling aspect, namely Trust is the main aspect targeted so that buyers in the archipelago no longer hesitate to shop using the digital market method. Behind the convenience provided by the latest COD feature, researchers first discovered a fact that was quite unpleasant considering the observations that had been made. Then, supported by interviews with resource persons, researchers found complaints experienced as well as positive values from the existence

of this new program feature. The innovation that was issued actually caused disputes for related people, such as consumers using COD and expedition couriers, not a few sellers also felt the impact of this incident. It is hoped that research in a small area in Cimanggis village can provide primary and actual data about how disputes generate controversy so that practitioners can also know what the best steps are to minimize disputes leading to the best and wisest solutions for all parties.

Interpretation of data on consumer disputes between cash-on-delivery users and expedition couriers from the perspective of Ulrich Beck's theory of society

Based on the results of the research and interviews obtained, it provides an overview of the presence of the newest check first cod feature for couriers, sellers and consumers who agreed to give an answer. The presence of innovation from cod and first check cod can cause disputes for the majority of people who use the Shopee marketplace as well as those who are new to using it. .

This is also comparable to the theory put forward by Ulrich Beck's postmodern theory of risk society. That the presence of modernity also In this theory, modernity provides a picture of two sides, namely positive and negative. Technological advances with the ease of shopping using the cash on delivery payment feature, apart from providing convenience to consumers, the discovery of the cod-check feature used to be able to present large risks and uncertainties, because it emerged from the progress of the industry itself (risk society).

In a risk society, things are uncertain, because various bad possibilities can occur. Likewise, the situation with the COD payment process has quite worrying risks and could be detrimental to related parties, such as expedition couriers, whose safety and income are threatened, both sellers and buyers can also be involved in disputes that are detrimental to one party in order to reach a consensus. Disputes that occur between consumers using Cod and expedition couriers are disputes that arise over the presence of new innovations or strategies which have the aim of providing efficiency for their users, but in reality this causes disappointment for some parties, namely the couriers who are most affected because they are dealing directly to consumers, while consumers and sellers are actually the parties who really benefit.

On the other hand, consumers feel that the presence of this feature really benefits from the majority of consumers, as well as sellers feel that the presence of this feature builds a sense of trust in consumers who previously often had big doubts when they wanted to buy a product in a market place. Based on Statista Market Insights data, the number of users e-commerce in Indonesia will reach 178.94 million people in 2022. The number is projected to reach 196.47 million users by the end of 2023. (DataIndonesia.id).

Discussion

Triggers for disputes that occur in the field

As is known, the dispute between consumers using COD from before there was an update to the feature to COD-check first, is quite evenly distributed in various regions in Indonesia. Starting from quarrels, verbal abuse and even quite a few individuals carrying out actions that lead to criminal acts. This effect is fatal enough in each case to involve legal policies to follow up on the case. However, that is not something that can reduce the heated situation. Disputes will continue to occur if there is no action from oneself.

COD or what is called cash on delivery used to be just an innovation that provided easy access to payment transactions on the spot. In this case, most consumers thought that COD packages could be unboxed and if they didn't fit, they would be returned, so here the courier was the one who often received complaints from buyers who minimal socialization about how the COD system works. This is why Shopee created a new feature, namely cod-check first, it is

hoped that this system will be able to provide facilities which increase the value of trust for consumers to increase the quantity of purchases from all corners of the villages, they are able to buy on the digital market platform. The reason is that Indonesia is quite broad, looking at the various aspects of individual understanding regarding COD, it is quite difficult to associate, so COD-CekDulu provides access for potential buyers to check goods before paying. If the package is not suitable, it can be returned to the seller.

However, this is an obstacle for couriers because they are the ones who deal directly with consumers as intermediaries between sellers and consumers, each of whom has a variety of characters, understandings and thought patterns. It has become a risk for a courier to deliver packages every day with quite a lot of targets. Based on the results of interviews with couriers in the area used as research objects, SPX classifies them into 2 types of workers, namely Dedicated couriers and Partner couriers. Both of them deliver packages, the difference is that the task of the dedicated courier is targeted while the partner courier, on the other hand, does not target it because their job is only to help packages that are not transported by the Dedicated courier. Apart from that, the wage system is also a differentiator for dedicated couriers who are given a UMR salary of Rp. 4,520,212/month excluding tax, for Partners, their wages are based on the number of packages they carry (per package is priced at Rp. 2,000).

"Per person, the courier is targeted to deliver 180 - 200 packages per day. Every night it is updated on who is entering and the number of packages is adjusted as long as the person has reached the target with the target "for example, 4 people dedicate around 180-200 packages, he is not a permanent employee, there is only an extension. If the partner is just a helper, we will bring a package that is not a package. take them with you." (Bang B, SPX Courier Source Partner Type Cimanggis Area) The following are some of the problems that trigger conflicts due to the code-check first feature.

Expedition Courier's View:

In terms of obstacles, many of them complain when the buyer is not at the address or the address is wrong. Because most Shopee consumers don't pay attention to address points clearly, couriers often have difficulty finding delivery of goods. Apart from that, most of these COD consumers make it easy for the courier who comes by not wanting to pay for the goods they ordered. For reasons that don't make sense, starting from pressing the wrong button, his son bought it, instead of asking the courier to come for the next delivery or the next day.

"There shouldn't be 2 types of COD delivery systems, let alone check first COD, it's better not to have one, because we as senders have a fast delivery target. Apart from that, the existence of this system hampers our performance by comparing this latest feature to the COD user community." (Source: Mas Galang, SpX Partner Courier in Cimanggis Village).

Then there are still many people in the Cimanggis village area who don't know about the new COD feature and the application of COD-check first is different. So this is what worries couriers when they meet customers or consumers who don't understand when the feature they choose is code-check first. The shopee company requires the courier to record it even though the buyer doesn't allow this to be done, so this becomes a challenge and obstacle. experienced by couriers.

"I would rather just make the code lighter, check the video first, if it doesn't allow video, don't do it, even though the center of this system is that it requires video and allows video secretly, whether it's just the leg." (Source: Mas Anggoro Courier SpX Mobil Cimanggis Village).

Seller's Perspective on Shopee E-Commerce

Some sellers feel that they really benefit from the presence of this feature, especially shops that are already in the top 20 best selling sales rankings shopee. If they deactivate the COD system, it will affect their shop's interest or sales level which will automatically decrease.

Apart from that, the Cod check first feature for sellers in the best-selling category can increase the trust value of potential buyers, especially if their customers come from outside Java, such as Kalimantan, Sulawesi, Palembang, Jambi and other cities. If we look at the losses, the average seller experiences similar losses from cardboard packages that are no longer in perfect shape, the workers who pack them and send them to the expedition. It's another matter if the package is declared lost or buried in a warehouse, where the return process will take quite a long time.

This loss will definitely be borne by the expedition party concerned. According to the courier informant, the nominal compensation for the goods that the seller or buyer receives is the courier's money, not the company's money. "When you experience a loss, the personal courier will cover the money and all cod payments are deposited via transfer to the bank or Shopeepay to a shopee account." (Source: Bang B Courier Mitra Spx Cimanggis). So if the seller experiences a loss, it will be covered by a third party, namely the courier. Looking at the facts in the field, researchers also found that sellers were confused when the information when sending the goods was rejected or did not reach the recipient. There were various things, but what was certain was that the courier had a strong reason for not delivering the package to the address in question. Usually these people have problems paying for the Cod package.

Apart from that, the reason why sellers continue to activate the Cod feature even though they feel that there have been many disturbing cases is that they state that most of their customers still don't understand the transfer payment system or need parental permission, whereas this Cod makes things easier for those who experience similar problems.

"I feel that sales have increased, especially since most of my buyers haven't been able to top up themselves or top up their ATM balances, but many prospective buyers who are naughty often test the seller or buy for fun without paying for it, which results in the product being returned being damaged, dented, out of shape, or missing, causing losses. to the expedition and I am the seller." (Source: Ivana, Toy Shop Owner at Shopee.

Consumer Perspective on Cod Features Check first

During the interview process, researchers found consumers who were indifferent to the difference between the old code and the addition of new features if that helped. However, most consumers don't know the mechanism or advantages offered by the check code first. Because this system can be realized when the expedition courier asks for a video of the opening of the goods when payment takes place Check the terms and conditions part of the code first. It was also found that some consumers were not comfortable with video recording, there were also some consumers who immediately refused to be videoed by the courier which resulted in points being deducted from the courier. For consumers, COD can also trigger disputes if the courier does not arrive according to the estimate on the package delivery point page.

Then consumers said that this code really helped them when they didn't have cash or didn't have a balance at the ATM. So consumers hope that COD will continue to accompany them when shopping online. As in the following consumer expression: one of the consumers who was the resource person answered that he already had access to bank payments but did not understand the exact mechanism, so when shopping online he chose the COD payment method. As in the following interview excerpt "And if I use a bank, I have a card but I don't understand how to use it, I'm only 17 and I've only just used an ATM so I don't know what to do, it's better to just choose COD." said Tyas, a student who actively shops online with the COD feature.

Losses suffered by consumers, couriers, and sellers using the COD and COD systems-check first

After further investigation based on data sources obtained by researchers, the reality regarding disputes that occur between couriers in rural areas tends to be dominated by mothers

and children who do not have access to private payments. They don't really understand the transfer payment system, preferring COD. Unfortunately, in reality, many COD users take the convenience of the COD-check feature for granted by being irresponsible, such as leaving the house when the courier wants to go to the recipient's address. Not a few of them make payments to the courier also via transfer but the recipient of the package was never paid, as stated by our source, Bang Asep Courier Dedicare Spx Cimanggis "The most cod cases in the Kemuning area, initially I was waiting to ask for a transfer until 10 pm but still delayed paying, finally the package was delivered to me , I'm the number one. This incident kept repeating itself until my friend also got sick with it. And the perpetrators are mothers."

Judging from the Bang Asep incident, these consumers are part of the naughty elements who carry out cod not because they don't understand the transfer system, but rather to cheat. Because similar things have often happened. Bang Asep informed his courier teammates in the Cimanggis area to be careful not to deliver packages to that address, Asep took the initiative to bring the package and deliver it back to the seller.

If seen from the seller's perspective as an additional informant to test the data obtained from the courier, they also tend to experience losses, quite a few packages that are returned, if they are damaged, will reduce the selling value to defective goods, as experienced by our informants who sell children's toys on the platform. Shopee based on his response "The disadvantage is that they don't want to pay because whether the package is damaged on the way after it arrives, they don't want to accept it, which also causes losses for me as a seller from packaging costs, shipping costs, the product is damaged and reduces the selling value." (Source: A as a seller who activates the COD feature).

Not to mention, if the returned package is piled up in the warehouse and ends up being lost, the expedition will definitely bear the loss of how much the lost package costs and of course it is not the company that will bear the responsibility but the courier who delivers it to the recipient's address.

If we look more closely, sellers and couriers have different desires, including as explained in the previous paragraph, couriers want the code-check feature to be removed because it causes problems with delivery within 1 day. They have to think about how all the packages can be delivered, while sellers are very happy with the presence of code-check. used to greatly increase the sales value of their shop and will continue to activate this feature, but they have experienced quite a few losses.

Apart from that, the losses received by consumers can be said to be relatively small if there is a problem from the seller or courier. Consumers will receive compensation if they follow the e-commerce process regarding the product purchased. Consumers experience losses if they find an unclaimed package due to an incorrect address that may be spread on social media, or an ignorant colleague causes them to have to pay for a package they don't think they bought. As long as consumers are responsible with the purchasing method, they rarely experience problems or losses. However, this is not a big deal, each seller has their own strategy to avoid naughty buyers. So it can be concluded that disputes occur due to uncertainty regarding the system or innovation of an industry and a lack of target readiness for the presence of a new policy or system.



Figure 1. Returned Goods Are Damaged

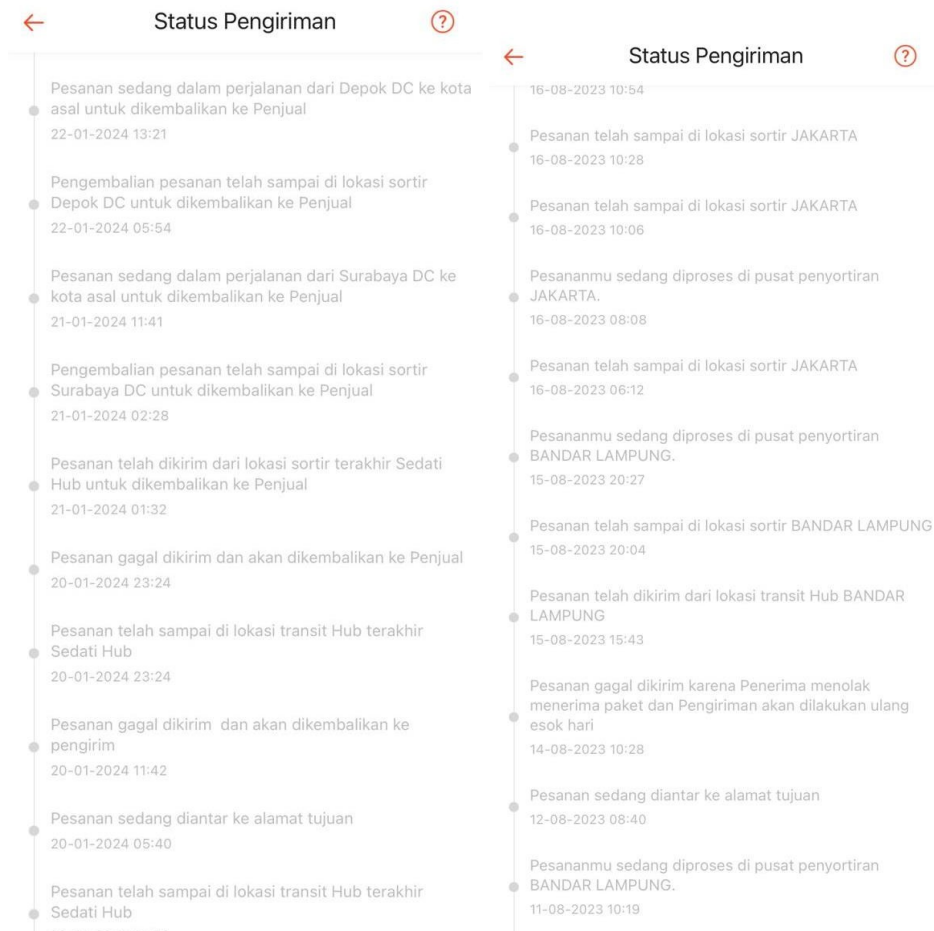


Figure 2. The invoice cod failed to be sent due to the buyer rejecting it

How are disputes resolved between consumers and cash on delivery system couriers in Cimanggis Village, Bojonggede District?

Disputes in certain conditions do not always have a negative impact, it could be that negative things turn around and put pressure on people who have great access, such as companies, e-commerce Shopee, to think about how they can solve the problem, even if left unchecked, this dispute will worsen the image, the aim of gaining the trust of sellers and consumers will automatically decrease and move to other e-commerce which is able to solve problems responsively, critically responding to the characteristics of Indonesian society. From this dispute situation, Shopee has just provided a program update regarding the obligation to video open packages by consumers, by providing the option that if the buyer doesn't want to, they can provide information that the consumer doesn't want to be videoed so that the courier doesn't get as many penalty points. Some consumers who are not familiar with the COD system often complain of discomfort and so on, so Shopee provides an alternative program which has now been running since mid-January 2024.

Apart from that, guarantees to sellers regarding lost packages or returned packages due to naughty buyers, Shopee has also provided The solution is to give penalty points and even block the COD payment method. This policy has been in effect since December 14 2023. A penalty will be given if the buyer cannot be contacted, does not pay, or refuses the package up to 2x in the last 60 calendar days and then will be blocked from the COD payment method option for as long as 60 calendar days after the second calendar rejection. With the provisions for reporting when goods are lost, if you use SPX economical, standard or express delivery services, JNT economy, J&T Express, Sicepat Reg, Sicepat HALU, you can claim 10x the

delivery cost or the value of the goods up to a maximum of IDR. 1000,000, depending on the lowest nominal. The remaining shortfall in claim value will be paid in the second stage, a maximum of 3 working days after the first stage. Note that in this process there is a possibility that it will be accepted or rejected if the claim is accepted by the Shopee customer service team, so please be patient with the balance of the injured party, be it the consumer or seller, because the funds disbursement process takes 5 days, where the Shopee team will process the report to the service party. Send. Within 7 calendar days from the delivery status stating that it has been returned or from the delivery receipt declared to have been accepted by the buyer.

CONCLUSIONS

Based on the results of research carried out by researchers as participatory observants with the acquisition of 30 informants who were willing to become research objects, this dispute can occur due to the target's lack of readiness for change, especially digital change. They do not yet understand the mechanism of the cod and cod check payment methods first, if They are able to respond intelligently to things like rejected COD, unclaimed packages, and minimal disputes between consumers and couriers or sellers. Individual awareness is needed to wisely use online shopping media, especially children who need extra supervision. If something goes wrong with their child, they are not at fault, namely as negligent parents and of course we live in a world where we have to be responsible for what we do. Mistakes are used as lessons so they don't happen next time. Apart from that, the industry continues to transform through updating purchasing methods, we as the younger generation must be more sensitive to change so that we are able to accept minimal risks from change and create a society that can adapt to technology which brings a more insightful and prosperous society.

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