

Lean Consumptions Online In Little Rice Store

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Abstract: In today's post-modern era unnoticed lifestyle governs us. A fast, instant, clean and online lifestyle. Consumers are now accustomed to be served by other sub-workers without regretting the cost of shipping costs in shopping for clothing, electronics, and household goods. This habit is common in the area around the city, especially for residents who live in apartments and downtown. Now people are used to going out of the house with online transportation as well as coming home. Buyers are becoming accustomed to ordering orders such as household needs and home food. Buyers are beginning to be reluctant to go to traditional markets and modern markets to buy, especially after buying people have to bring their heavy groceries to the house. Looking at lifestyles that change over time we also capture a potential that is profitable in the business of changing the way conventional rice shopping habits to shop for modern rice.

Keywords: rice, modern shop, habit, online.

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I. Introduction

Indonesia as the third largest rice producer in the world is a potential country to support modern rice shopping business especially in Jakarta (Faostat, 2014). Routine capital is so dense as if demanded a tool in shopping or traveling. This is because the mobilization is so dense and congestion that every day happened in Jakarta. Plus lifestyle residents of the capital who want to be spoiled and avoid such a difficult activity such as rice shopping. Here is the table of the order of rice producers in the world:

Table 1.1 The Five Largest Rice Producers in the World 2014

No	Negara	Produksi / Thn (Ton)
1	China	208,100,000
2	India	155,500,000
3	Indonesia	70,600,000
4	Bangladesh	52,400,000
5	Vietnam	44,900,000

Source: FAOSTAT Data December 2014

In the year 2000 is a modern era where people are still on the move with the method that became a habit in general. When consumers want to buy home needs, they will go to traditional markets or modern markets. Options are in the hands of consumers, but still adjusted to the economic capacity of the buyer. If consumers want to buy a need for a cheap price then they will go to the traditional market where the place is still bargain deals, also close from home. But the shortcomings in shopping in traditional markets is a dirty place, hot, muddy, filled with busy buyers. Over time the location of the traditional market was renovated so it does not tarnish but still hot. This is a negative side when shopping in traditional markets. Unlike the modern market, clean rooms, tiled floors, air-conditioned, needs products neatly arranged, and assisted by sales promotion girl / boy (SPG / B) and there is music that makes the consumer feel comfortable. The price of products in the modern market is certainly more expensive, but there is also a cheap even can equal the price in traditional markets. This is the consideration of consumers in that era.

The commonality in shopping in traditional and modern markets is that people have to travel outdoors and come home with heavy shopping items. There are some consumers who have a personal trolley as their tool in carrying goods shopping. Shopping goods purchased by consumers can still be brought by consumers, but when consumers buy rice still need to be assisted by others, or trolley to carry it.

Rice becomes an exception for consumers because, when consumers buy rice in traditional markets they will carry it in plastic bags or rice sacks. Consumers who carry rice should also be careful when the rice in plastic bags can be scattered, and if the rice sack is torn, it can be scattered as well. Similarly, the difficulties experienced by consumers when buying rice in the modern market. The buyer must have a trolley or assisted with one peer to lift the rice. This complicated process is unwittingly experienced by the entire population of Indonesia. They also consider this as a normal activity and experienced just like that every month. Seeing these habits we realize a solution that can be a potential in the business of selling rice online. This is reinforced by the new habits of the people of the capital who attended in 2010 until now. We as new entrants in the rice business present the right marketing strategy so that our rice products can be accepted in the community by using online lean consumptions method to achieve operational excellence.

Literature Review

In the early 1990s Toyota companies popularized lean production to suppress the inefficiencies of the manufacturing process (Womack & Jones, 1990). Lean production makes many changes in terms of management, manufacturing, and operations. The phenomenon behind lean production occurred in Toyota companies. The company often ignores the production process that takes place. As a result of expenditure in the production process is balanced with the results of production that should be in business, the production process can be reduced and streamlined. The lean thinking (lean thinking, lean manufacture, or Toyota's production system) was developed by the Japanese in the mid-50s and is now used by companies around the world. The previous lean approach only focused on the company's manufacturing (hence the resulting designation: Lean manufacturing or lean production). Now, the philosophy of lean thinking is shifting to new things in areas such as services, commerce and the public sector (Womack & Jones, 2005). With the expansion into this new field, the main use of lean thinking is still scattered in other areas. The availability of lean specific literature on sector services is also scarce (Piercy & Kaya, 2008).

This became the basis of Womack and Jones's adoption to create a new solution for consumers in consuming. In 2005, Womack and Jones tried to analyze consumer consumption process under study based on lean thinking. This term is called lean consumption or lean consumption. Lean consumption is the downsizing of consumption in a transaction process performed by the consumer against the seller. This is an analysis of Womack and Jones which is a cutting-edge solution of consumer shopping that can become a new behavior for consumers.

II. Methodology

Qualitative research according to Moleong (2007), is a study that intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, on a special context that

In qualitative research, especially case study, there are several forms of research design. The first form of research used is field research (field research) by way of data analysis and facts to a related theory, and provide understanding or meaning academically from some data obtained (Williams, 1995). The second form of research used is literature research (desk research) by doing research through publicly available sources such as newspapers, magazines, research reports and journals. The latest form of research used is arm chair, case study based on knowledge and imagination of the author (Koentjaraningrat, 1993). In this research we use the method of desk research and its exposure.

Desk Research

Desk research is the collection of secondary data from internal sources, the internet, libraries, trade associations, government agencies, and published reports (B2Binternational, 2004). This is often done at the start of a study as a stage gate to see if more expensive primary research is justified.

Action Research

Action research is defined as "the approach in which action researchers and clients collaborate in problem diagnoses and in the development of solutions based on diagnosis" (Bryman & Bell, 2007, p. 413). The purpose of action research is to support continuous learning from both members of the organization, as well as researchers. The researchers treat and experiment on real problems, which help organizational practitioners in the re-education process by forming new actions (Bryman & Bell, 2007). The master's thesis is conducted within the framework of action research, which means that researchers are actively diagnosing the situation at the Department of Marine Imports and get a lot of theoretical help, as well as the employees in the department, in finding the right problems and obstacles. The reaction is then tested as an experiment to be accepted, discarded or further developed. Action research and the DMAIC cycle can be seen as two very similar frameworks.

Workshop

During the project, a number of workshops were conducted simultaneously with employees at Panalpina. The workshop has many goals; For the first part of the project they did so the researchers could learn more about the process, and to identify the problem areas. Workshops are also conducted so that employees get the same language and understanding of the problem. For the next part of this project, workshops were conducted to train employees in a particular tool, and also to encourage lean thinking and principles.

III. Observation

The researchers made observations to find out the process as it is currently done in the Ocean Import department. As a basis for studying the process, internal SOPs are studied to get an introduction of how the work is done.

Measurement

To retrieve data on how the process is done Panalpina's Internal Process Measurement Tool, PMT, is used. PMT is designed to measure how much time is spent on a particular activity, in total and in the mean time, to compare the results globally and find improvement areas. This tool requires one person to observe the operator in the job, and click on the operator's activity. Comments can be added to each activity, such as why a certain activity for a long time. The tool records the time each activity is operated, and by analyzing the data one can see if one process step has a high deviation or a high total time. This tool was originally viewed as a good thing to analyze the variations in the process. In total, more than 42 hours of measurements were performed by researchers with PMT.

Interview

During the project, a number of interviews were conducted with operators, as well as other employees at Panalpina. Interviews are conducted when researchers feel that they need detailed information about specific tasks, and are often qualitative and unstructured because researchers do not want to miss any information that might otherwise be ruled out if the question is compiled. Interviews are usually used to discuss improvement suggestions to get operator feedback on possible suggestions, and to develop further advice with the operator.

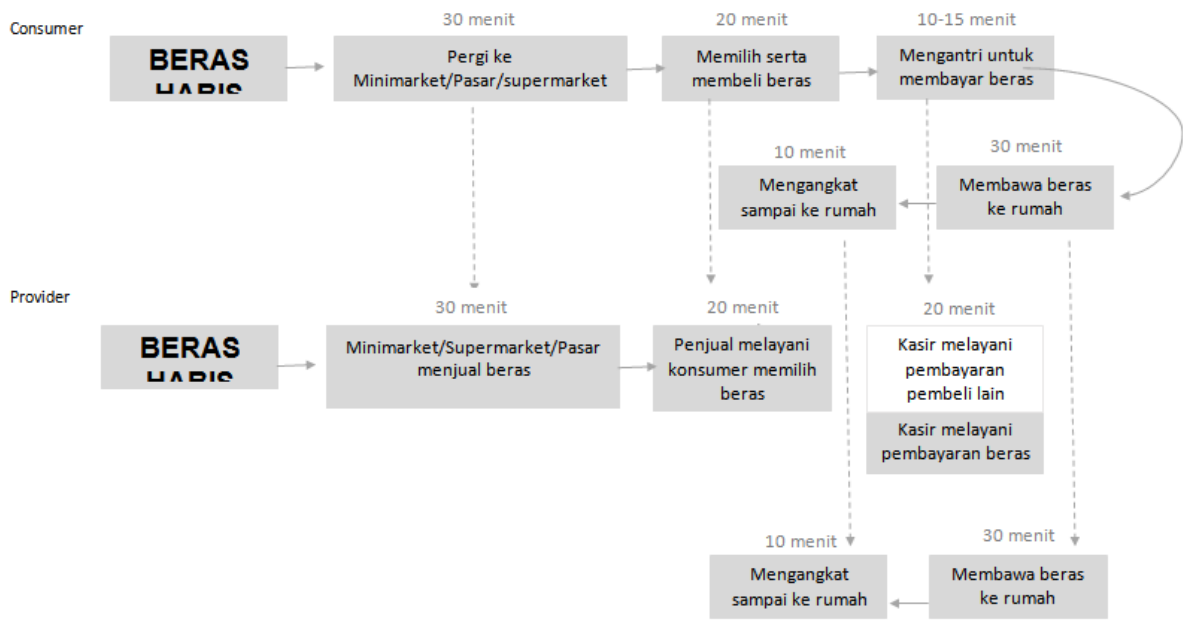
Analysis

To analyze the feasibility of our online lean consumption business using the desk research method is to search for various proven business sources that use lean thinking philosophy. The first tested business that is, Toyota with Toyota Production System (TPS) is one of the items where Toyota Motor Co. Assigning suppliers. This system is also known as Kanban system and And has been known globally for its small inventory and overall rationalization. TPS has two important features: "Just-in-time production" and "Jidoka" (automatic termination if something goes wrong). The ideal condition in producing goods is where equipment, machinery and workers produce little waste products that ultimately add value to production. "Just-in-time production" is a mechanism that is expected to realize the above ideal conditions into real practice across all lines of operations and processes. In other terms, with "just-in-time production" each process can supply the required parts in required quantities when needed. On the other hand, "Jidoka" makes machinery, equipment or workers stop immediately in the event of a mistake to take the necessary actions. The above exposure proves that lean thinking can optimize Toyota's production process.

The second proven business that succeeded in trading was Dell. Not long ago Dell acquired the company EMC (Yudhianto, 2016) proving that Dell is a strong company in the Information Technology industry. Experienced from the story consumers want laptop services, consumers need to find the address of the service center then go to the service center. This is perfectly normal but inefficient. Suppose the service center outlet in any city may be more convenient, but if not, the consumer still needs to find a non-certified service center outlet. As a result the parts of laptop disservice can be reduced or only temporary repair and will be damaged again in the future. This is very detrimental to the consumer. Seeing the incident, Dell products present bring solutions such as bringing a technical repair team to repair the laptop that is being used user wherever he is. This can be a marketing trick to increase Dell's sales.

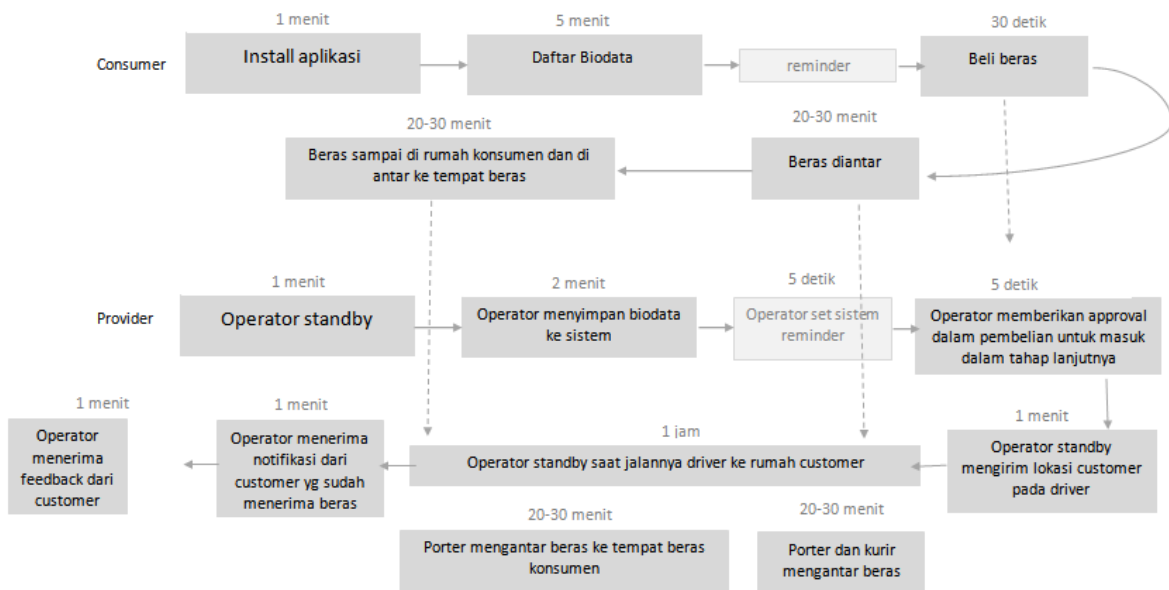
The results of the research desk reinforce our analysis in starting an online rice business analysis with lean consumption. Here is a chart of the method of shopping for rice compared to the method of shopping for rice with lean consumption.

CARA MEMBELI BERAS SEBELUM MENGADOPSI LEAN CONSUMPTION

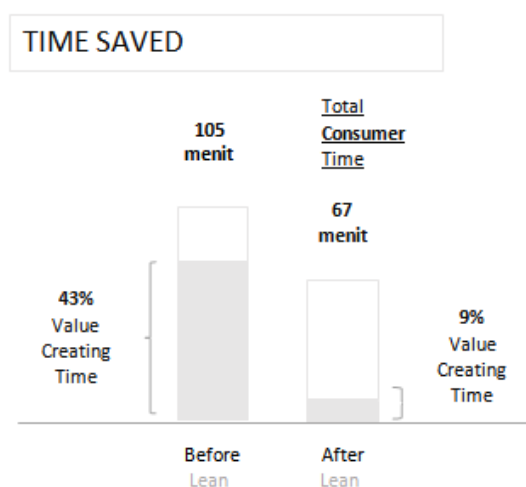


Konsumen fokus dalam membeli beras dan tidak bisa mengerjakan pekerjaan lain

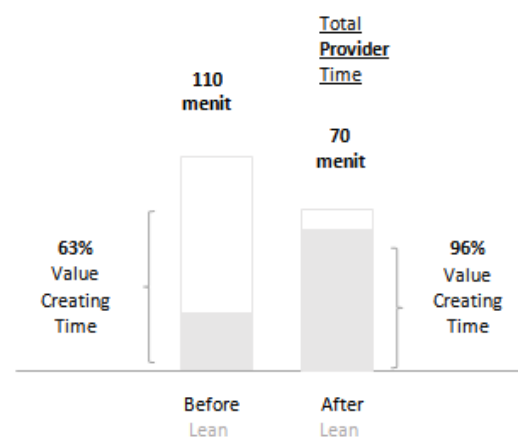
CARA MEMBELI BERAS SESUDAH MENGADOPSI LEAN CONSUMPTION



Konsumen dapat sambil mengerjakan pekerjaan lain



Gambar 5.5



Gambar 5.6

The process of purchasing rice that has been experienced by consumers that is for 105 minutes with 110 minutes assisted by the provider, while the process of estimating consumer purchase rice after using the application is 7 minutes with a 67 minute provider assistance. Thus this purchase process can be a consideration for in setting up an online rice business.

IV. Conclusion

Lean consumption method derived from lean thinking is an effective and efisien method in a consumer consumption behavior. By using the method of lean consumption then the purchase process becomes shorter and less tiring. Consumers who are tired of shopping will reduce their interest in buying a product, thereby reducing the amount of purchase of a product. This can hurt the selling rate of a product. Lean consumption, or lean consumption helps people in the business, because in terms of psychology can please consumers who are tired in shopping. Consumers who are satisfied, will certainly repeat the product and place where he is shopping.

This business is feasible for new start ups who want to run an online rice business. Supported The experience of consumers in rice shopping through online applications can be a marketing contribution that automatically distributed consumers to other communities.

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