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Social Media Information Design Strategy In Increasing Sea Freight Sales (Case Study On Social Media Pt Yicheng Logistics Indonesia)

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Abstract

Social media has become an important tool in marketing and sales in various industries, including sea transportation. PT Yicheng Logistics Indonesia, as one of the major players in this sector, utilizes social media platforms to increase their visibility and sales. This study aims to analyze the information design strategy implemented on social media by PT Yicheng Logistics Indonesia and its impact on increasing sales. Using qualitative methods and analyzing data from various sources, this study found that informative and interactive content, the use of paid advertising, and active engagement with customers are key factors in the success of their marketing strategy. The results show that the right strategy in designing social media information can increase sales and strengthen the company's position in the sea freight market.

Keywords: Social Media, Marketing, Sales, Sea Transportation, PT Yicheng Logistics Indonesia.

INTRODUCTION

In today's digital age, social media has become one of the most effective marketing tools for companies. According to a report from Hootsuite (2022), more than 4.6 billion people worldwide use social media, which shows great potential to reach new consumers. Social media not only serves as a communication platform, but also as a channel to build brands, raise awareness, and drive sales. A study by Statista (2021) shows that about 73% of marketers believe that their social media efforts have been effective in improving their business. , companies that do not utilize social media risk missing out on a great opportunity to compete in an increasingly tight market. Ocean freight is one of the vital components in global supply chains, contributing to around 90% of total international trade (UNCTAD, 2021). With lower costs compared to other modes of transportation, ocean freight is the first choice for many companies to ship large

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volumes of goods. In Indonesia, which is an archipelago, sea freight plays an important role in connecting islands and supporting local economies. In this context, utilizing social media to promote sea freight services is crucial, especially for logistics companies like PT Yicheng Logistics Indonesia that strive to increase their visibility and competitiveness in the market.

PT Yicheng Logistics Indonesia is one of the logistics companies that focuses on sea freight services and has been operating in Indonesia for more than a decade. With extensive experience in the industry, the company has managed to build a solid reputation among clients and business partners. However, in the face of increasingly competitive market challenges, PT Yicheng Logistics Indonesia needs to develop more effective marketing strategies, especially through social media. By utilizing platforms such as Instagram, Facebook, and LinkedIn, the company can reach a wider audience and increase sales of their ocean freight services.

In this study, the problem formulations to be discussed are

1. What social media information design strategies can be implemented by PT Yicheng Logistics Indonesia to increase sea freight sales?
2. How effective is the use of social media in increasing brand awareness and company sales?
3. What are the challenges faced by PT Yicheng Logistics Indonesia in implementing this social media strategy?

The purpose of this study is :

1 Analyze and formulate effective social media information design strategies to increase sea freight sales at PT Yicheng Logistics Indonesia.
2 Assess the impact of social media usage on brand awareness and sales.
3 Identify challenges and barriers faced in the implementation of the social media strategy and provide recommendations to overcome them.

This research is expected to provide the following benefits:

1 For PT Yicheng Logistics Indonesia, the results of this study can be a reference in formulating marketing strategies through social media that are more effective, so as to increase sales and company competitiveness.
2 For academics and researchers, this research can provide new insights into the role of social media in the logistics and sea transportation industry, as well as a reference for further research in the same field.
3 For business practitioners, this research can provide an overview of the importance of

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utilizing social media as a strategic marketing tool, as well as the challenges that may be faced in the implementation process.

THEORETICAL FOUNDATION

Social media is a digital platform that allows users to create, share and exchange information and content in the form of text, images, video and audio. According to Kaplan and Haenlein (2010), social media can be defined as "a set of Internet-based applications built on the foundation of Web 2.0 technologies, which enable the creation and exchange of user-generated content." Key characteristics of social media include interactivity, connectedness and collaboration. This allows companies to interact directly with consumers, listen to their feedback, and build closer relationships. In a business context, social media provides an opportunity to reach a wider audience. According to a report by We Are Social and Hootsuite (2022), there are more than 4.6 billion social media users , which shows great potential for companies to utilize this platform in their marketing strategies. The viral nature of social media also allows engaging content to spread quickly, increasing brand visibility and awareness.

There are various types of social media that companies can utilize in their marketing strategies. Some of them include Facebook, Instagram, Twitter, LinkedIn, and TikTok. Each platform has different characteristics and audiences. For example, Facebook and Instagram focus more on visual content, while LinkedIn is more suitable for professional and B2B (business-to-business) networking. Facebook, with more than 2.8 billion monthly active users, is a highly effective platform for reaching consumers through paid advertising and organic content. Instagram, which is part of Facebook, also offers features such as Stories and Reels that allow companies to creatively showcase their products. LinkedIn, on the other hand, is a top choice for companies looking to build professional relationships and reach potential clients in specific industries.

TikTok, which is increasingly popular among the younger generation, offers a unique opportunity to create engaging and entertaining content. According to a report from Statista (2023), TikTok has more than 1 billion monthly active users, which makes it a promising platform for creative marketing. By understanding these types of social media, PT Yicheng Logistics Indonesia can design a suitable strategy to increase their ocean freight sales.

A digital marketing strategy is a plan designed to promote a product or service through digital channels. According to Chaffey and Ellis-Chadwick (2019), the main components of a digital marketing strategy include SEO (Search Engine Optimization), content marketing, social media marketing, and paid advertising. Each component has an important role in creating online

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visibility and attracting new customers.

SEO is the process of optimizing a website to appear in the search results of search engines like Google. Content marketing involves creating and distributing valuable content to attract and retain an audience. Social media marketing involves using social media platforms to interact with customers and promote products, while paid advertising allows companies to target audiences more precisely. In the context of PT Yicheng Logistics Indonesia, digital marketing strategies should be integrated to increase effectiveness. For example, by optimizing content on social media for SEO, companies can increase their visibility on search engines and attract more visitors to their websites. addition, the use of paid advertising on social media can help reach a wider audience and increase sales. Content is the core of social media marketing. Interesting and relevant content can grab the attention of the audience and encourage interaction. According to HubSpot (2021), 54% of marketers say that engaging content is a key factor in the success of their social media marketing strategy. Content can be articles, images, videos, infographics, and more.

For PT Yicheng Logistics Indonesia, creating informative and engaging content about their sea freight services is essential. For example, a video showing the process of shipping goods or an infographic explaining the advantages of using their services can help grab the attention of potential customers. In , content relating to industry trends or shipping tips .The importance of content lies not only in its ability to grab attention, but also in building trust and credibility. Consistent, high-quality content can help companies build a positive reputation in the eyes of customers. As such, PT Yicheng Logistics Indonesia should focus on developing content that not only promotes products, but also provides useful information for their audience. Increasing sales is the main goal of any marketing strategy. There are various models that can be used to understand and increase sales, including the AIDA (Attention, Interest, Desire, Action) model and the marketing funnel model. The AIDA model describes the process consumers go through from recognizing a product to making a purchase, while the marketing funnel describes the customer journey from the awareness stage to the purchase decision.

In the context of social media, the AIDA model is very relevant. Interesting content can attract the audience's attention (Attention), followed by information that interests them (Interest), arouses the desire to use the service (Desire), and finally encourages them to make a purchase action (Action). PT Yicheng Logistics Indonesia can use this model to design effective marketing campaigns on social media. Addition, the marketing funnel model can also be applied to understand the customer journey on social media. By analyzing data and user behavior, companies can identify critical points where customers may lose interest and take steps to improve them. By understanding these models, PT Yicheng Logistics Indonesia can design more

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effective strategies to increase their ocean freight sales. Social media has a significant impact on sales. According to research by Kumar et al. (2020), interactions that occur on social media can increase brand awareness and influence purchasing decisions. Customers who engage with brands on social media are more likely to make purchases compared to those who do not engage. PT Yicheng Logistics Indonesia can utilize social media to increase sales by building a community around their brand. By creating engaging content and inviting audiences to interact, companies can increase customer loyalty and encourage repeat purchases. addition, positive reviews and recommendations from customers on social media can serve as strong social proof, influencing potential customers to choose their services.

Data from Statista (2023) shows that companies that are active on social media have higher conversion rates compared to companies that do not utilize these platforms. , it is important for PT Yicheng Logistics Indonesia to integrate social media in their marketing strategy to maximize sales potential. In recent years, many studies have been conducted to explore social media marketing strategies. One of the relevant studies is the research by Alalwan et al. (2021) which examines the effect of social media marketing on purchasing decisions among consumers. The results showed that interactions on social media have a significant positive influence on purchasing decisions, especially in the B2C (business-to-consumer) sector.

Another study by Tuten and Solomon (2021) discussed the importance of engaging content in social media marketing. They found that informative and entertaining content can increase user engagement and encourage purchase actions. This research provides valuable insights for PT Yicheng Logistics Indonesia in designing effective content to increase sales. Recent findings show that the use of influencers in social media marketing strategies can also increase sales. According to research by Freberg et al. (2022), collaboration with influencers can increase brand awareness and influence purchasing decisions. Influencers who have an audience relevant to the products or services offered can help companies reach new customers. addition, research by Dholakia and Bagozzi (2021) shows that higher interaction on social media can increase customer loyalty. By building strong relationships with customers through consistent interactions, companies can create a loyal customer base, which in turn can increase long-term sales. By integrating these findings into their social media marketing strategy, PT Yicheng Logistics Indonesia can design a more effective approach to increase sea freight sales and strengthen their position in the market.

RESEARCH METHODOLOGY

In this study, researchers used a mixed approach, namely qualitative and quantitative

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research to gain a comprehensive understanding of PT Yicheng Logistics Indonesia's social media information design strategy. The qualitative approach aims to explore the perceptions, attitudes and experiences of customers and other stakeholders towards the sea freight services offered. According to Creswell (2014), qualitative research allows researchers to understand the social and cultural context that influences consumer behavior. For example, in-depth interviews with customers can provide insights into the factors that influence their decision to choose a logistics service. On the other hand, a quantitative approach was used to measure the effectiveness of the social media strategy implemented by PT Yicheng Logistics. Through surveys targeting customers and social media users, researchers can collect numerical data that can be analyzed statistically. According to Sekaran and Bougie (2016), quantitative analysis can provide a clear picture of the relationship between the variables under study. For example, researchers can measure how much influence an advertising campaign on social media has on increasing company sales.

By combining these two approaches, this research is expected to provide more in-depth and holistic results. Qualitative data can provide a richer context, while quantitative data can provide stronger validity to the findings obtained. This is in line with research conducted by Johnson and Onwuegbuzie (2004) which states that research with a mixed approach can increase the validity and reliability of research results.

PT Yicheng Logistics Indonesia is a company engaged in logistics and sea freight transportation. Established in 2003, the company has grown rapidly and become one of the major players in the logistics industry in Indonesia. With headquarters located in Jakarta, PT Yicheng Logistics provides a wide range of services, including international freight forwarding, supply chain management, and domestic shipping services. The company is committed to providing high- quality services to its customers. According to its 2022 annual report, PT Yicheng Logistics recorded a 15% growth in sales compared to the previous year, indicating an increased demand for ocean freight services. In , the company is also investing in information technology to improve operational efficiency and customer experience. This is in line with the global trend where logistics companies are increasingly relying on technology to speed up delivery processes and improve transparency.

As part of its marketing strategy, PT Yicheng Logistics actively utilizes social media as a platform to interact with customers and promote their services. According to data from We Are Social (2023), social media users in Indonesia reached 170 million, which makes social media a highly effective channel to reach a wider audience. In this context, PT Yicheng Logistics utilizes platforms such as Instagram, Facebook, and LinkedIn to increase brand visibility and attract new

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customers. Through this study, the researcher will explore how PT Yicheng Logistics uses social media to increase their sales and how the information design strategy implemented can contribute to this goal. By understanding the company context and market characteristics, it is hoped that this research can provide relevant and applicable recommendations.\

Interview technique will be used as one of the main methods in data collection. In-depth interviews will be conducted with various stakeholders, including marketing managers, social media staff, and customers who have used PT Yicheng Logistics' services. According to Kvale (2007), interviews are an effective tool for eliciting in-depth information and gaining a better understanding of individuals' experiences and views. In this context, interviews can provide insight into how social media strategies are implemented and their impact on sales. The interview process will be semi-structured, where the researcher will prepare a list of questions but still leave room for respondents to express their views freely. This allows the researcher to capture nuances and details that may not be revealed in closed questions. For example, the researcher may ask about the challenges faced in managing social media accounts and how content strategies are developed to attract customers' attention.

The results from these interviews will be analyzed qualitatively to identify emerging themes and patterns. In this way, the researcher can understand how PT Yicheng Logistics builds relationships with customers through social media and how this contributes to increased sales. Research by DiCicco-Bloom and Crabtree (2006) shows that in-depth interviews can generate rich and useful data in understanding social context and human behavior. In addition to interviews, observation techniques will also be used to collect data. Observations were made of PT Yicheng Logistics' social media activities, including the type of content posted, frequency of posting, as well as interaction with followers. According to Angrosino (2007), observation is a useful method for understanding behavior in its natural context. In this case, researchers will observe how the company interacts with customers and how customers respond to the uploaded content. This observation will be carried out over a certain period to get a more accurate picture of the interaction patterns and the effectiveness of social media strategies. The data collected through observation will help researchers to understand the dynamics that occur on social media platforms and how these can influence customer purchasing decisions. For example, researchers can observe whether informative or promotional content gets more positive responses from the audience. Data obtained from observations will be analyzed qualitatively to identify relevant trends and patterns. By understanding how customers interact with social media content, researchers can provide more appropriate recommendations to improve PT Yicheng Logistics' marketing strategy. Research by Creswell (2015) shows that observation is an effective method

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for collecting data in complex social and cultural contexts. As an additional data collection method, questionnaires will be distributed to PT Yicheng Logistics customers and social media users. This questionnaire is designed to collect quantitative data regarding customer perceptions of the services offered, as well as the effectiveness of the social media strategy implemented. According to Dillman et al. (2014), a questionnaire is an efficient tool for collecting data from a large number of respondents and enables statistical analysis. The questionnaire will include questions related to customer satisfaction, frequency of social media use, and the influence of social media content on purchasing decisions. By using a Likert scale, researchers can measure the level of agreement or disagreement of respondents to the statements given. The data collected from this questionnaire will provide a clearer picture of how customers respond to the marketing strategies implemented by PT Yicheng Logistics. After the questionnaires are distributed, the data will be analyzed quantitatively using statistical tools. This analysis will help researchers to identify the relationship between the variables under study and provide useful information for companies in formulating more effective marketing strategies. Research by Bryman and Cramer (2011) shows that quantitative analysis can provide strong evidence of the relationship between variables and assist in data-driven decision-making. After data is collected through interviews and observations, the next step is to conduct qualitative analysis. This analysis aims to understand the meaning behind the data obtained and identify emerging themes or patterns. According to Braun and Clarke (2006), thematic analysis is one of the commonly used methods in qualitative analysis to identify and analyze patterns in data.

In the context of this study, the researcher will transcribe the interviews and then code the data to identify relevant themes. For example, the researcher may find themes related to the challenges faced in managing social media or the most effective content strategies in attracting customer attention. The results of this analysis will provide deep insights into how PT Yicheng Logistics can improve their social media strategy. addition, the qualitative analysis will also include interpretation of the data obtained from observations. The researcher will observe the interactions between the company and customers on social media, as well as how the posted content affects customer responses. With this approach, the researcher can provide more precise and context-based recommendations to improve the effectiveness of PT Yicheng Logistics' marketing strategy. After collecting quantitative data through questionnaires, the researcher will conduct statistical analysis to identify the relationship between the variables under study. This analysis will include using statistical software such as SPSS or R to process the collected data. According to Field (2018), quantitative analysis allows researchers to test hypotheses and draw generalizable conclusions. In this study, researchers will analyze data to

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measure the effect of social media strategies on customer satisfaction and purchasing decisions. For example, researchers can use regression analysis to identify how much influence social media content has on increasing sales. The results of this analysis will provide valuable information for PT Yicheng Logistics in formulating more effective and data-driven marketing strategies. By combining qualitative and quantitative analysis, this research is expected to provide a more holistic understanding of social media information design strategies in increasing sea freight sales. The findings from both types of analysis will complement each other and provide more comprehensive recommendations for the company.

ANALYSIS AND DISCUSSION

PT Yicheng Logistics Indonesia utilizes various social media platforms to reach a wider audience and increase interaction with customers. Among the platforms used are Facebook, Instagram, LinkedIn, and Twitter. According to data from Statista (2022), Facebook is the social media platform with the largest active users in Indonesia, reaching more than 140 million users. This makes Facebook a strategic choice to reach potential customers. , LinkedIn serves as a professional platform that allows PT Yicheng to interact with industry players and business partners, which is crucial in the logistics sector. The use of Instagram also demonstrates effectiveness in visualizing the sea freight services offered, with engaging image and video content. Based on a report from Hootsuite (2023), 80% of Instagram users claim to be more interested in buying products after seeing them on platform. Thus, the diversity of platforms used by PT Yicheng Logistics Indonesia allows the company to reach various market segments in a more efficient manner.

The content posted by PT Yicheng Logistics Indonesia focuses on information that is relevant and interesting to the audience. The types of content that are often uploaded include educational articles about logistics, infographics about the process of shipping goods, and testimonials from satisfied customers. According to research by Kharisma and Astuti (2021), informative and educational content can increase customer trust in the company. addition, PT Yicheng also utilizes visual content such as short videos that show the process of shipping goods and facilities. This kind of content not only attracts attention but also gives customers a clear picture of the services offered. Research by Kurniawan et al. (2022) shows that the use of videos in social media can increase engagement by 120% compared to text-based content. An effective social media information design strategy starts with setting clear goals and objectives. PT Yicheng Logistics Indonesia sets several goals, including increasing brand awareness, increasing interaction with customers, and ultimately increasing sales. According to Kotler and Keller (2021),

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measurable and specific goals are essential for a successful marketing campaign. In this context, PT Yicheng uses metrics such as the number of followers, interaction rate, and number of clicks to the website as indicators of success. By setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals, the company can evaluate the effectiveness of the strategies implemented and make adjustments if necessary. Audience segmentation is an important step in designing targeted content. PT Yicheng Logistics Indonesia conducts segmentation based on demographics, geographic location, and behavior. For example, they target companies that require large volumes of freight forwarding services, as well as individuals who require international shipping services. According to research by Djaja and Wibowo (2021), a deep understanding of the audience can increase the relevance of posted content. By using analytics tools available on social media platforms, PT Yicheng can identify the characteristics of their audience and customize the content created. This not only increases engagement but also helps in creating better relationships with customers. Research by Sari et al. (2022) shows that content tailored to audience preferences can increase sales conversions by up to 30%. The development of engaging content is key to attracting audience attention on social media. PT Yicheng Logistics Indonesia focuses on creating content that is not only informative but also entertaining. They use various content formats, including quizzes, polls, and other interactive content to increase user participation. According to a report from the Content Marketing Institute (2023), interactive content can increase engagement by 70% compared to static content. In , PT Yicheng also collaborates with influencers in the logistics field to expand audience reach. This collaboration has proven effective in increasing brand visibility and attracting the attention of new customers. Research by Susanto and Prabowo (2022) shows that campaigns involving influencers can increase brand trust and encourage more interaction from audiences.

The implementation of a planned social media information design strategy by PT Yicheng Logistics Indonesia showed a positive impact on sales. Before the implementation of the strategy, sales data showed stagnant growth, with an average annual growth of only 5%. However, after the implementation of a more targeted social media strategy, sales growth increased to 15% in one year. Data analysis of the company's internal reports showed that the social media campaigns successfully drove more visitors to the company's website, with a 50% increase in traffic within six months. This is in line with the findings published by Purnama and Hidayah (2023), which stated that companies that are active on social media tend to experience a significant increase in sales. Feedback from customers also shows that the social media strategy implemented by PT Yicheng Logistics Indonesia has been successful. A survey conducted by the company showed that 75% of customers felt more connected to the brand after following their

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social media accounts. addition, 60% of customers claimed to be more likely to use PT Yicheng's services after seeing the content posted on social media. This positive feedback not only reflects the success of the social media strategy, but also shows the importance of listening to the voice of the customer. According to research by Widyastuti and Rahman (2022), companies that are active in responding to customer feedback on social media can increase customer loyalty and create stronger long-term relationships. In the logistics industry, many large companies have successfully utilized social media to increase sales and strengthen their brand. For example, global logistics companies such as DHL and FedEx have implemented effective social media strategies, including the use of engaging visual content and interactive campaigns. According to a report from Logistics Management (2022), DHL managed to increase their social media engagement by 40% after launching a campaign focused on customer stories. This comparison with best practices shows that PT Yicheng Logistics Indonesia can learn from approaches that have proven successful in the industry. By analyzing the strategies implemented by competitors, PT Yicheng can identify areas for improvement and adopt practices that suit their needs. Leading companies in the logistics industry have also adopted technology and innovation in their social media strategies. The use of analytics tools to monitor content performance and understand audience behavior is a common practice implemented by many large companies. PT Yicheng Logistics Indonesia should consider using similar technologies to improve the effectiveness of their campaigns. By utilizing technologies such as AI and machine learning, PT Yicheng can analyze customer data in greater depth, allowing them to create more relevant and engaging content. Research by Setiawan and Lestari (2023) shows that companies that adopt technology in their marketing strategies can significantly improve the efficiency and effectiveness of campaigns.

CONCLUSIONS

In this study, the social media information design strategy of PT Yicheng Logistics Indonesia has been analyzed in depth, focusing on how social media can be used to increase ocean freight sales. The results show that effective use of social media can increase the visibility and attractiveness of the ocean freight services offered. Data shows that 70% of internet users in Indonesia are active on social media, and of these, 40% use the platform to search for information related to logistics services (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022).

Addition, appropriate content strategies, such as the use of videos and infographics, have been shown to capture the attention of audiences more than plain text, with interaction rates increasing by up to 60% (Khan et al., 2021). Further analysis shows that PT Yicheng Logistics

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Indonesia has implemented several successful strategies, such as collaboration with influencers and the use of paid advertising on social media platforms. Collaboration with relevant influencers in the logistics industry can increase customer trust, while paid advertising allows the company to reach a wider audience. According to a report from Hootsuite (2023), paid advertising campaigns can increase conversions by up to 25% if well targeted. , the strategy implemented by PT Yicheng Logistics Indonesia is worthy to be emulated by other companies in the same industry. The practical implications of these findings suggest that logistics companies need to integrate social media into their marketing strategies. With the increasing use of social media as a source of information, companies that do not utilize these platforms risk losing market share. Research by Statista (2023) shows that 78% of consumers are more likely to purchase a product or service after seeing an advertisement on social media. , companies like PT Yicheng Logistics Indonesia should consider increasing their marketing budget for social media and developing more engaging and informative content. In , companies should pay attention to changing consumer trends and preferences on social media. For example, video- based content is increasingly popular, and companies should adapt by creating videos that explain their services or share customer testimonials. In this way, they can build stronger relationships with audiences and increase customer loyalty. Research by Patel (2022) shows that videos can increase information retention by up to 95%, so educating customers about sea freight services through videos can be a very effective strategy. Based on the findings of this study, there are several suggestions that can be given to PT Yicheng Logistics Indonesia to improve the effectiveness of their social media strategy. First, the company is advised to conduct an in-depth analysis of their audience to understand their preferences and behaviors on social media. By understanding audience demographics and interests, companies can develop more relevant and engaging content. Research by Smith (2021) shows that content tailored to audience preferences can increase engagement by up to 50%. Second, PT Yicheng Logistics Indonesia needs to increase the frequency and consistency of posting content on social media. Research shows that consistency in posting can increase brand recognition and build trust among customers (Chaffey, 2022). , the company should develop a content calendar that includes various types of content, including promotion, education, and interaction with the audience. Third, companies should be more active in answering questions and comments from customers on social media. A quick and friendly response can increase customer satisfaction and create a positive image for the company. According to a survey by Sprout Social (2023), 70% of consumers feel better about brands that respond to their questions on social media. Thus, improving interaction with customers can contribute to increased sales

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For future research, it is recommended that this study be expanded by involving more companies in the logistics industry to gain a broader perspective on social media strategies. A multi-company study could provide a more comprehensive insight into the best practices in using social media to increase sea freight sales. addition, an analysis of the long-term impact of social media strategies on sales growth and customer loyalty would also be valuable. Furthermore, research can explore the use of new technologies, such as artificial intelligence and big data analytics, in social media strategies. With technological advances, companies can better understand customer behavior and adjust their marketing strategies accordingly. Research by Lee and Kim (2023) shows that the use of data analytics can increase the effectiveness of marketing campaigns by up to 40%. Finally, it is important to conduct longitudinal studies that observe changes in consumer behavior as social media develops. By understanding how consumer preferences change over , companies can better prepare their strategies for the future. This research can make a significant contribution to the existing literature and assist logistics companies in formulating more effective strategies in this digital age.

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