



Implementation Of Government Procurement Of Goods/Services For Print And Duplication Expenditure Through E-Catalogue In South Bengkulu Regency

Bambang Irawan ¹⁾; Karona Cahya Susena ²⁾; Dodi Hardinata ³⁾

¹⁾*Study Program of Management Faculty Of Economics and Business, Universitas Dehasen Bengkulu, Indonesia*

^{2,3)}*Department of Management, Faculty Of Economics and Business, Universitas Dehasen Bengkulu, Indonesia*

Email: ¹⁾ irawankemuning@gmail.com ; ²⁾ karona.cs@unived.ac.id ; ³⁾ hardinata29@unived.ac.id

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ABSTRACT

Changes in the mechanism for procuring government goods / services, which have been carried out through tenders and conventional procurement, have become online (online) in the e-catalogue system in accordance with LKPP (Government Goods / Services Procurement Policy Agency) regulation Number 9 of 2021 concerning Online Stores and Electronic Catalogues in Government Goods / Services Procurement. In this case, to implement the provisions of article 72 paragraph (5) and article 72 A paragraph (3) of Presidential Regulation Number 12 of 2021 concerning Amendments to Presidential Regulation Number 16 of 2018 concerning Government Procurement of Goods / Services. Demanding business actors or goods/services providers to onboard their businesses to the e-catalogue system. The research methodology uses a descriptive qualitative approach, to find out the extent to which business actors' responses to e-catalogue implementation affect business sustainability. To obtain the natural conditions of the object of research, this research uses data collection methods through interviews, field observations and documents.

INTRODUCTION

Government Goods and Services Procurement is a form of activity to obtain government goods and services, the process of which starts from planning to purchasing and completing all activities to obtain these goods and services. Iqbal (2020) viewed from various perspectives, government goods and services procurement activities are important activities in supporting development. Along with the rapid development and accompanied by the development of

regional autonomy, the government's need for goods and services continues to increase. The government's needs can be represented through the procurement process. To meet the needs of government goods / services, there must be a goods / services provider that meets the criteria to be able to carry out the work, namely partners or vendors, both in the form of business entities and individual companies or Micro, Small and Medium Enterprises (MSMEs). Partners are literally providers of goods/services from both institutions, companies and individuals.

According to the Minister of Finance Regulation No. 58 of 2022, article 1 paragraph (24), a partner is an entrepreneur who provides goods and/or services through the Procurement Information System.

The government through LKPP (Government Goods/Services Procurement Policy Agency) has issued LKPP Regulation Number 9 of 2021 concerning Online Stores and Electronic Catalogues in Government Goods/Services Procurement. In this case, to implement the provisions of article 72 paragraph (5) and article 72 A paragraph (3) of Presidential Regulation Number 12 of 2021 concerning Amendments to Presidential Regulation Number 16 of 2018 concerning Government Procurement of Goods / Services.

LKPP regulation Number 9 of 2021 states that e-catalogue is an electronic information system that contains information on lists, types, technical specifications, Domestic Component Level (TKDN), domestic products, Indonesian National Standard (SNI) products, green industry products, country of origin, prices and other information from various goods/services providers. E-catalogues consist of national electronic catalogues, sectoral electronic catalogues and local electronic catalogues. The national electronic catalogue is an electronic catalogue prepared and managed by the Government Procurement Policy Agency, while the sectoral electronic catalogue is an electronic catalogue prepared by the Ministry and intended to meet the needs of goods/services within the Ministry. Meanwhile, the local electronic catalogue is an electronic catalogue compiled and managed by the Regional Government to meet the needs of goods/services of the Provincial Government, City/Regency Government.

Article 3 paragraph (1) of LKPP Regulation Number 9 of 2021 states that Goods/Services in the Online Store have criteria, namely, (a) standard or can be standardised, (b) have low risk characteristics, and (c) prices have been formed in the market. In point (c) mentioned above, the price shown is the price that includes the tax that accompanies the price component. One of the research subjects related to the regulation of public procurement, researchers will analyse how it is implemented in the field.

According to Presidential Regulation Number 4 of 2015 concerning Government Goods/Services Procurement. Electronic procurement or e-procurement is the procurement of goods/services carried out using information technology and electronic transactions in accordance with applicable laws and regulations. Meanwhile, e-purchasing is a procedure for purchasing government goods/services through the e-catalogue system organised and developed by LKPP. E-catalogue and e-purchasing are part of electronic procurement or e-procurement. E-purchasing is organised with the hope of creating a process of selecting government goods/services directly through the e-catalogue system so as to enable all Government Goods/Services Procurement Work Units (UKPBJ) to choose the best choice of goods/services with cost efficiency and a relatively faster time for the selection process of goods/services compared to the tender process carried out in a conventional manner.

Presidential Regulation No. 54/2010, e-procurement aims to:

1. Increase transparency and accountability
2. Increase market access and fair business competition
3. Improving the efficiency of the procurement process
4. Support the monitoring and audit process
5. Meet the need for real-time access to information.

Based on the above, procurement through the e-catalogue system will provide benefits to the establishment of an accountable and transparent good governance order. Arifin (2017) procurement of goods / services carried out through an online process through e-catalogue has a significant impact on the procurement process of government goods / services. There is an increase in the efficiency of the use of state money and increased transparency in the procurement process of goods / services compared to public procurement.

Jones in Mulyadi (2015) implementation is said to be going well if all planning is considered perfect and can be applied in the field. states that the process of realising the planned program to show the results. So Implementation is an action taken after a policy is determined. Implementation is a way for a policy to achieve its goals.

Along with the implementation of the procurement of government goods/services through e-catalogue, printing businesses are required to be able to keep up with the rhythm of business competition that occurs at this time, especially in the printing and copying business in fulfilling government procurement of goods/services. Based on data obtained in preliminary research conducted at the South Bengkulu Regency Goods and Services Procurement Work Unit (UKPBJ), as in table 1.

Table 1 Number Of Providers Of Government Goods/Services In South Bengkulu Regency (All Time)

Catalogue Type	Small Business	Medium Business	Micro Business	Non MSME	Undefined	Number of Providers
Local Catalogue	65	8	274	32	0	379
Total	65	8	274	32	0	379

Source: e-catalogue and UKPBJ Kab. Bengkulu Selatan (2024)

Table 2 Government Goods/Services Providers For Print And Duplication Expenditure Of South Bengkulu Regency In 2024

Data Update Date	Catalogue Type	Manager	Showcase	Number of Providers	Micro Enterprises	Small Enterprises	Medium Enterprises	Non MSMEs
25/06/2024	Local Catalogue	South Bengkulu	Regency Print and Duplication Expenditure of South Bengkulu Regency	30	24	4	0	2

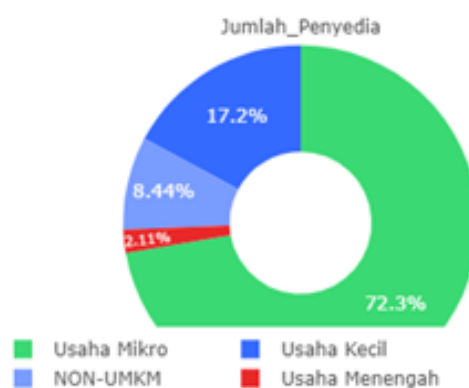
Source: e-catalogue and UKPBJ of South Bengkulu Regency (2024)

Percentage of government goods/services providers that register their business on e-catalogue. The ratio is greater for micro businesses at 72.3%. According to Government Regulation (PP) No. 7 of 2021 on the Facilitation, Protection and Empowerment of Cooperatives

and Micro, Small and Medium Enterprises Article 25 paragraph (3), the criteria for Micro Enterprises are having a maximum business capital of IDR 1,000,000,000,- (one billion rupiah) excluding land and buildings of the business premises.

Small Business is having a business capital of more than Rp. 1,000,000,000,- (one billion rupiah) up to Rp. 5,000,000,000,- (five billion rupiah) excluding land and buildings of the business premises, while Medium Business is having a business capital of Rp. 5,000,000,000,0 (five billion rupiah) up to a maximum of Rp. 10,000,000,000,- (ten billion rupiah) excluding land and buildings of the business premises. A comparison of government goods/services providers registered in the local e-catalogue system for printing and duplicating expenditure in South Bengkulu Regency is shown in the pie chart in Figure 1.

Figure 1 Number Of Government Goods/Services Providers For Print And Duplication Expenditure In South Bengkulu Regency In 2024



Source: e-catalogue and UKPBJ Kab. Bengkulu Selatan (2024)

Based on data obtained by researchers during initial research in the local e-catalogue system of South Bengkulu Regency through the Government Procurement Work Unit (UKPBJ), there are 10 (ten) major transactions for print and duplication shopping providers. The level of transactions that occurred in the period January to August 2024 in the local e-catalogue system of South Bengkulu Regency for printing and duplicating expenditures is shown in Table 1.3 below.

Table 3. Top 10 Transactions of Local E-catalogue Providers of South Bengkulu Regency (Period 1 January - 19 August 2024)

No	Provider Name Transaction Amount Transaction Amount	Transaction Amount	Transaction Amount
1	Kaffah Photocopy	146	1,825,099,400.00
2	Toko Sumatera	119	2,552,485,618.00
3	Photocopy Perintis	110	1,881,437,894.00
4	Korsel Utama	76	1,133,560,953.00
5	Erni Catering	59	1,199,906,500.00
6	Bunda Nabil Cakery	59	489,739,600.00
7	Cipta Boga Catering	54	891,026,800.00
8	Qiran Fotocopy	45	684,645,730.00
9	Virza	43	1,639,575,690.00
10	Kemuning Card	42	491,333,240.00

Source: E-catalogue and UKPBJJ of South Bengkulu Regency (2024)

LITERATURE REVIEW

Hisrich (2005) defines entrepreneurship based on three approaches: economist, psychologist and businessman. Economist approach, entrepreneurship is a person who brings resources, energy, materials, and other assets into a combination that makes its value higher than before, and also someone who introduces change, innovation / renewal, and a new world order or system.

P.O. Abas Sunarya (2011) entrepreneurship is a matter or effort related to the creation of activities, businesses and business activities on the basis of their own will and or establishing a business or business with their own willingness and ability. Entrepreneurs generally have the courage to take risks, especially in handling their business or business based on their own abilities and willingness.

Zimmerer (2005) entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve business life. Entrepreneurship has become a major force in the global economy. Policymakers around the world are discovering that economic growth and prosperity are in the hands of entrepreneurs - dynamic, passionate men and women who are committed to success by creating and marketing innovative, customer-focused new products and services. These entrepreneurs not only create economic prosperity, but many of them also strive to make the world a better place to live in. Those with this spirit of entrepreneurial leadership will continue to lead the economic revolution that has proven time and again to improve the standard of living of people everywhere.

The concept above is in accordance with the basic principles of MSME business actors engaged in printing and copying, business actors are required to be able to market the products and services they make. Competitive advantage was first introduced in 1985 as a companion to competitive strategy, which initially concentrated only on industries or companies. Competitive practices in the industrial or corporate world require companies to carry out separate activities, such as ordering, calling customers, assembling products and training employees.

Porter in Awwad (2013) states that competitive advantage is the ability obtained through the characteristics and resources of a company to get higher performance compared to other companies in the same market. Competitive advantage is a dynamic process and not just seen as the end result. This is because competitive advantage comes from the many different activities carried out by a company in designing, producing, marketing, delivering and supporting its products. Competitive strategy explains that businesses must place themselves in one of the main aspects, namely the overall advantage strategy or differentiation strategy. From the above definition, it can be concluded that competitive advantage is a condition of a business exceeding its competitors..

METHODS

This study employs a qualitative research method to obtain an accurate depiction by developing process analysis from direct data sources. According to Danim (2002), data collected in qualitative research consists of words, images, and not numbers, making this a defining characteristic of qualitative research. Qualitative research emphasizes the collection of textual data, with numerical data serving only as a supplement. Bogdan and Biklen (2007) emphasize that qualitative research occurs in natural settings, utilizing data obtained directly from sources, where the researcher serves as the key instrument.

Creswell (2009) states that the research process involves emerging questions and procedures, with data collected in participants' natural settings. The analysis progresses from specific themes to general ones, using inductive reasoning. Researchers interpret the data to provide insights, opinions, or impressions about its meaning. The final report is structured flexibly to accommodate the nature of qualitative inquiry.

Saldana (2011) explains that qualitative research is an umbrella term encompassing various methods or approaches to studying natural social life. The data collected and analyzed is primarily non-quantitative, including textual materials such as interview transcripts, field notes, documents, visual materials (artifacts), photographs, videos, and internet sites. These materials reflect individuals' or groups' experiences in a reflective and socially contextualized manner. This research focuses on the regulation, response, and implementation of e-catalog systems and their impact on the sustainability of printing and duplication businesses in South Bengkulu Regency.

1. **Problem Identification:** This involves determining the extent to which printing and duplication business operators understand the regulations governing procurement procedures for goods and services for government needs through the e-catalog system and assessing their responses to the implementation of these regulations.
2. **Theoretical Framework Development:** This stage involves reviewing existing theories and comparing them with relevant prior research, then analyzing based on existing empirical data.
3. **Determining Research Methodology:** This includes defining the research object, location, timeframe, sources, and informants.
4. **Data Collection:** Data is gathered through in-depth interviews, field observations, and documentation. The data is then reduced, verified, and presented in a narrative form.

RESULTS

This research was conducted in South Bengkulu Regency, Bengkulu Province, targeting business operators providing printing and duplication services through the local e-catalog system under the Procurement Service Unit (UKPBJ) of South Bengkulu Regency.

Based on predefined criteria, 10 (ten) informants were selected for interviews, field observations, and documentation related to this research object.

Table 4 Number Of Informants And Key Informants

No	Name of Informant	Position	Description
1	AR	Procurement Officer	
2	LS	PPTK	
3	IR	Leader of Kemuning Card	Following E-catalog
4	HE	Leader of Karya Abadi	Following E-catalog
5	AD	Leader of Khutau Advertising	Following E-catalog
6	EN	Leader of Sawo Advertising	Following E-catalog
7	ON	Leader of Kaffah	Following E-catalog
8	SA	Leader of Rindang Advertising	Following E-catalog
9	AV	Leader of Karomah Advertising	Not Following E-catalog
10	RA	Leader of Putra Kembar Advertising	Not Following E-catalog

Source: Researcher (2024)

DISCUSSION

Socialization Of E-Catalog System Implementation Among Business Operators

The first finding concerns the socialization of the e-catalog system at the business operator level. The study reveals that socialization efforts for e-catalog usage among business operators have not been effectively implemented. This has led to varied perceptions and responses regarding the e-catalog system. A lack of socialization has resulted in business operators being unaware of the processes and registration flows for the e-catalog system.

The researcher also found that some printing businesses had not registered their operations in the e-catalog system due to insufficient socialization from the government regarding its usage. This lack of information has resulted in suboptimal participation of business operators in the e-catalog system. This aligns with Iqbal's (2022) research, which states that the implementation and utilization of e-catalogs for MSMEs remain limited. This is evidenced by the minimal adoption of e-catalogs among MSMEs due to financial constraints and a lack of information on system usage.

According to Zimmerer (2005), one benefit of entrepreneurship is the opportunity to initiate change. Entrepreneurs often start businesses to create changes they deem essential. Identifying business opportunities requires first understanding these opportunities, often achieved through socialization efforts. Limited socialization diminishes entrepreneurs' chances of making impactful changes.

Zimmerer (2005) also highlights that another benefit of entrepreneurship is the opportunity to reach one's full potential. Entrepreneurs use their businesses as a tool for self-expression and self-actualization. This can be seen in the printing business operators in South Bengkulu Regency. Despite the lack of comprehensive socialization regarding the e-catalog system, business operators adapt by directly consulting with UKPBJ representatives or seeking information from peers in the same field.

The implementation of government procurement for printing and duplication services through the e-catalog system in South Bengkulu Regency has been hindered by inadequate and ineffective socialization efforts, resulting in varying perceptions among business operators.

Business Operators' Response To E-Catalog System Implementation

The second finding concerns the responses of business operators to the e-catalog system's implementation. Field observations indicate that business operators can operate and utilize the e-catalog system effectively. The implementation of the e-catalog system for printing and duplication procurement has accelerated the digitalization process among entrepreneurs. This is evidenced by business operators' onboarding in the e-catalog system.

Zimmerer (2005) defines entrepreneurship as a process of applying creativity and innovation to solve problems and identify opportunities for improving business operations. Regarding the e-catalog system's operation, the study found that some business operators became more resourceful in overcoming challenges. They sought solutions via social media, streaming platforms, or advice from peers in the same industry.

According to Porter (as cited in Awwad, 2013), competitive advantage refers to an enterprise's ability to achieve superior performance compared to others in the same market and segment. Competitive advantage arises from leveraging internal strengths to respond to external opportunities. It is not merely about outcomes but also a dynamic process.

The study also found business operators unable to use the e-catalog system due to factors such as inadequate socialization and a lack of knowledge. Consequently, some business operators have not registered their businesses in the system, diminishing their competitive edge. Despite these challenges, business operators in South Bengkulu Regency generally responded positively to the e-catalog system's implementation.

Business Operators' Understanding Of Regulations Governing The E-Catalog System

The third finding addresses business operators' understanding of government regulations governing the procurement of goods and services through the e-catalog system. Operators have yet to fully comprehend the regulations governing the procedures for printing and duplication procurement. However, they still follow the established processes within the system.

Interviews, observations, and documentation revealed that most business operators are unaware of specific regulations governing e-catalog-based procurement. This lack of understanding stems from inadequate government socialization regarding e-catalog implementation.

The regulatory framework for implementing government procurement via e-catalogs is outlined in LKPP Regulation No. 9 of 2021 on Online Stores and Electronic Catalogs for Government Procurement. This regulation serves as the legal foundation for e-catalog implementation and enforces provisions in Presidential Regulation No. 12 of 2021, amending Presidential Regulation No. 16 of 2018 on Government Procurement of Goods/Services. Although business operators are familiar with these regulations, they lack detailed knowledge of their specifics.

Price Alignment In E-Catalog At The Business Operator Level

The fourth finding pertains to price alignment in the e-catalog system at the business operator level. Before prices are listed in the system, the government establishes standard prices included in the Budget Utilization Document (DPA). These prices are derived from market surveys conducted prior to drafting the Work Plan and Budget (RKA) to ensure market-standard pricing.

Article 3, Paragraph 1 of LKPP Regulation No. 9 of 2021 specifies that goods/services in online stores must meet the following criteria:

- (a) standardized or standardizable,
- (b) low-risk, and
- (c) market-based pricing.

The prices displayed in the e-catalog system include applicable taxes as components of the listed product prices. Field observations and interviews confirm that government buyers conduct price surveys among business operators to determine appropriate pricing. The e-catalog system reflects market-based prices, inclusive of all associated taxes. The implementation of government procurement for printing and duplication services through the e-catalog system in South Bengkulu Regency ensures price alignment at the business operator level, following comprehensive market surveys conducted by the government.

CONCLUSION

1. The lack of socialization conducted by the government of South Bengkulu Regency as the organizer of the e-catalog system has led to differing perceptions among business actors regarding the e-catalog system. This is indicated by the presence of business actors who have not registered or onboarded onto the e-catalog system.
2. The positive response from business actors to the e-catalog system reflects their acceptance of the acceleration of entrepreneurial digitalization. This supports the competitive advantage of businesses, particularly printing businesses in South Bengkulu Regency.
3. Understanding of the regulations issued by the government concerning printing and duplication procurement in South Bengkulu Regency is not fully comprehended by business actors. However, the process flow established by the government is being implemented by them.

4. The product prices displayed in the e-catalog system have undergone a pricing determination mechanism, including price surveys conducted among business actors in South Bengkulu Regency prior to the publication of the prices in the e-catalog system. The product prices displayed in the South Bengkulu local e-catalog system already include applicable taxes, which are components of the price structure.

LIMITATION

This study has certain limitations that may affect the comprehensiveness of its findings. First, the scope of the research was limited to print and duplication expenditures through the e-catalogue system in South Bengkulu Regency. As a result, the findings may not fully represent the broader application of e-catalogue systems for other types of goods or services. Additionally, the data collection relied heavily on interviews, observations, and documentation, which might be influenced by the subjective perspectives of respondents or limited by the availability of detailed records.

Second, the study primarily focuses on the implementation process and business actors' responses, leaving other critical aspects, such as technological infrastructure and user training programs, underexplored. Moreover, the lack of a comparative analysis with other regions using similar systems restricts the ability to generalize the findings to other contexts. Future research could address these gaps by expanding the scope to include a variety of procurement types and by exploring the technical and administrative dimensions of e-catalogue implementation in greater depth.

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