

## **Establishment of SME Car Wash Services Based on Consumer and Desire Feasibility for Small Industries**

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### ***ABSTRACT***

In a modern lifestyle, everything is required to be able to run faster or quickly which caused the lack of free time, this is also felt by the citizen of Bandung city which has already turn into one of metropolitan city in Indonesia with a fast-paced lifestyle, many car owners in Bandung have no time to clean they car own car. Modern lifestyles also makes many residents of Bandung city increasingly felt in love in the automotive world, can be seen from the growing of the automotive community in Bandung area which is require the member to always show the best part of the cars such looks clean and glow. Because a clean car can also reflect the personality of the car owner, this is why demand for carwash services is becoming bigger and bigger. Therefore authors see opportunities in carwash business services as potential businesses which also provide a cafe in the car wash as a clean and comfortable waiting place for customers.

*Keywords: Desire Feasibility, SME, Service-based Consumer*

### **INTRODUCTION**

Bandung has developed and turned into a metropolitan city, the turn and changes has made the lifestyle of the citizens of Bandung also changing towards a modern way of life , the modern lifestyle makes more and more residents of Bandung city felt in love and followed the trend of the automotive world, This can be seen by the increasing number of automotive communities and member in the city of Bandung. This communities requires the member to always show the best part of they cars, such as clean and gloeing cars. Because a clean and well-maintained car also reflects the personality of the car owner

One of the negative effects of these modern lifestyles is the diminishing amount of time to take care of their own cars, and with the develop of technological tools in the field of washing cars owned by car washers, makes the demand of carwash srevice is growing day after day. Nowadays many car owners are willing to spend Rp. 35,000 to Rp.120,000 of their money depending on the type of detailing requested, to pay for car wash services to get a clean car and avoid feeling tired when washing the car yourself. Based on this, the authors see car wash services have a good enough opportunity to be able to develop in the city of Bandung.

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **Consumer behavior**

Consumer behavior can be defined as actions that are directly involved in acquiring, consuming and spending products and services, including the process of decisions that

precede and follow this action. There are two main forces that influence consumer behavior, namely:

### **Strength of culture and social groups**

#### a. Culture

Culture can be defined as a complex of symbols and man-made goods created by a particular society and passed down from one generation to another as determinants and regulators of the behavior of its members

#### b. Sub-culture

Sub-culture is an integral part of a heterogeneous culture. This sub-culture arises because of factors such as race, nationality, religion, geographical location, rural distribution that provide more specific identification and socialization.

#### c. Social class

Social classes are relatively homogeneous and enduring groups of people, which are arranged hierarchically and whose members have the same values, interests and behaviors.

#### d. Small reference group

Reference groups can be defined as groups of people that influence a person's behavior, values and attitudes.

#### e. Family

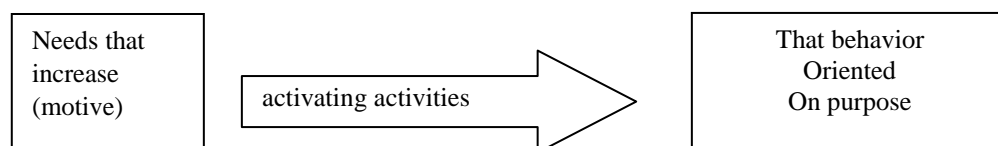
is defined as two or more people who are associated with blood relations, marriage, or adoption who live together

### **Psychological factors**

#### a. Motivation

Motives / drivers can be defined as needs that are aroused so that someone seeks to satisfy them.

*consumer motives and behavior*



#### b. Perception

Perception is defined as the process by which individuals choose, organize, and interpret stimuli into meaningful and reasonable images of the world.

c. Trust and attitude

Trust is a descriptive idea that someone has towards something. This belief can be based on knowledge, gain or just trust. An attitude explains cognitive evaluation, emotional feelings and the tendency of someone who is profitable or unfavorable towards an object or an idea.

1.1.Types of buying behavior

Consumer decision making varies with buying decisions, namely:

1. Complex buying behavior

Consumers will have a high involvement in buying when the product they want is expensive, not often bought and at risk and very much reflects itself.

2. Buying behavior to reduce incompatibility

Consumers are very involved in purchasing but only see little difference between existing brands. After the purchase, the buyer may experience a mismatch arising from being aware of certain unpleasant features of the product being purchased or listening to things that are better than the product purchased, to evaluate.

3. Buying habits based on habits

Many products are purchased under conditions of low level of involvement and there are no clear differences between existing brands.

4. Buying behavior that seeks diversity

Behavior is characterized by low consumer involvement but there are clear brand differences

**The stages in the buying decision process**

There are five stages in the buying decision process, namely:

1. Introduction to the problem

The buyer is aware of the difference between the actual conditions and the desired conditions.

2. Information seeking

Consumers who begin their intentions will be encouraged to seek more information, which can be divided into passive information search and active information search.

3. Alternative evaluation

Most models of consumer evaluation processes are cognitively oriented, ie they make partial and deliberate product considerations.

4. Decision to buy

At the evaluation stage, consumers form preferences for brands contained in the choice tool, although the attitudes of others and unexpected circumstances also affect the purpose and buying decision.

5. Behavior after purchase

After the purchase of a product is done, the consumer will experience some level of satisfaction and dissatisfaction that will determine the next buying behavior.

## **Services**

### Service characteristics

There are four main characteristics of services that distinguish them from goods:

#### 1. Intangibility

Services are actions, performance or business, if goods can be owned, then services can only be consumed but cannot be owned.

#### 2. Inseparability

Services are usually sold first, newly produced and consumed simultaneously.

#### 3. Variability

Services are highly variable because they are non-standardized output.

#### 4. Perishability

Services are commodities that are not durable and are not stored, in some cases can be stored in the form of orders (tickets, hotel rooms)

## **Dimensions of service quality**

There are ten dimensions of service quality used by customers in assessing these services, namely:

#### 1. Physical facilities

Includes the availability of physical facilities, equipment, resources and materials for communication.

#### 2. Reliability / reliability

Includes the ability to carry out or provide services of the same quality at all times and provide services accurately.

#### 3. Responsiveness

Includes employee desires to help customers and provide requested services.

#### 4. Communication

Includes the desire to hear customer complaints and keep the latest information in a language that is easily understood by consumers.

#### 5. Credibility

Kepercayaan service providers, confidence in the services provided and guarantees for services that have been provided.

#### 6. Security

Freedom from fear, risk, and doubt over the services that have been given.

#### 7. Competence

Includes the skills and knowledge needed to carry out services.

#### 8. Manners

Includes employee friendliness, respect for customers, full consideration of the feelings of customers and employees who are close to their customers.

9. Understand consumers

Includes efforts to recognize customers and customer needs.

10. Access

Includes convenience to obtain servants and employees when there is a problem / convenience to solve problems encountered in receiving services.

**Small industries**

Definition of small industries

Business division based on law no 20, 2008, can be classified as follows:

No	URAIAN	CRITERIA	
		ASSET	TURNOVER
1	MICRO	MaX Rp 50.000.000	MAX Rp 300.000.000
2	SMALL	Rp.50.000.000 – Rp.500.000.000	Rp.300.000.000 – Rp.2.500.000.000
3	MEDIUM	Rp.500.000.000 – Rp. 10.000.000.000	Rp.2.500.000.000 – Rp.50.000.000.000

Service process matrix

Level of interaction and customerization  
Low High

Tingkat intensitas	<i>Sevice factory</i> - Penerbangan - Pengangkutan dengan truck - Resort dan rekreasi	<i>Service shop</i> - Rumah sakit - Reparasi mobil - Jasa reparasi lainnya
	<i>Mass service</i> - Penjualan eceran - Penjualan grosir - Seolah	<i>Profesional service</i> - Dokter - Pengacara - Akuntan - Arsitek

**Methods And Approaches**

This paper discusses the establishment of a small business (car wash business), which is based on the desires of consumers, the author uses a literature review approach by reviewing writing in the form of quantitative research and qualitative analysis from sharing resources, and questionnaires to see what is expected by consumers of a car wash based on customer satisfaction factors so that it can be known

1. what facilities are desired by consumers from car wash services based on 10 dimensions of service quality from parasuraman
2. what variables are considered important by customers of car wash services
3. how is the possibility of developing car wash services today
4. whether car wash services can be run by medium-sized small businesses

## **Results and discussion**

Establishment of car wash services based on consumer satisfaction theory

Based on ten consumer satisfaction theories, it can be concluded that 10 important things that consumers expect from car wash businesses can be described:

### **Car wash facilities provide services as promised**

By spending a certain amount of money, of course consumers expect that the money spent is not in vain by getting the results of services that are in accordance with what the car wash service provider promised and expected by consumers. With guaranteed results from services to be received, it will make consumers sure to spend a certain amount of money to consume them without any feeling of regret at the end of the service consumption.

### **The car wash area provides a clean and comfortable waiting room**

Washing the car properly and in detail takes one hour or more, depending on the work package chosen by the consumer, with a considerable amount of time, of course consumers need a clean and comfortable waiting place while waiting, so that while waiting for the work to be comfortable and not bored.

### **Car wash places have adequate car wash equipment**

One of the reasons car owners do not wash their vehicles themselves is that they hope to get cleaner and more optimal results on their cars which are supported by equipment that is not owned by individual car owners such as hydraulic lifters, snowwash machines, jet steamer and other equipment to support workers in completing work with maximum results.

### **The car wash provides guarantees and is responsible for damage and loss at work**

Each consumer of course expects a sense of security when consuming services and after the period of consumption of the service, with the certainty that the car and its contents are safe during the work period, will make consumers feel safe during the consumption period to reuse later. Without security, consumers will be reluctant to return to consuming the service.

### **The price offered is affordable competitive**

Consumers are increasingly critical, consumers will always compare a service provider with other similar service providers, consumers will always look for the lowest prices with maximum results, and the prices offered are also within the reach of consumers in the majority.

### **Proper car wash can get the job done quickly**

Waiting is a job that is avoided by everyone, the faster the work can be completed but accompanied by results that are as expected, will be very satisfying to consumers, the consumer does not take too long to wait for the work to be completed so consumers can immediately proceed to the next activity.

### **Car wash places can handle customer complaints quickly**

When the consignor has complaints about both the service and the final results of the work, consumers really hope the complaint can be immediately responded to and resolved by the executor and the owner of the car wash service.

### **Car wash places discounted prices at certain times**

Discounts can always attract consumers, discounted prices will also make consumers remember and loyal. The more companies give consumers the image that the company is cheap and always pay attention to the satisfaction and interests of its customers

### **Car wash is in a strategic place**

When a place of business is not in a strategic place, it will make customers reluctant to come to it because access is not easy. The place of business that is in a strategic place will be seen by many road users, so that more people know where and what is offered by the place so that new customers can continue to arrive.

### **Car wash places have an adequate number of employees**

With a sufficient number of employees can convince consumers that the car will be done by people and ways that can and also with a time that is not too late because all work can be done with who and how it must be so that it can be resolved with the estimated time specified.

### **Adjustments to car wash services with favorable factors for small industries**

To find out whether this car washing service can be run by a small industry, it can be seen the data that support the formation of car wash services and whether cock with favorable factors for small industries from Stanley and Morse.

### **Service Process**

the service process in a car wash business is very simple, so it does not require a lot of labor with special skills, so it does not require too much money.

### **Capital**

the capital needed to start a car wash business is not too large, ranging from Rp. 50,000,000 to Rp. 100 million, depending on the quality and number of tools used.

### **Equipment**

The equipment used in the form of a hydraulic lift, jet steamer, soap foaming, compressor, water pump, vacuum cleaner synthetic fiber cloth, in other words do not use equipment that is too expensive and high-tech.

### **Management**

Usually at a car wash still uses a simple organizational structure. Usually owners interact directly with workers so that the level of bureaucracy is very low due to very short escalation and communication lines. Workers can directly communicate with owners who act as direct superiors.

The composition of favorable factors for small industries is not always fixed, because it is determined by the conditions of the environment, the favorable factors are:

i. Products where skilled labor and high accuracy are important and critical

In car wash services, to get satisfactory results workers must be able to clean the car that is done in detail, so that all parts can be cleaned and worked well without any parts being missed.

ii. There is a close relationship between humans

With a short time frame, and repeated use of services almost become routine, there are many interactions between owners, workers and customers, resulting in a close relationship between consumers of car wash users and workers and car wash owners.

iii. Cheap indirect costs

Car wash services are a process of producing services that include simple or uncomplicated, so that it does not incur too much indirect costs

iv. Better after-sales service

By repeating the consumption of car wash services even tend to be routine, demanding car wash services can provide better after-sales services to keep existing customers and looking for or buying new customers, consumers can immediately provide input or criticism of the work results to workers or owner of the car wash service.

v. Relationship between physical aspects and engineering aspects

Car wash services do not require high-tech physical facilities. In this case it is not necessary to have a large building but the parking lot that is more important is more necessary and also with simple equipment to wash the car it can run.

## **CONCLUSIONS AND RECOMMENDATIONS**

It can be concluded that the aspects that must be considered in carrying out car wash services:

<i>Aspect</i>	<i>Facility</i>
<i>Human resources</i> <i>Relate to the skills, abilities and attitudes of service providers to consumers</i>	<ul style="list-style-type: none"> <li>- <i>Employees at the car wash can finish quickly</i></li> <li>- <i>Car wash places have an adequate number of employees</i></li> <li>- <i>Employees have adequate skills in washing cars</i></li> <li>- <i>Employees know and understand their respective duties</i></li> </ul>
<i>System</i> <i>Associated with procedures implemented by the company in handling consumer complaints</i>	<ul style="list-style-type: none"> <li>- <i>Car wash places can handle customer complaints quickly</i></li> <li>- <i>Employees of car wash with responsive service to customers who come</i></li> <li>- <i>There is a supervisor who oversees the working time</i></li> </ul>
<i>Price</i> <i>Associated with the price policy set by the company</i>	<ul style="list-style-type: none"> <li>- <i>Prices offered are affordable and competitive</i></li> <li>- <i>Car wash places discounted prices at certain times</i></li> </ul>
<i>Tools</i> <i>Associated with supporting facilities for the implementation of the process of car wash services</i>	<ul style="list-style-type: none"> <li>- <i>Car wash places have a large parking area</i></li> <li>- <i>Car wash places have adequate car wash equipment</i></li> </ul>

HR aspects must get greater attention than other aspects, because the car washing business is a labor intensive business, but it must also be balanced with adequate aspects of equipment to facilitate employees in the work process. Car wash services can be carried out by small



industries based on favorable factors for small industries from Stanley and Morse viewed from the side

### **Recommendation**

1. HR is an important factor in carrying out this car wash business, so this factor should get more attention for business owners of this car wash service. With adequate tools without working on HR skilled and detailed tang, it will not get maximum results
2. Work support tools must be complete and adequate. And also maintenance of supporting equipment must also be considered so that there is no damage or loss so that it can hinder the work process.
3. rejuvenation of work support equipment must be scheduled, so that car wash businesses can continue to run without losing competition with other car wash places that use better and more advanced tools
4. Give a clean and comfortable waiting place. Inside there are comfortable sofas, tv, air conditioning, even drinks and snacks whenever possible to entertain consumers while waiting for the work to be completed
5. We recommend that the waiting place can be transparent to the consumer car, so that consumers can also keep an eye on the car during the construction stage
6. You can think of a companion business such as a cafe in a waiting area or about car washing to make waiting more comfortable and also a potential for additional income besides the main business.

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