

## LAUNDRY SERVICE BUSINESS MANAGEMENT

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### ABSTRAK

The purpose of this study is to find out how to manage the laundry service business, to find out what obstacles occur when managing the laundry service business, to find out the solutions used to overcome the obstacles that occur when managing the laundry service business. The research methodology used is descriptive qualitative which aims to describe the conditions and analyze laundry service business management. This research requires data related to the author's study which is sourced from literature studies, field studies, documentation techniques. The results of the research regarding the management carried out by entrepreneurs for their own business are quite good, both from the management in the marketing aspect, including service selection, business location determination, pricing and promotion. The financial aspect, which consists of initial capital and operational costs, is also good, as can be seen from the return on investment BEP that is obtained, but the management of human resources is still not good. Based on the observations made by the author that there are still some obstacles that can hinder business management and operational activities, such as the difficulty of maintaining HR loyalty, lack of HR in operational activities, promotion techniques that are still simple such as banners. So to overcome these obstacles the solution is to provide good welfare for its employees, as well as add employees to speed up operational activities, carry out other promotions such as using brochures and online media, and methods of picking up the ball.

**Keywords:** *management, service, laundry*

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### 1. INTRODUCTION

A service company is a business unit whose activities are intangible (services), with the aim of making a profit or profit, aiming to meet the needs of consumers and make a profit. The characteristics of service companies include: The services produced are abstract. One of the important characteristics of this company is the abstractness of the services it provides. However, even though this service is abstract, the benefits can be felt by consumers. For the example is Laundry.

The services provided are not uniform (Heterogeneous). In service companies, each customer can get different types of services from one another. For the example a repair shop, a repair shop technician will repair a car where damage is found. The resulting services cannot be saved. In contrast to goods which, if left in use, the remainder can be stored for future use, services cannot be stored for their use.

One of the service businesses is a laundry service business, which is a form of business that has quite good potential. In this fast-paced era, the human need for time is very necessary. Our effectiveness in managing and managing all household activities makes people want to be practical, for example daily activities such as washing clothes, not everyone can have free time to wash, especially students who are

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currently So many lecture assignments from lecturers make them unable to wash and entrust it more to laundry services or laundry entrepreneurs for the reason of saving time and to concentrate more on completing their college assignments. Consumers and laundry owners feel mutually beneficial, for consumers the costs incurred are proportional to the results obtained, especially the cost of laundry services is also relatively cheap, in accordance with the purchasing power of students and employees, which is the largest market share for laundry. Laundry entrepreneurs also feel the same benefit, because at an affordable price it can attract so many consumers.

The more people who run the laundry business, the more intense the competition, the entrepreneur must also pay attention to the constraints that occur in the business and minimize things that can reduce the number of sales due to existing problems such as the difficulty of maintaining HR loyalty, lack of human resources in operational activities the company and also the lack of promotional activities imposed by the company, problems like this must be responded to as soon as possible and find solutions by making new innovations so that consumers do not feel bored with existing services, entrepreneurs must also be smart in managing and developing their own business, business owners must quickly find a solution how to maintain the amount of revenue for the services offered, as well as increase revenue and keep loyal customers not moving elsewhere.

Basically, the laundry services offered by business owners are no different from similar laundry services. Therefore, business owners are really required to be able to innovate so that the business can continue to run and be able to compete with similar entrepreneurs. Based on the description above, the author is interested in conducting research with the title Laundry Service Business Management.

## **2. TINJAUAN PUSTAKA**

### **a. MANAGEMENT**

According to Hamalik (2011) Management is: a process to mobilize, organize and mobilize human efforts to achieve its goals. According to Soekanto (2012): Management is: a process that starts from the process of planning, regulating, supervising, driving up to the process of realizing goals. According to Prajudi (1991) Management is: controlling and utilizing all resource factors which according to a planner are needed for the completion of a particular work goal. According to Balderton (in Adisasmita, 2011) Management is: mobilizing, organizing and directing human efforts to make effective use of materials and facilities to achieve a goal. According to Moekijat (2011) Management is: is a series of activities that include planning, organizing, directing, implementing, controlling and supervising. Based on the experts, it can be concluded that business management is a series of activities that include planning, organizing and supervising all things involved in the implementation to achieve predetermined goals.

According to the Big Indonesian Dictionary, the word Management has 4 meanings, namely:

1. Management is the process of carrying out certain activities by mobilizing the energy of others
2. Management is a process that helps formulate organizational policies and goals
3. Management is a process that provides oversight to all matters involved in implementing policies and achieving goals.

Meanwhile, according to Suharso (2011: 233) explains that: Managing is taking care of companies, organizations and so on.

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## **b. BUSINESS**

Business According to Sunardi and Anita (2015: 1) explains that: An organization that produces goods or services which are then sold with the aim of making a profit, both small-scale companies (such as restaurants and grocery stores around you that are owned by a neighbor). Business according to Hughes and Kapoor (2012: 21) explains that: Business is the organized effort of individuals to produce and sell for a profit, the goods and services that satisfy society's needs. The general term business refers to all such efforts within a society or within an industry. An organized individual business activity to produce and sell goods and services in order to make a profit in meeting the needs of the community, in general this activity exists in society and exists in industry.

Business according to Brown and Petrello (1976) explains that: Business is an institution, which produces goods and services demanded by people. Business is an institution that produces goods and services needed by society. Business according to Steinhoff (1979) explains that: business is all those activities involved in providing the goods and services needed or desired by people. Business is all activities that include the procurement of goods and services needed or desired by consumers.

Meanwhile, according to Erni Ernawan (2007) explains that: Business as a human activity in organizing resources to produce and distribute goods and services to meet the needs and desires of the community.

Business according to Suparyanto and Abdul Bari (2014: 1) explains that:

1. Business is driven by individuals or institutions
2. Business people or institutions that organize various resources,
3. Businesses produce and distribute products in the form of certain goods or services
4. Various goods and services produced are needed by community members.

Business according to Griffin and Ebert (2013: 3) explains that: Business is an organization that goods services that provide goods or services in order to earn profit. This means that business is an activity through the provider of goods and services aimed at generating profit.

According to Suparyanto and Abdul Bari (2014:1), business goals are divided into two, namely:

### **1. General Purpose**

It is said to be a general goal because in general companies have this goal, namely profit gain, certain market share, and the achievement of business continuity.

### **2. Special Purpose**

Companies or entrepreneurs have different specific goals. These specific goals can be in the form of: creating a google image, the best product quality, the fastest service, friendliness, a wide range of creating best-seller products, selling products at the lowest prices, producing products with the most complete spare parts, and so on.

## **c. SERVICE**

Services According to Basu Swastha and Ibnu Sukotjo (2013: 195) Services are: activities, benefits, or satisfactions offered for sale. For example: repair services, haircut services, educational services, and many others. According to this classification, services are included as intangible or intangible goods, while durable goods and non-durable goods are included as concrete goods or tangible goods. Services According to Suharto Abdul Majid (2013:37) services are: A consumer who needs assistance provided from

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a company engaged in services to consumers. Services are assistance that is done to help a person, group and others.

According to Wildan Fatoni (2016: 51) Services are: a business that offers non-physical actions, but can also be related to physical products. Service is any action or action that can be offered by another party which is essentially intangible (not clearly stated) and does not result in ownership of the product. This service business is related to businesses that sell skills or skills to consumers.

Services According to Suharto Abdul Majid (2013:37) The characteristics of services are:

1) Intangible

The nature of services is intangible, meaning that services cannot be seen, tasted, felt, heard or smelled before they are purchased. For example, people who are about to undergo plastic surgery cannot see the results before buying; airplane passengers have nothing but tickets and promises to be flown safely to their destination; etc. To reduce uncertainty, buyers look for "signs" of service quality. They conclude about the quality of "signs" in the form of places, people, prices, equipment, and communication materials that they can see.

2) Inseparable

Physical goods are produced, then stored, then sold, and only later consumed. On the other hand, services are sold first, then produced and consumed together. In general, services are produced and consumed simultaneously. Services are inseparable, meaning that services cannot be separated from their providers, whether the providers are humans or machines. If a service employee provides employee services, then the employee is part of the service. Because the customer is also present when the service is produced, the service provider-customer interaction is a special feature of the service. Both the service provider and the customer influence the outcome of the service.

3) Diversity

Service diversity means that service quality depends on who provides the service, as well as when, where and how it is provided. For example, a Ritz Carlton or Marriot Hotel has a reputation for providing better service than any other Marriot Hotel, an employee at the guest registration desk will appear friendly and efficient, while another may be standing a few feet away looking unpleasant and more slow. In this case, it appears that the service quality of a Marriot employee varies according to his energy and what he is thinking when he meets each customer.

4) Not Durable

Services are perishable, meaning that they cannot be stored for sale or later use.

#### **d. LAUNDRY**

According to (Sriwahyuni) on his website (quoted on May 13, 2017), Laundry is part of housekeeping which is responsible for washing all linen, both house laundry and guest laundry. The main task of the laundry is to assist hotel operations related to the linen washing process for guest rooms, restaurants and meeting rooms as well as uniforms for employees. According to Wildan Fatoni (2016: 55 and 56) Laundry is: laundry is a service business engaged in washing clothes which incidentally is intended for

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the upper middle class, where they usually do not have time to wash their own clothes so they throw their clothes into the laundry service.

Laundry business has a fairly broad market share. Because it is not only the elite who use laundry services, but the nonelites have started to use laundry services, such as students, the general public and employees who are busy working every day.

### **3. RESEARCH METHOD**

The type of research used is descriptive qualitative research. Descriptive qualitative research is research that is used to analyze data by describing or describing the data that has been collected properly without intending to make generally accepted conclusions or generalizations (Sugiyono, 2012). According to Mukhtar (2013:10) descriptive qualitative research method is a method used to find knowledge of research subjects at a certain time. The writer in this study used descriptive qualitative research because the researcher wanted to know and get the depth of information related to the topic (Sugiyono, 2012)

Data collection techniques in this study are observation and interviews. Observations in this study are participant observation. Interviews in this study, namely through semi-structured interviews, the interviewer has prepared a topic and a list of interview guide questions before the interview activity is carried out, researchers need to explore further a topic based on the answers given by participants. Data collected from interviews with informants

The data analysis model in this study follows the concept of activities in qualitative data analysis carried out interactively and continuously at each stage of the research until it is complete. The components and data analysis in this study are:

#### **1. Data reduction.**

The data obtained from the report is quite large, so it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns.

#### **2. Data Presentation**

After the data is reduced, the next step is to display the data. In qualitative research, the presentation of data can be done in the form of a short, chart, relationship between categories, and with a narrative text. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood

#### **3. Verification or Data Inference**

The initial conclusions put forward are still tentative and will change if strong evidence is found to support them at a later stage. However, if the conclusions put forward at the initial stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

### **4. RESULTS AND ANALYSIS**

#### **a. MANAGEMENT IN MARKETING ASPECTS**

##### **1) Reason for Selection of Service Products**

Entrepreneurs prefer laundry service products compared to other services. Entrepreneurs see very promising opportunities in these services. Laundry services are needed every day, especially if the rainy season comes. Many people are unable to take the time to wash their clothes, so they use laundry services.

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## 2) Determine the Selling Price

Based on several considerations, among others, the initial cost of establishment is quite large and the price of necessities per month which can reach more than Rp. 3,000,000 per month and competitors who set the price from Rp. 6,000 to Rp. 9,000, the entrepreneur sets the price of Rp. 7,000/KG. With an estimated daily washing of a maximum of 50/KG.

## 3) Determination of Place of Business

Employers choose a strategic place where there are many settlements with residents who are mostly busy workers such as employees and students so they cannot take time to wash their own clothes. The location, which is also close to the city center, makes it easier for entrepreneurs to buy laundry materials every month, and there is also a water source which is the main need for the laundry itself.

## 4) Promotions that are carried out

For promotional activities, entrepreneurs only use banners to promote their place of business, based on the information of the business owner, banners are efficient enough to introduce their business to the surrounding community. Entrepreneurs also provide promotions for free washing of clothes for worship equipment such as prayer mats, mukena, koko and caps.

## 5) Determining the Target Market

The division of market segments has been carried out to select the right target market. With the most consumers who have very dense activities so they don't have enough time to wash clothes. Such as students and employees who live in the surrounding area. laundry is clean, neat and fast and the price is affordable for all consumers. Therefore, employers are more focused on determining the target market for students and employees.

# **b. HUMAN RESOURCES ASPECT**

## 1) Recruitment

For HR / employees who are hired only 1 person to handle washing and ironing activities. The recruitment of employees needed is very simple, employers only look at general skills (not prioritizing education) therefore employers only look at the skills and honesty possessed by prospective employees If the employee can wash and iron, he will be accepted to work.

## 2) Salary

For the salary received by 1 employee of Rp. 1,000,000 per month, with the work of washing, ironing and being responsible for the tidiness and cleanliness of the laundry area. For bonuses, employers still haven't given them to employees, because employers are still considering a fairly high cost per month.

## 3) Working Hours

The working hours applied to the place of business, since entrepreneurs are directly involved in their own operational activities, the working hours for entrepreneurs are flexible. And for employees (Operational Staff) the working hours start from 10.00 WIB to 19.00 WIB, where the employee is responsible for washing and ironing clothes, from 10.00 to 14.00 doing laundry activities and for resting hours at 14.00 until 15.00 and after that it was resumed ironing clothes, for the treasurer because the treasurer is the wife of the entrepreneur himself, the working hours are the same as the businessman, namely flexible time.

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### **c. OBSTACLES IN LAUNDRY SERVICE BUSINESS MANAGEMENT**

In running a business, you will often experience obstacles or obstacles. Likewise with this laundry business, several factors that become obstacles include:

#### **1) Difficulty Maintaining Employee Loyalty**

The entry and exit of employees due to lack of attention from employers, employers pay less attention to the welfare of their employees so that the workforce is disappointed. If the workforce is lacking, the company will not run well.

#### **2) Lack of Human Resources in Operational Activities**

Over time the sales volume of the laundry business increased because it only had 1 employee, and the employee carried out his own operational activities so it was less effective, so there were laundry that couldn't be finished on time and made customers disappointed.

#### **3) Lack of Promotion**

Promotions carried out by entrepreneurs are still lacking, because entrepreneurs only use banner printing media in their business and even then only use 1 banner, so it is less effective for the business. This is because those who see the banner are only people who pass in front of the store. Therefore, the banner alone becomes less able to help promotional activities, the result of the lack of promotion is that the sales target is not optimal because there are still many people who do not know about the existence of this laundry service business.

### **d. SOLUTION TO OBSTACLES IN LAUNDRY SERVICE BUSINESS MANAGEMENT**

#### **1) Provide good welfare for employees**

Employers must be able to provide appropriate attention and benefits for workers, giving their rights and obligations in a balanced way.

#### **2) Adding human resources for operational activities**

Employers should add 1 employee to further optimize operations and share job desk with 1 employee again, so that the time used is more optimal because there is clearer job desk division.

#### **3) Adding promotional activities**

Promotions carried out by entrepreneurs are very simple, namely by making banners, but all of them are less effective, need to be added such as making small brochures and then given to the public, which will later contain information about the services offered by the laundry business. Entrepreneurs must make brochures with unique designs so that consumers are interested in the promo services provided by the laundry business. Even though it is traditional, the use of brochures as an advertising medium also has many advantages, namely simple but direct to the point, so that consumers can immediately understand the meaning conveyed. Even for the price of brochures are relatively cheaper, meaning that entrepreneurs can make cost savings. Entrepreneurs can also use the pick-up method, meaning that the entrepreneur uses his motorbike to get around the surrounding area to offer his services.

### **5. CONCLUSION**

Based on the discussion that has been described in the previous chapter on Laundry Service Business Management, the authors draw the following conclusions:

The management carried out by entrepreneurs for their own business is quite good, both in terms of management in the marketing aspect, including service selection, business location determination, pricing

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and promotion. The financial aspect, which consists of initial capital and operational costs, is also good, it can be seen from the BEP return on investment that is obtained, but the management of human resources is still not good.

Based on the observations made by the author, there are still some obstacles that can hinder business management and operational activities, such as the difficulty of maintaining HR loyalty, lack of HR in operational activities, promotion techniques that are still simple such as banners. So to overcome these obstacles the solution is to provide good welfare for its employees, as well as add employees to speed up operational activities, carry out other promotions such as using brochures and online media, and methods of picking up the ball.

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