

Success factors of laundry services youth cleanshoes22

R M Diba¹ and H S Soegoto²

Universitas Komputer Indonesia^{1,2}

rmunaldi@yahoo.com

Abstract. Youthclean shoes22 is a shoe cleaning service that was established in 2017. The trend of sneakers and kets is a trend that makes owners to become entrepreneurs in a shoe laundry service that caters to young people to adults in the Bandung area, Laundry shoes clean youth cleanshoes22 is not the only service There are many competitors in the service industry so that this researchers aim in examining the factors that influence shoe laundry service users to choose to use one of the many existing shoe laundry businesses. The research was conducted qualitatively. The informants in this study were users of youth clean shoes22 laundry services in the city of Bandung who have been customers for six months as well as the owners of youth shoe laundry services. Data collection techniques using in-depth interviews, documentation and literature review. To analyze data obtained used methods data reduction, data presentation, and drawing conclusion. The results showed that the factors that affect consumers to use Youth Cleanses services are grouped into three. These three factors are convenience (security, practicality), satisfaction (results), profit (sales promotion).

Keywords: Services, Shoe laundry, Factors affecting services

1. Introduction

Services or service is all acts or performance can be offered one party to other in essence intangible and not producing any ownership production can or related to physical products.[1] do whose outcome is not economic activities is the product in the form of physical construction, : usually consumed at the same time in the produced and provide added value (as convenience, entertainment, pleasure, or health) or solving problems faced by consumers.[2] it can be concluded that services or service is a activity or intangible performance results within physical form products.

Object of this research is small medium enterprise (sme) laundry services shoes , including sme because its annual income under fifty million and the number of the workers under five people [3]. interesting to be researched because the emergence of a collection of persons a hobby collection shoes of a variety of brands and its kind [4] various materials such as the skin of , wood , canvas , rubber , plastic , suede and other materials derived from petrochemical [5] that requires special attention in the treatment of , so that do not break a shoe itself [6] is an opportunity for sme laundry shoes for consumers who did not join the tending his shoes , because more practical .Practicality namely stressed the level of efficiency and effectiveness [7].

Sme laundry shoes in the city of bandung, there are more than ten including sneakclean, shoes and care, laundry, dekeey's shoes ss45 shoestreatmen, xclean and labs sneakdown, crisp, laundry clean

shoes mr lazy, classic clean and youth cleanshoes22. This study will see factors influencing the consumers choose youth cleanshoes22. shoes to wash.

Factors that make consumers do demand for some, two factors namely consumers themselves) (internal and external (stimulation of businesses). [8] major success factors are the skills or resources that can be invested by, business that explain most of the difference may be observed in perceived value of bid and / or cost relative to bid to market [9].

A key success the first is the technologies used, entrepreneurs second is organisational structures, third is financial, fourth is marketing, and productivity fifth and final. as human capital [10].

2. Method

This study method use of qualitative , a method tried to make the meaning of a phenomenon based on participants views. Informants in research this qualitative chosen and certain determined by taking into account set by researchers. Informant were laundry users have youth cleanshoes22 using more than six months. Data collection done by means of in-depth interviews (indept mewawancara), documentation and literature review. In-depth interviews and interview a by each laundry users youth shoes in the greater bandung cleanshoes22. In-depth interviews is the way they live and direct to elicit information from the data. Documentation is document everything relating to objects research, excellent personal documents or official documents. Researchers conducted documentation

3. Results and Discussion

The object of this research is the purchasing behavior of consumers who use shoe laundry services Youth Clean shoe22. Currently the purchase or use of laundry services is not only laundry clothes, but also has penetrated into shoe laundry services. The type of shoe laundry service business that is used as the subject is Youth Cleanses22.

Profile informants

The informant users of Youth cleanshoes22 consist of six people. The criteria for the selected informants are consumers who have used the services of Youth cleanshoes22 for six months and have entered at least six shoes. The determination of this criterion is intended so that the informants have sufficient experience in using Youth cleanshoes22 services. The characteristics of research informants are as follows Table 1.

Table 1. Profile informants

Name
Ukay
Melita
Dyani
Irfan
Insan
Rahmat

Source : primary data

Research

Questions 1 .That which influences you choose Youth cleanshoes22 ?

One informants users youth cleanshoes22 named Ukay said that the affecting choose youth cleanshoe22 is the first store available is in the middle of the city and the easy because it was found which are not in a single purpose. Direction to go out, Second is friendly of employee and courteous because given education about his shoes. The statement shows that informants using youth cleanshoes22. for reasons of convenience

Second informant named Melita revealed that she using youth cleanshoes22. 1 The results obtained, 2. Practical, could be resolved within a day, 3. The promotion offered by youth

cleanshoes22. Thus it can be concluded that both using informants Youth cleanshoes22 because, results, practicality and promotion.

Third informant named Dyani stated that the glad he using youth cleanshoes22 because practical. Besides, also timeliness of based in such expected.

Fourth informant named Irfan give the reason he chooses Youthcleanshoes22 1. Security, 2.Comfort, 3.Advantage, 4.Practicality.

Informant fifth named Insan explains why he uses the youth cleanshoes22 because with the promotion was not afraid to drop his shoes and the result is good.

Sixth informant named Rahmat stated that he chose this because practical, laundry youth cleanshoes22 provides a shuttle service.

Questions 2 .How can these factors affecting you to choose youth cleanshoes22 ?

Informants first said that store that is in the middle city is easy to visited because when travel can drop first to wash his shoes . To the service provided by made comfortable informants because informants given education about shoes it is communication and knows all that is to be avoided by his shoes it to stay awake material.

The informants melita explained that shoes leaching from the results of the activities of other not in accordance expected can harm them because the material broken , bring his shoes to youth cleanshoes in hope to repaired and the results did not disappoint.

Practical who later became the second reason because of timing according to which offered and promotion which is one reason third due to receiving information promos that can be seen in social media.

Third informants revealed that practicality that she gets although drop so many shoes but when the resolution in accordance with what it says on the menu sales.

Fourth informant said that security are the reasons for selecting youht cleanshoes22 because of a liquid used to launder shoes he knows it is specifically for the shoes, who made it feel secure. Informants comfort be reasoned with considering. Cleanliness Next the advantage gained from any promotion can be obtained just knowing promos that obtained from social media and explain by employees youth cleanshoes22. The last reason, practicality informant revealed with activities solid then entrust the shoes for treatment by a team youth cleanshoes22.

Informants fifth consider promotion, interested him, the informant said by the promotion provided so i could wash shoes more, and the result similar to when i am washing her shoes not within promotion.

The sixth informants responded that practical the key here in choosing youth cleanshoes22, he said do not have bothered to come to his shop because by contacting youth cleanshoes22 so his shoes can in the shuttle.

Discussion

Some concept that arises from this research is :

1. Comfort, (security practical)

Everyone of course want security for the day in the life of a day for information entrusted a thing, toward others this has made consumers pay attention high on the safety and comfort aspects. Stores make consumers believe may provide security for safety and comfort than store. Intangible

The comfort includes three indicators that save time , cuts down the energy and shop all the time .[11] saves both time and cuts down the energy the chosen by consumers youth cleanshoes22 for using this service can confide in his favorite shoes to being treated , previously difficult took myself to merwatnya directly this can save time and to save energy .Shopping every time is also a factor in consumer selected Youth cleanshoes22 where youth cleanshoes22 chosen because they can be used at all times and can be adapted to personal financial.

Current public life in the dynamic and rapidly that people become more complicated all day long needs time, this gives the laundry service providers to provide such youth cleanshoes22 laundry services. Laundry services have made consumers get ease and practicality in keeping his favorite shoes. Settlement of the problem also dismpting it was not too long so consumers can fulfill his smoothly and quickly.

2. Satisfaction (result)

The satisfaction or dissatisfaction customers can be seen from customers next behavior. Do if customers are satisfied products so he will show behavior to buy back the same, and tend to will give reference of that product to others. And if customers is not satisfied, so customers to take action did not return to producers, or make any complaint the.[12]

Satisfaction received by consumers youth cleanshoes22 seen from informants interviewed in this research who performs demand for repeatedly and at least admit his shoes, there are six. An example of this was in indication that the results of the received by consumers make it want to go back and choose to use the youth cleanshoes22,

3. Benefit (sales promotion)

Sales promotions is a main element in marketing, mostly short term designed to encourage the purchase of products or services by consumers in a more rapid and more. [13] a business use strategy sales promotions to attract new consumer and give the award to consumers who loyal.

The sale will spend any money on the promotion, but corpulent the assumption that their influence through a large exposure to interest consumers and consumer purchase decision. Promotion conducted by youth cleanshoes22 be sallu factors that interesting consumers choose to use the youth cleanshoes22. Customers would soon start to gain advantage as is the case wash two pairs of shoes get free a single pair of washing shoes, or if there was a discount discounts for customers.

4. Conclusion

The conclusion that can be drawn from the result of this research there are three key factor affecting consumers use the laundry Youth cleanshoes22, three factor are comfort (security, practical), satisfaction (result), Benefit (sales promotion).

Three factors that is comfort (security, practical), satisfaction (result), Benefit (sales promotion). into factors that affects consumers to choose youth cleanshoes22 because it is safe and comfortable entrusted the care his shoes for using using special material shoes and technic laundering the truth, special material worn for shoes, have an impact better for the owner of a shoe in the knowledge characteristic of his shoes, consumers feel calm, easy to use the youth cleanshoes22.

Suggestion

Advice that can be given of the research is :

1. For youth cleanshoes22, to maintain and develop factors influencing the consumers using laundry youth shoes cleanshoes22.

2. For researchers, next there are some suggestions that add, informants add characteristic informants so that consumers can see youth cleanshoes22, specifically distinguishing characteristics, based on consumers and employing variations services offered by youth cleanshoes22 as clean, repainting, and repairing bag and hat.

References

- [1] Kotler, P., & Keller, K. L. (2012). Marketing management, New Jersey: Person Education.
- [2] Lupiyoadi, Rambat. (2013). Manajemen Pemasaran Jasa. Jakarta: Salemba Empat.
- [3] Aunur Rofik. 2017. The marketing strategy of shoe washing service in Surabaya
- [4] Sahrub, S. M. P. (2019). Pemaknaan fashion: Studi gaya hidup pada komunitas Indonesia Sneakers Team Surabaya. *Jurnal Sosiologi Dialektika*, 14(2), 103-110.
- [5] Pratt, L., & Wolley, L. (2008). Shoes. V&A: London

- [6] Motawi, W. (2015). How Shoes are Made: A behind the scenes look at a real shoe factory.
- [7] Gerson, Richard. F. 2004. Mengukur Kepuasan Pelanggan, PPM, Jakarta.
- [8] Saksono D A. 2018. Pengaruh kualitas pelayanan dan promosi terhadap keputusan dalam menggunakan jasa laundry sepatu
- [9] Hung, D. K. M., Effendi, A. A., Talib, L. S. A., & Rani, N. A. B. A. (2011). A preliminary study of top SMEs in Malaysia: Key success factor vs Government support program. *Journal of Global Business and Economics*, 2(1), 48-58.
- [10] Gaffar V, Hendrayati H. 2019. Faktor kunci kesuksesan studentpreneur
- [11] Hasslinger, A., Hodzic, S., & Opazo, C. (2007). Online consumer behavior in online shopping. *Kristianstad university*.
- [12] Rina Rachmawati. 2014. Jurnal pengaruh kepuasan terhadap loyalitas
- [13] Kotler, P., & Keller, K. L. (2012). Marketing management. 14th custom ed.