

Wanti Jaya Carwash

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ABSTRACT

This research aims to evaluate the business performance of Wanti Jaya Carwash, a vehicle washing business located in Tebing Tinggi, Jambi. With the increasing number of four-wheeled vehicles and the need for routine maintenance to maintain the cleanliness and durability of vehicles, Wanti Jaya Carwash offers innovative solutions in car washing services using a hydraulic system. This business was founded by Mr Ridwan Putra in March 2021 and has received a positive response from the local community. This research identifies the main problems faced by Wanti Jaya Carwash, including fluctuations in the number of consumers and competition with similar businesses. Through analysis of pricing and promotion strategies, especially vehicle pick-up and drop-off services, this research evaluates the implementation and success of these strategies. Data was collected from various sources, including literature and direct observations in the field. The research results show that the implementation of hydraulic systems and service innovations, such as mini cafes and free wifi, increase customer satisfaction. Apart from that, promotional strategies through social media and distributing brochures are effective in attracting new consumers. However, challenges such as dependence on electricity and the need for continuous upgrades are important concerns for business continuity. This research provides benefits for students in understanding the implementation of business strategies and for companies in improving performance and competitiveness. Academics can also use these findings as material for curriculum evaluation that is relevant to industry needs. In this way, it is hoped that Wanti Jaya Carwash can continue to develop and become the leading car wash service company in Indonesia.

Keywords: Wanti Jaya Carwash, Business Strategy, Hydraulic System, Service Innovation, Customer Satisfaction

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INTRODUCTION

Day by day the number of four-wheeled vehicles increases. Seeing a situation like this, businesses in the automotive sector appear promising to reap large profits because the need for services in the automotive sector is increasing. Moreover, vehicles are often dirty and exposed to rainwater, if left unattended, it can cause the car's undercarriage to become brittle and even worse damage to the paint because rainwater can cause metal materials to rust (Sinta, 2014).

Most of the water vapor (clouds) is produced from the evaporation of sea water which carries a small amount of salt, because the ratio of sea water to water on land is so large that it is not even comparable. This water with a little salt turns out to be quite sharp for car paint. When it is wiped, the paint has actually been imperceptibly scratched by this rainwater, so it is often said that rainwater is

dangerous for car paint. Water containing this salt will rust metal more quickly than ordinary water/spring water/PAM, body or car parts made of metal are the main enemy of this rainwater. Frequent exposure to rainwater that is not rinsed with PDAM water causes the car to become porous. Rainwater also has an unbalanced PH, that is, it tends to be acidic, with the average PH for normal rain being 6, while for abnormal rain (acid rain) the PH is even more acidic, namely below 6, around 5.6. Meanwhile, good fresh water, such as from springs or good PAM, has a standard PH of 7 to 8.5. A PH imbalance, for example being too acidic/alkaline, can actually damage the car paint, namely corroding the car paint. The more acidic water can also speed up the rust reaction on metal, especially car metal (mobilku.org, 2015).

To overcome this problem, regular vehicle washing is required. Sometimes vehicle owners are lazy about doing this because after work they will be tired. However, not everyone can afford to care for and maintain the cleanliness of the vehicles they own, because people are usually too lazy to do it themselves. Therefore, they need a vehicle wash that can meet their needs without doing it themselves. In an effort to meet the needs of consumers who tend to be different, a place of business is needed that can attract consumers to come (Sinta, 2014).

Seeing these conditions, most of the Tebing Tinggi area provides carwashes without using a hydraulic system. So Mr Ridwan Putra tried to open a car washing business with a hydraulic system. Wanti Jaya Carwash is a business founded by Mr. Ridwan Putra which offers various services related to vehicle washing. Wanti Jaya Carwash provides services such as private car washes, motorbike washes, and even truck washes such as Hino, Jumbo, and so on.

It is not easy to start a business like that which has not been started for too long to face competition with businesses in similar fields that have existed before. Based on data in March 2022, the number of consumers owned by Wanti Jaya Carwash has changed. Wanti Jaya Carwash is required to immediately overcome this competition problem for the sake of business continuity.

The hydraulic/pneumatic system is a technology that utilizes compressed air to produce mechanical movement effects. The basic difference between the two systems is the working fluid used, the hydraulic system uses incompressible fluid while the pneumatic system uses compressible fluid (technology.com). Apart from the hydraulic system making it easier to wash the vehicle, on the other hand it will stop working if the electricity goes out because the main generator in the hydraulic system is electricity (Sujitno, 2017).

Apart from using hydraulics for washing methods, Wanti Jaya Carwash also implements several innovations to improve service to customers. By providing vehicle pick-up and drop-off services and providing a mini cafe, some of the problems mentioned above can be overcome with the things described previously.

LITERATURE REVIEW

Pricing Strategy

Pricing strategy is a method or procedure used by a business to determine product value. This strategy includes how the company calculates all costs used for production and considers market conditions and competition. The goal of setting prices is to achieve optimal profits, both from sales and return on investment.

There are three main strategies in setting prices, namely:

- Pricing strategy based on production costs
- Competition-based pricing strategy
- Pricing strategy based on market conditions

Promotion Strategy

Promotional strategies are several methods used to introduce products and increase customer interest in buying products or services issued by the company. Promotional strategy is one part of a marketing strategy which, if carried out effectively and optimally, can bring in large profits.

Promotional strategy objectives:

- Change the point of view
- Branding
- Competition with competitors
- Increase profits
- Get new customers
- Provide information

Types of promotions:

1. Discount promotions and special offers

Excess:

- Attract new customers: discounts can attract previously uninterested customers.
- Increase sales volume: special offers can increase the number of customers in the short term
- Introducing new services: discounts are commonly used to introduce new services

Lack:

- Reducing profit margins: discounts can reduce profits per transaction
- Short-term effects: the effect of discount promotions is often only temporary
- Creates dependency: customers may only come when there is a discount

2. Social media and digital marketing

Excess:

- Wide reach: social media can reach a large and diverse audience
- Direct interaction: allows direct interaction with customers
- Low costs: promotion with social media is usually cheaper than traditional advertising

Lack:

- Requires time and consistency: managing social media requires time and consistent effort
- High competition: lots of competing content on social media

3. Marketing via influencers

Excess:

- Wider reach: influencers can reach a wide and diverse audience
- High trust: influencers' followers tend to trust their recommendations
- Creative content: influencers often produce interesting creative content.

Lack:

- Expensive costs: using well-known influencers can be very expensive
- Reputation risk: business reputation can be affected by influencer behavior
- Difficulty measuring ROI: it is difficult to measure the return on investment from this method

4. Traditional advertising (Television, radio, newspapers)

Excess:

- Local reach: can reach local audiences more effectively
- High trustworthiness: advertising in traditional media is often considered more trustworthy
- Brand awareness: increasing brand awareness among the public

Lack:

- High costs: advertising in traditional media is expensive
 - Limited effectiveness: difficult to measure effectiveness precisely
 - Limited target audience: cannot always target a specific audience like digital advertising
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METHOD

Research Design

This study employs a qualitative research design to analyze the operational, marketing, and financial aspects of Wanti Jaya Carwash. The research methodology includes a combination of direct observation, interviews with key stakeholders, and analysis of financial documents and marketing materials.

Data Collection

Primary Data:

1. Interviews: Conducted with the owner, employees, and customers of Wanti Jaya Carwash to gather insights on business operations, customer satisfaction, and employee performance.
2. Direct Observation: Regular visits to the carwash to observe day-to-day operations, service quality, and customer interactions.

Secondary Data:

1. Financial Records: Analysis of income statements, balance sheets, and cash flow statements provided by the business.
2. Marketing Materials: Review of promotional materials, social media content, and customer feedback.

Data Analysis

Data were analyzed using qualitative methods. Thematic analysis was employed to identify patterns and themes related to business performance, customer satisfaction, and marketing effectiveness. Financial data were analyzed using standard accounting techniques to evaluate the profitability and financial health of the business.

Procedures

1. Interviews: Structured interviews were conducted with predetermined questions focusing on business operations, challenges, and strategies. Interviews were recorded and transcribed for analysis.
2. Observation: Observational data were recorded in field notes, documenting customer flow, service processes, and employee-customer interactions.
3. Document Analysis: Financial documents and marketing materials were reviewed systematically. Financial ratios and performance indicators were calculated to assess business health.

Reliability and Validity

To ensure reliability, data collection was standardized through structured interview guides and consistent observation protocols. Triangulation was employed by comparing data from interviews, observations, and document analysis to validate findings.

Ethical Considerations

Informed consent was obtained from all interview participants. Confidentiality was maintained by anonymizing participant data and securing all research materials. The study adhered to ethical guidelines set by Universitas Islam Indonesia.

This methodological approach provided a comprehensive understanding of Wanti Jaya Carwash's business operations, customer satisfaction, and financial performance, allowing for well-grounded conclusions and recommendations.

RESULTS

- **Business Performance**
The performance of Wanti Jaya Carwash has shown significant improvement since its inception in March 2021. The business initially started with an average of 7-8 car washes per day and has consistently grown. Customer response has been positive, contributing to a stable customer base.
- **Pricing Strategy**
The pricing strategy implemented at Wanti Jaya Carwash has been effective. Competitive pricing, coupled with the unique value proposition of hydraulic car washing, has attracted a steady stream of customers. This strategy has not only helped in retaining existing customers but also in attracting new ones.
- **Promotional Strategies**
The promotional strategies, particularly the door-to-door service, have been well received. This service has added convenience for customers, encouraging repeat business. Additionally, the use of social media for marketing and distribution of brochures has increased brand visibility and customer engagement.
- **Operational Efficiency**
Operational efficiency at Wanti Jaya Carwash has been enhanced through the use of hydraulic systems, which expedite the washing process. The integration of a mini café has also improved customer satisfaction by providing a comfortable waiting area, thereby enhancing the overall customer experience.
- **Customers Satisfaction**
Customer satisfaction levels have been high due to the quality of service, timely delivery, and additional services like vehicle pick-up and drop-off. Feedback indicates that customers appreciate the thoroughness of the cleaning process and the professionalism of the staff.
- **Challenges and Solutions**
The primary challenge faced by Wanti Jaya Carwash has been competition from other carwash services in the area. To address this, Wanti Jaya Carwash has focused on differentiating itself through innovative services and maintaining high service standards. Additionally, the issue of power outages affecting hydraulic systems has been mitigated by investing in backup power solutions.
- **Financial Performances**
Financially, Wanti Jaya Carwash has shown a positive trajectory. The investment in hydraulic systems and other facilities has yielded a good return, as evidenced by the increasing revenue and profitability. The business has been able to cover its operational costs and generate a surplus, indicating financial health and sustainability.

In summary, Wanti Jaya Carwash has established itself as a reliable and preferred carwash service provider in Tebing Tinggi. Its strategic initiatives in pricing, promotion, and operational efficiency have paid off, resulting in steady growth and high customer satisfaction. With a clear focus on quality and customer service, Wanti Jaya Carwash is poised for continued success in the future.

DISCUSSION

The research on "Wanti Jaya Carwash" presents a comprehensive analysis of various marketing strategies and their implications on business performance. The study primarily focuses on promotional strategies such as special offers, discounts, social media marketing, influencer marketing, and traditional advertising. Each of these strategies has distinct advantages and disadvantages that are crucial for the business's growth and sustainability.

1. Promotional Offers and Discounts:
 - Advantages: These strategies can temporarily boost sales volume and attract new customers by introducing new services.
 - Disadvantages: However, they can reduce profit margins per transaction, create short-term effects, and foster customer dependency on discounts.
2. Social Media and Digital Marketing:
 - Advantages: Social media offers a broad reach, direct customer interaction, and cost-effective promotion.
 - Disadvantages: It requires consistent effort and time management, and faces high competition for customer attention.
3. Influencer Marketing:
 - Advantages: Influencers can extend reach and build trust with their audience through creative content.
 - Disadvantages: This method can be costly, pose reputation risks, and present challenges in measuring return on investment (ROI).
4. Traditional Advertising (TV, Radio, Newspapers):
 - Advantages: Traditional media can effectively target local audiences and is often perceived as more trustworthy, enhancing brand awareness.
 - Disadvantages: It is expensive, has limited effectiveness, and cannot always target specific audiences as precisely as digital methods.

The study identifies two major problems faced by Wanti Jaya Carwash: the need to increase sales volume and effectively introduce new services. To address these issues, the research suggests adopting participative steps that involve a mix of promotional strategies. This approach ensures a balance between reaching a broad audience and maintaining profitability while building a loyal customer base.

By analyzing these strategies and their outcomes, the paper provides valuable insights into optimizing marketing efforts for better business performance. The discussion highlights the importance of a balanced and well-rounded marketing approach that leverages the strengths of different promotional methods while mitigating their drawbacks.

CONCLUSION

- Stable Business Performance: Wanti Jaya Carwash has demonstrated fairly stable business performance since it was founded in 2021. With continuously developing services and a consistent number of customers, this company is able to maintain its operations well even though it faces competition in the car wash industry.
- Implementation of Pricing and Promotion Strategy: The pricing strategy implemented by Wanti Jaya Carwash is quite effective in attracting customers from various segments. In addition, the vehicle shuttle service promotion strategy also succeeded in increasing customer convenience, which in turn contributed to increasing the number of customers.
- Innovation in Services:

Wanti Jaya Carwash has carried out various innovations, such as using a hydraulic system in washing vehicles and adding mini cafe facilities. This innovation not only increases operational efficiency but also provides added value for customers.

- **Human Resources Management:**
The company has succeeded in managing human resources well, including establishing a clear organizational structure, detailed job descriptions, and a fair job assessment system. This helps in creating a productive work environment and motivates employees.
- **High Market Potential**
With a strategic location in Tebing Tinggi, Jambi, and few competitors in the area, Wanti Jaya Carwash has high market potential. This provides an opportunity for the company to continue to grow and expand its market share.
- **Positive Impact on the Environment and Society:**
By creating new jobs and reducing the unemployment rate in the surrounding area, Wanti Jaya Carwash has a positive impact on the local socio-economic environment.
- **Challenges and Risks**
However, Wanti Jaya Carwash needs to continue to adapt to changes in the market and technology to overcome challenges that may arise in the future, such as power outages that can affect the operation of the hydraulic system.

Overall, Wanti Jaya Carwash has demonstrated good capabilities in managing its business and providing quality services to customers. By continuing to innovate and carry out the right strategies, it is hoped that this company can continue to grow and be successful in the future.

Recommendations

1. **Improved Customer Service**
Employee Training: Conduct regular training for employees to improve technical and customer service skills.
Feedback System: Implement an effective customer feedback system to understand their needs and complaints and make necessary improvements.
2. **Diversification of Services**
Added Services: Add additional services such as detailing, waxing, and vehicle interior maintenance to attract more customers.
Service Packages: Offer service packages at discounted prices for customers who use more than one service.
3. **Digital Marketing**
Social Media: Increase marketing activities via social media with interesting and interactive content, and use paid advertising to reach a wider audience.
Website and Application: Developing an informative website and mobile application to make it easier for customers to order services and get the latest information.
4. **Promotion Strategy**
Loyalty Promotions: Implement customer loyalty programs by providing discounts or free services after a certain number of visits.
Collaboration with Local Businesses: Collaborate with other local businesses to hold joint promotions or provide special discounts to customers of those businesses.
5. **Increased Operational Efficiency**
Hydraulic Technology: Perform routine maintenance and upgrades to hydraulic technology to ensure efficient operations and reduce customer wait times.
Stock Management: Implement an efficient stock management system to ensure the availability of required materials and equipment without excess or shortage.
6. **Competitor Analysis**

Competitor Study: Conduct regular analysis of competitors to understand their strategies and find ways to offer unique added value.

Competitive Pricing: Adjust service prices to remain competitive without sacrificing quality.

7. Human Resource Development

Incentives and Rewards: Provide incentives and rewards to outstanding employees to increase motivation and productivity.

Work Environment: Creating a comfortable and conducive work environment for employees to work better.

It is hoped that implementing these recommendations will help Wanti Jaya Carwash improve business performance, satisfy customers and overcome competition in the market.

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