

CAR WASH SERVICE INDUSTRY

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Abstract. Technological advances have narrowed geographical distance and made it easier for business people to do business. The world of car marketing in Indonesia is currently in a very tight competitive environment. Various types of cars offered in the market that have quality and innovation are very diverse. The presence of affordable cars is certainly highly anticipated by the Indonesian people, whose average income is not too high. In addition to vehicle purchases, maintenance is also needed for the vehicles they use because they have age and at any time can be damaged, so as to increase the length of life of the vehicle and maintain the vehicle, so that the vehicle is maintained, needed maintenance on the components in the vehicle. then the offer of car wash services for vehicle maintenance has mushroomed in Indonesia. The existence of car maintenance services is an important thing, because it is very necessary for car owners. This becomes a factor for entrepreneurs to become a business opportunity that is very promising.

Keywords: advances in technology, cars, car care and washing services.

I. INTRODUCTION

Technological advances have narrowed geographical distance and made it easier for business people to do business. Business people must be willing to reduce their profit margins, this is due to price competition between the products offered. Of course consumers will choose products at lower prices for a product at the same level of quality.

A car is one of the items that has a shift in needs. It used to be a tertiary needs category because only people or certain groups have it. As time goes by, changes in the level of welfare and wealth status, cars become a secondary need. Now the car is shifting again, from secondary needs to primary needs. This shift is caused by increasing needs and accompanied by one's social status.

The world of car marketing in Indonesia is currently in a very tight competitive environment. Various types of cars offered in the market that have quality and innovation are very diverse. The company also has high competitiveness, and is required to continue to exist in order to survive in the business. Therefore, every company must make a variety of new innovations and develop its company to obtain optimal profits and can strengthen brand image in the face of competition.

Cheap and environmentally friendly cars, aka Low Cost Green Car (LCGC), have now been "booming" in the country. The presence of affordable cars is certainly highly anticipated by the Indonesian people, whose average income is not too high. With the assumption of the community stating that time is money, then the whole community uses the best time possible, one of them is by working to meet the necessities of life in terms of the economy, they work from morning to night so there are four things to pay attention to the other

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II. BASIC THEORY

A. Entrepreneurship

Entrepreneurship is translated into the word entrepreneurship, according to Slamet et al. (2013) entrepreneurship is the process of creating something new and having value at the expense of time and energy, resolving financial, physical, and social events, as well as accepting monetary gifts and satisfaction and personal freedom.

The value of promoting entrepreneurship according to Suryana (2014) has several values, namely:

1. Confident,
2. Leadership,
3. Oriented to the future,
4. Originality,
5. Creativity and innovation,
6. Results oriented.

According to M. Scarborough and Thomas W. Zimmerer (2008), there are eight entrepreneurial characteristics which include:

1. Desire for responsibility,
2. Preference for moderate risk,
3. Trust in their ability to succeed,
4. The desire for immediate feedback,
5. High level energy,
6. Future orientation,
7. Organized skills, and
8. Achievement of money.

B. Definition of Services

Service is something that does not have a form and does not produce ownership, but services can be felt by customers through providing service providers to service users themselves.

According to Kotler and Armstrong in the book Farida Jasfar (2009: 16), "Service is activities, benefits or satisfaction that are offered for sale" which means services are activities, benefits or satisfaction offered for sale.

Whereas according to Lehtinen in the same book (2009: 16) services are "routine activities where there is interaction between each person who can provide satisfaction to consumers"

Based on the above definitions the writer can conclude that services are activities or services from someone to others who can provide benefits or satisfaction to consumers.

B. Car Wash

Car wash is a way to wash vehicles that use new methods that are more modern and more environmentally friendly but get better results. Car washing is one of the maintenance activities for vehicles, especially cars, with the technology developing at this time car wash has used more tools modern and cool like Hydraulic which functions to raise the car so that under the car can be lifted and cleaned more detail and cleaner which certainly makes it easier to work, then the steam engine that serves to spray and rinse with greater water pressure so as to facilitate the fading of dirt attached to and attached to cars, and snow machines that function to flatten extra shampoo into foam so shampoo becomes more efficient but the washing process becomes more evenly clean, for vehicle owners especially cars it is advisable to wash cars regularly and periodically because it is very important and necessary so that the car is kept clean, beautiful and well-maintained, so that the quality of the car is well maintained and has high value.

III. DISCUSSION

The world of car marketing in Indonesia is currently in a very tight competitive environment. Various types of cars offered in the market that have quality and innovation are very diverse. The company also has high competitiveness, and is required to continue to exist in order to survive in the business.

Asian-made cars have become rampant in Indonesia, which has made the country a vehicle connoisseur, and has not become a manufacturer of vehicle making especially cars. These countries include:

1. Japan : Takuri in 1907, Daihatsu (1907), Isuzu (1910), Mitsubishi (1917), DAT (1914) which later changed to Datsun, Toyota (1937), and Nissan in 1960.
2. South Korea: Sinjin publica in collaboration with Toyota (1960), Kyeongseong Precision Industry which later changed to KIA Industry (1964), Saenara Automobile which is the first car maker in Korea to be equipped with modern car assembly facilities, and in collaboration with Nissan, and Hyundai Motor Company was founded in 1968 in collaboration with Ford Motor Company.
3. China : Lifan, BYD, Chang'an, Geely, Chery, Hafei, Jianghuai, Martin Motors, Roewe, Great Wall, and others.
4. India : Bajaj, and Tata Nano.
5. Iran : The country is also capable of producing its own cars, Samand and Khodro are the flagship brands of Iranian cars that are no less good than European-made cars.
6. Malaysia : Proton in 1983, and Perodua in 1993

Based on the type of car that entered in Indonesia, making more and more people who are said to be able to buy a car that they indirectly have almost no time to care for the vehicle. This has become a business opportunity that is now still needed, namely car wash services.

One of the car wash, namely Seize, professional auto detailer, which is engaged in services, offers a variety of

services in the form of washing and car maintenance, besides that there is also a car salon, oil change, accoringing equipment and more.

From these thoughts, presumably new entrepreneurs can take the idea that in Bandung not only the culinary field is capable of making money. This is another proof that can generate a lot of money but of cours .

IV. CONCLUSION

Based on the explanation above, the writer can draw the conclusion that more and more owners of private cars, will make many places for car wash services. This can actually be divided into several levels, such as the lower stages of public vehicle washing. The intermediate stage is a car wash place for car owners with low prices to medium. The upper stage is a car wash place owned by people who are leaders in their company or in other words people who are able to buy a car at a very high price.

From each of these stages, of course the procedure is very different, from washing the results can be said to be clean until the results of washing are said to be shiny. The price offered is also very different, from around a thousand thousand rupiah up to millions of rupiah.

Therefore, car wash service entrepreneurs want to determine the market segmentation, which is clearly in big cities like Bandung, business opportunities like this are still very much needed.

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