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## ASSISTANCE IN MAKING ONLINE PROMOTIONAL MEDIA AND EFFORTS TO IMPROVE SERVICE QUALITY AT CAR WASH BUSINESS IN TANGERANG

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ARTICLE INFO	ABSTRACT
<p><b>Article history</b> ..... Received : Oct 2021 Revised : Nov 2021 Accepted : Dec 2021 Published : Dec 2021</p> <p><b>Keywords</b> online media promotion, mentoring, service quality</p>	<p>This PKM activity aims to help newly established entrepreneurs to promote their business online. In addition, they provided training to business owners and employees to improve services according to what consumers want. The long-term goal is to increase business partners to be better known, interested in the community and increase sales through better services. This study was conducted because of the partners' main problem. Namely, the limited working capital, so online promotion is still impossible. Considering the condition of partners who have only started their business for one year, efforts need to be made to remind partners to pay attention to their services' quality so that customers who come can become partners' regular customers. The development of this Website will be carried out by referring to the 7Cs framework, namely: context, content, community, customization, communication, connection, commerce, thereby producing an interactive form of promotional media. The method of implementing the activity is providing knowledge about online promotion, training, socialization about the quality of services and assistance in online media creation and maintenance. The results of this PKM activity are in the form of making a website and exposure material about the quality of employee services. Thus, it is hoped that this business can be better known to the broader community, and business owners can retain consumers to become regular partners. In the end, we will get the sales as desired.</p>

## INTRODUCTION

Promotion is one of the determining factors for the success of a marketing program. No matter how quality a product is, if consumers have never heard of it and are not sure it will be useful to them, they will never buy it. For newly established businesses (Kotler, 2012), finding promotion is a tool used to inform, influence and remind consumers of the products offered by the company.

Tjiptono and Fandy (2010) promotion is a form of marketing communication, is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. This understanding means that the better marketing communication that is created will bring higher satisfaction for all parties involved in it. Promotion must be done; partners as a place for PKM activities have problems both production problems and problems in management aspects. In the production aspect related to the inability to spread promotions online, no internet media facilitates the place of business; there is no website or promotion with other social media. E-commerce is a business activity that is carried out electronically via an internet and computer network or the action of buying and selling goods or services through digital communication channels (Juliana et al., 2020). Increased understanding and skills regarding

marketing methods through social media networks, especially using internet-connected smartphone devices, to be able to make product packaging to be displayed on smartphone social media (Pramono et al., 2019)

In the management aspect, the partner's problems are related to the service quality aspect. In contrast, the car wash service business competition conditions around the partners are quite a lot. With intense competition among car wash businesses, it requires car wash entrepreneurs to implement various services effectively, improving performance and making car wash businesses enjoy better long-term benefits (Hunt & Morgan, 1995). beneficial. For this reason, the PKM team that can promote science and technology can help partners overcome partner problems. Based on these problems, promotion through electronic media is needed to help car wash entrepreneurial partners. Service quality is in the form of a survey test on customer satisfaction to be input for the company to maintain product quality because it is perceived as very good and of very high quality. (Jessica et al., 2021)

Through situation analysis with partners, several problems faced and prioritized problems can be grouped: There are no online promotional activities that support business activities, the creation of electronic promotional media has not been realized so that the market is minimal, there is no understanding of owners and employees about services, so employees are still lacking can provide good service quality as expected by consumers

## METHOD

Six car wash employees in South Tangerang attended the activity by assisting in making online promotional media directly and making a standard operational procedure.

Based on the results of discussions with the car wash group in South Tangerang, the priority problems faced by the group in their efforts to improve the performance of the car wash business are:

- a. Management aspects, which are related to car wash services, where car Wash does not yet know the quality of service that needs to be done for car washes in attracting and retaining customers so that customers who come to the car wash business can achieve the desired level of satisfaction, so that customers reluctant to switch to other car wash businesses. The solutions offered are:
  - a. Create a service quality model guide for the car wash business group located in BSD City, South Tangerang
  - b. Conduct training on the guidelines made to provide a clearer understanding of providing services to consumers who come to the car wash business.
- b. The production aspect is related to the problem of internet procurement assistance, website design, other online media. There needs to be an effort to introduce products, attract people's attention to visit and wash their cars at partner car washes. The solutions offered are:
  - a. Assisting in installing the Internet and creating a website as an electronic media promotion, which partners will use to find a broader range of customers and perform maintenance of online media carried out.

## RESULT AND DISCUSSION

In carrying out PPM activities, the science and technology transferred to partners may include

### **Creating a Service Quality Model for Car Wash Business**

The first output designed in PKM activities is to make service guidelines. Customer service is a set of activities and programs carried out by retailers to make the shopping experience more meaningful, valuable, and valuable for consumers. These activities increase the value that consumers receive from the services purchased. All employees of this car wash company and all retail mix elements (direct-selling) provide services that increase the value of the goods/products they sell. For example, employees at distribution centres contribute additional services to their customers by ensuring that supplies are kept in stock. Employees in the design and determination of the location of the laundry area contribute to their participation by increasing the level of consumer comfort in using car wash services. The process of service management activities can be summarized into three parts: aspects of vehicle delivery, aspects of washing, aspects of returning vehicles, and making payments.

The service model compiled by the PPM Team was adopted from sources (Zeithaml et al., 1988). The team assembled the service quality dimensions, which would later be conveyed to partners in socialization activities. The team conducted socialization about the importance of entrepreneurs providing the best service to customers measured on five dimensions (Goeltom et al., 2020; Juliana et al., 2021; Juliana et al., 2020; Pramezwary et al., 2021; Juliana et al., 2021; Juliana et al., 2020; Parasuraman et al., 1985; Pramezwary et al., 2021) which is designed to measure service quality based on the difference between the expected value and the performance value perceived by consumers, namely: Responsiveness, Reliability, Assurance, Empathy and Tangibles.

1. Responsiveness (alertness) is a response/attention of employees in helping consumers and providing fast and responsive service.
2. *Reliability is the ability to provide the promised service accurately and reliably.*

3. Assurance is the employee's ability to have proper product knowledge, quality, hospitality, speech or courtesy in providing services, skills in providing information and instil consumer/customer trust in the company.

4. Empathy is the company's ability to provide individual or personal attention to customers/consumers.

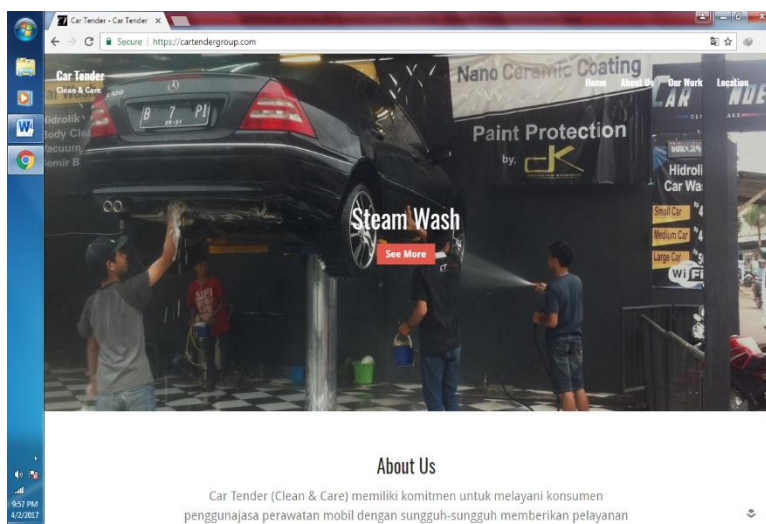
5. Tangibles are a form of physical appearance, personal equipment, communication media and other physical things.

**Design online / website promotions**

Website design activities referring to the 7 C Framework are as follows:

Table 1 Framework 7 C

Context	Aesthetical Dominant	Functionally Dominant	Integrated
Content	Product dominant	Information dominant	Service dominant
Community	Nonexistent	Limited	Strong
Customization	Generic	Moderately Customized	Strong
Communication	One to many, non responding user	One to many, responding user	One to one, responding user
Connection	Destination	Hub	Portal
Commerce	Low	Medium	High



**Figure 1.** Example of Website Display <http://www.cartendergroup.com>

The car wash business website structure will be developed using a hierarchical structure, as shown in Figure 3.

**Trials**

The trial step is carried out offline before the Website is published to find various errors and add the necessary information.

**Publish**

If in the trial no errors were found, then the Website was published to the Internet.

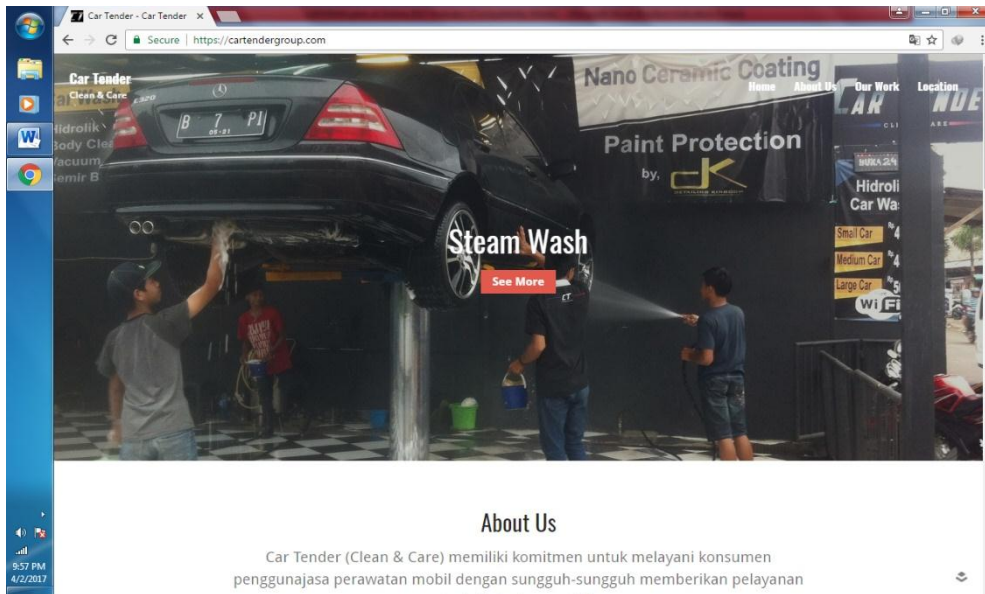
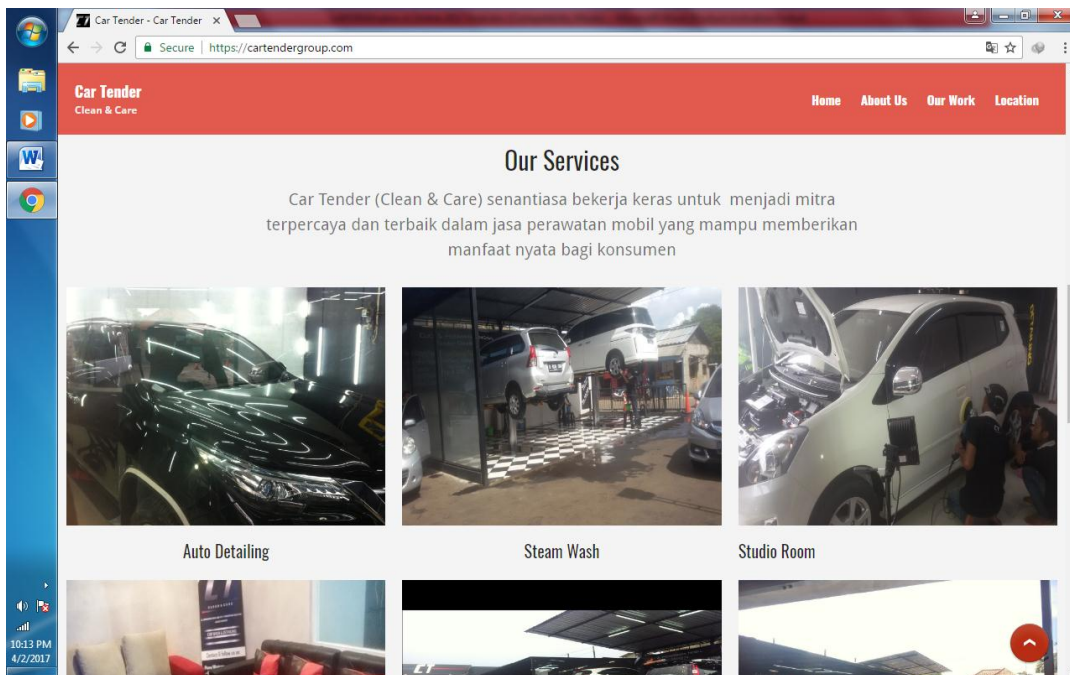


Figure 2 Home Page Display Results





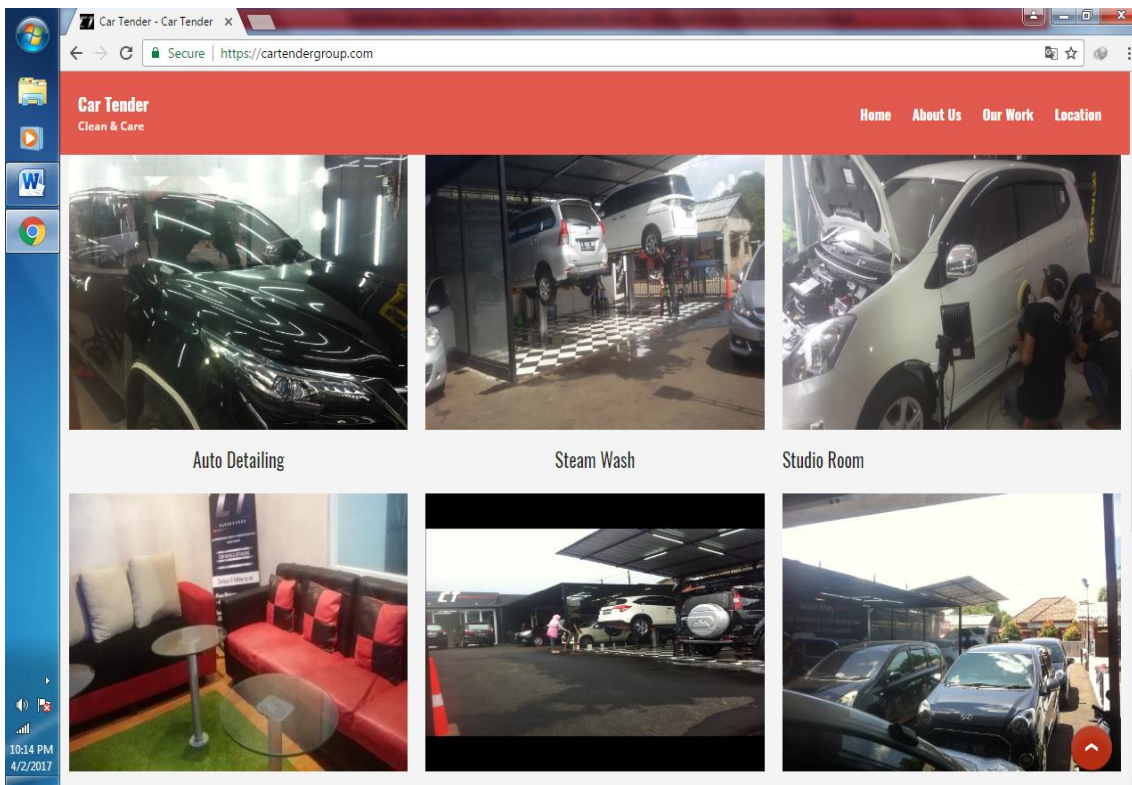


Figure 3 Product Gallery Page

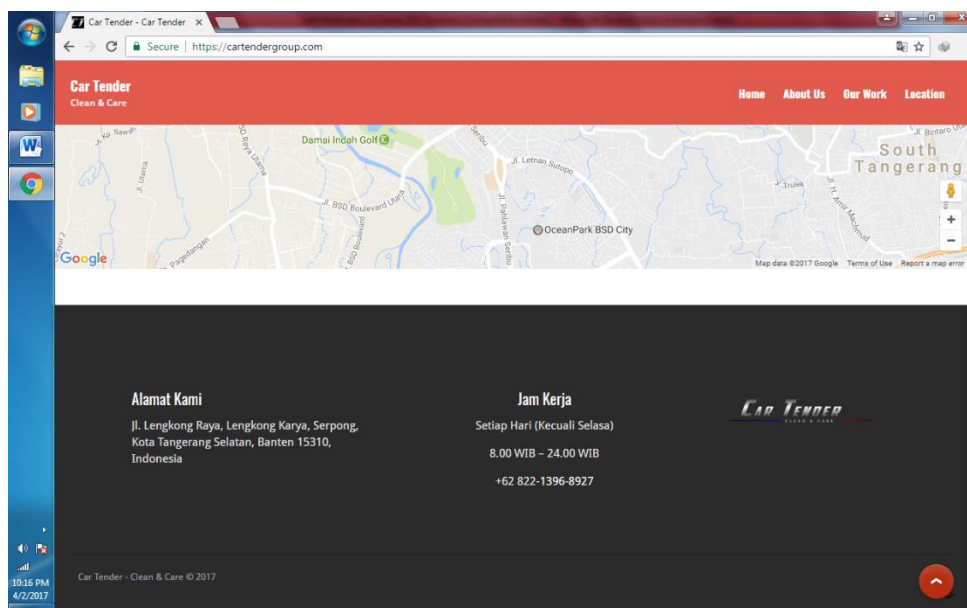


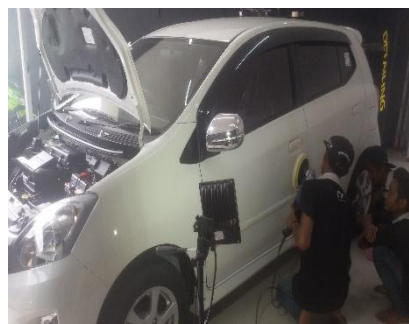
Figure 4 Contact Page

### Socializing Service Quality, Financial Management and Credit Requirements

The form of documentation that was successfully created during the socialization carried out by the team through debriefing on the partner car wash business is shown in the image below:



In this activity, several management undergraduate program students were involved. The results of monitoring the respondent's profile and the business service quality socialization program showed that partners were very enthusiastic about listening and wanted to improve car wash services immediately. Partners are very grateful to the team from Tarumanagara University, who have succeeded in providing understanding to partners. As a form of the team's concern for the medium-sized business community, partners have also provided several examples of service products that match the partner's criteria.



### Website Usage Socialization Model

This activity was carried out to provide an understanding of the [www.cartendergroup.com](http://www.cartendergroup.com) domain. With this site, it is hoped that it will help promote the car wash business and increase sales of car washing and polishing services that were sampled in South Tangerang. The team gave an explanation of online promotions to several entrepreneurs, not only car wash business owners, so that they could provide a more thorough understanding to service providers of the importance of online communication media in increasing sales. In particular, a guide to online promotion media with a published site was given to Mr. Antoni Savero as the owner of a car wash business called Car Tender, to be studied and understood further in an effort to make sales online. Images that can be documented during socialization are:



Figure 5. Conditions during Website socialization

The Car Tender website guide, explaining the steps for operating the Website has been socialized to Car Tender business owners so that existing sites can be maintained and continuously developed by the car wash business owners themselves. The importance of the use of information technology, as explained by the team in the socialization of services, the following is a picture during the socialization which tender employees:



Thus, this PKM activity will benefit medium-sized car wash service businesses to gain knowledge or share information about the need to utilize information technology in promoting products, conducting online business transactions and others; the car wash business can expand its market share. Sharing information about business management that owners and managers must know in running a business and dealing with competitors.

Several preliminary studies have concluded that six business activities use the Internet related to communication, namely company information (50%), customer service (34%), communication with customers (49%), communication with suppliers (45%), marketing (42%), advertising/public relations (31%) (Peterson & Bronnenberg, 1997; Teo and Tan., 2002) the Internet can provide information at any time so that it can be used 24 hours a day.

This means having better interactions in providing services to customers due to being able to be faster and responsive. Communication using Internet technology can be done in various ways ranging from the most basic forms such as email, mailing lists and newsgroups to participation in chat rooms. This condition makes it easier to follow up on what customers need and expand and adjust marketing strategies.

In this regard, the car wash business in the South Tangerang area that has not utilized internet technology as a promotional media and product introduction, the PkM team designed a website for one of the car wash businesses, through the results of UNTAR grant research and continued in PKM activities. a website design that aims to promote and introduce car wash business products and to reach a wider marketing area. The Website design has not facilitated buying and selling activities via the Internet. This is adjusted to the identification of users who still have limited capabilities in the use of internet media.

The design results have resulted in a website [www.cartendergroup.com](http://www.cartendergroup.com); this Website cannot be used if the owner does not understand the procedure for using it; for that, the team has compiled a simple guide, which business owners can use. Through the results of the socialization, it has provided significant knowledge to the owner in operating and maintaining a published website.

In line with that, the team succeeded in socializing the quality of service that owners and employees must own in providing consumers. Thus in the future, this business can retain consumers to become loyal customers. Consumers are reluctant to wash their cars elsewhere; this is a must-have strength for every car wash entrepreneur.

## CONCLUSION

Through the published Website referring to the 7Cs framework, namely [www.cartendergroup.com](http://www.cartendergroup.com), a simple guide for car wash businesses in South Tangerang has been compiled in developing a business through online Dissemination of website guidelines has been carried out to provide a clear understanding of the steps for entrepreneurs and car wash managers to do business online. Website guidelines have been disseminated to offer an apparent experience of the steps for entrepreneurs and car wash managers to do business online. In managing the car wash business, it is necessary to provide good service. Therefore, in socializing the quality of service, the team provides input on services that must be provided when handing over the vehicle, washing and returning it.

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