

**TENDENCY OF SOCIO-ECONOMIC BEHAVIOR TOWARDS  
LAUNDRY SERVICE BUSINESS IN MAKASSAR CITY**

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**ABSTRACT**

This type of qualitative research through phenomenological approaches, while the results of the study showed that the presence of laundry service business that is generally done among housewives, in particular, has a positive advantage, this is due to providing financial benefits, meaning that family needs related to household consumption can be met according to standards due to the increasing income from laundry service activities, laundry service activities are very helpful to the community. As a consumer who has a very busy life, from the economic aspect also contributes to the opening of employment for the community so as to reduce the unemployment rate in the people of Makassar city, from the other side economic activity has increased both micro-scale and macro scale.

**Keywords:** economy, laundry, services, activities, empowerment

**1.0 INTRODUCTION**

In modern times, women have the same opportunities as men for a career outside the home. This causes homework to no longer be handled entirely by women. One of the modern lifestyles of city people is washing clothes in special places or known as laundry. By spending some money, they are no longer bothered by the problem of dirty clothes. This provides its own business opportunities because the need for laundry services continues to increase.

In major cities, in particular, laundry outlets continue to grow. But for the middle class, the cost of a famous laundry is still a calculation. An alternative that can be chosen is laundry per kg. Laundry per kg is also the right choice for those who want to open this type of business with capital that is not too large. By capitalizing on a washing machine and adequate business space, and supported by a strategic location, making this business prospect even better.

Laundry services are one of the service businesses that are on the rise today. Because this service business has an excellent business opportunity, the city community is getting busy, making laundry service businesses more in demand, many want to start opening this laundry

service business. So the company must improve the quality and service so that customers are interested in using the laundry service. Every customer has different wants and needs, but all customers do the same thing, namely the consumption of goods or services.

Bisnis usaha laundry saat ini sangat pesat termasuk di daerah Sulawesi Selatan. Bisnis yang bergerak pada pelayanan jasa ini memiliki peluang yang sangat bagus. Masyarakat kota yang semakin sibuk dengan berbagai pekerjaan, membuat usaha jasa laundry semakin dibutuhkan. Hal ini ditandai dengan semakin banyaknya minat membuat atau membuka usaha jasa laundry. Para pelaku bisnis dapat meningkatkan kualitas serta konsisten untuk menjaga kepercayaan pelanggan baik dalam hal kualitas maupun pelayanannya, agar pelanggan tertarik untuk menggunakan jasa laundry tersebut. Selain itu, pengelolaan laundry yang dilakukan menggunakan strategi tertentu akan memberikan kemajuan pada usaha tersebut, yang difokuskan yaitu mengenai pengaruh harga, kualitas jasa, dan promosi terhadap kepuasan pelanggan dalam menggunakan jasa laundry serta masing-masing menawarkan keunggulan demi menarik minat pelanggan.

The laundry business is a very important aspect of service quality. Because these services are inseparable from competition between similar service providers. From the various laundry that exists, compete to gain trust in customers by bringing the best quality. Every customer expects that the service will be obtained in accordance with the expectations promised by the service provider. It can exceed the expectation itself. However, if not responded to properly and quickly by the service provider can cause a problem that then leads to a decrease in customer trust in the service provider.

The number of competitors in the field of laundry services causes the company to have to compete fiercely so that the company can continuously provide the best for customers, and these customers feel quite satisfied using laundry services. Price is a value that includes how much funds the customer spends in using laundry services, whether affordable or not. Price can affect customer satisfaction. By making an affordable price will make someone feel interested in trying it. Especially for the income of the majority of urban communities, it will make it easier for companies to perform or set good price standards. The quality of service greatly affects customer satisfaction. The quality of service describes how important the service provided to customers, whether the service provided is satisfactory or not. This is related to the expectations of customers who want satisfaction with the services they use.

Planning the right business strategy is an important thing and must be considered by laundry businesses to protect their business position from competitors. The number of competitors in the field of laundry services today causes laundry businesses to compete fiercely so that their business can continue to provide service for its loyal customers. Large and successful because of continuous consistent efforts to maintain customer trust both regarding the quality of service and timely order work is the key to success in facing competition in the business world. With that, laundry business people must have various strategies that can give strength to the business. The company must provide the best service, consistent with quality, be good outlet performers, and have human resources that are in accordance with their skills and competencies with the help of modern and sophisticated machines so that customers can trust the services provided by the company.

In the modern era as now, companies are required to be effective and efficient in doing a job. This causes companies to always maintain the quality of their services such as providing clear and honest information in performing services. That way it will make the customer feel satisfied with the company's performance. In the service business, promotion is used by companies to attract customer interest and attention such as providing discounts or facilitating customers with a shuttle system making it easier for customers to use laundry services. An attractive promotional strategy will make customers feel interested and trust in using the laundry service. Customer satisfaction is the response that consumers show to a perceived evaluation between their previous expectations and their level of satisfaction.

Customer satisfaction is the level of feeling a person feels after comparing perceived performance with his expectations. The company must have various strategies that can give an advantage to the business. The company must provide the best for customers in order to attract customers. By putting forward prices, quality of services, and promotions to create satisfaction in using laundry services. In business, a good company should be followed by a good marketing move. Therefore, the marketing strategy implemented must be appropriate. A laundry business opportunity is a business opportunity that is quite a lot developed by people for now. Laundry is one form of service for those who always want life to be easier. Glancing and developing laundry business opportunities also need careful analysis so that laundry businesses developed by owners do not go out of business.

Students or office employees who feel they have enough money will certainly prefer to wash their clothes using laundry services because it is more comfortable, easy, and pampering. Another location that can be used as a place to manage the laundry business is a difficult area of clean water. This area is in dire need of laundry business, especially for those migrants who feel upset with inadequate water conditions.

The tourism area is also a special area that is quite effective to manage a laundry business. In tourist areas usually, people set laundry rates at a fairly expensive price. Laundry business opportunities can grow rapidly if managed and able to maximize service to customers, both in terms of laundry cauldrons, punctuality, and friendliness of waiters. It would be better if the business owner is able to offer and provide excellent services in the form of pick-up and delivery of laundry results to an affordable customer address. In addition, to develop the business, laundry owners can also cooperate with other parties.

Based on the description above, then the formulation of the problem in this paper is as follows:

1. What is the laundry service business in Makassar?
2. What is the impact of the presence of laundry service business on the tendency of socio-economic behaviour of the community to the business?
3. What are the advantages and disadvantages of the laundry business in Makassar

## **2.0 THEORETICAL FOUNDATION**

### **2.1 Laundry Services**

Laundry or laundry is a noun that refers to the act of washing clothes, for the washing process is being done or that has been washed. Laundry in Indonesian is called laundry. Laundry or laundry is the process of cleaning clothes or textile materials using water media. There is an understanding in the community that the term laundry is only used in laundry services by laundry services, even though the usual laundry activity is laundry.

The word laundry is familiar in our daily language life, even beating our language (Indonesian), namely "Laundry". Most people do not even know when asked what is laundry but will know better when asked laundry. Laundry is closely related to the machine used in the washing process.

Laundry business can be done with simple equipment/machine or on a large scale/industry. This laundry business can be grouped into several groups based on turnover that will be achieved, among others:

- Small Laundry with a turnover of less than 100 kg of laundry/day.
- Laundry Kedang with a turnover of up to or 500 kg of laundry/day.
- Large laundry with a turnover of more than 1000 kg (1 ton)/ day.

Laundry business grouping can also be shared based on the type of laundry that will be done, among others:

- Laundry Clothing (human apparel)/ guest laundry.
- Laundry Linen (hotel & restaurant)
- Laundry Garment (convection)
- Hospital Laundry

### **3.0 RESEARCH METHODS**

This research uses a phenomenological approach and belongs to a type of qualitative descriptive research. Data sources in this study include Primary Data Source, Secondary Data Source. While this research instrument is the researcher itself. The data collection techniques used are Interview techniques, observations, documentation. While the data analysis techniques used are Data collection, Reducing data (data reduction), Presenting data (display data), drawing conclusions.

### **4.0 DISCUSSION**

#### **4.1 Laundry business in Makassar**

Makassar is the largest city in eastern Indonesia. Since the 16th century, the city has been known as the centre of government, especially the area of South Sulawesi and surrounding areas. Administratively the city of Makassar is the capital of South Sulawesi Province, as well as the centre of government of Makassar City. Makassar city is also famous by its nickname as the city of Angin Mamiri, which means the city of west breezes. The city of Makassar is also famous for its beautiful Losari Beach and is famous as the longest table because visitors can enjoy a variety of delicious dishes typical of Makassar while enjoying a refreshing sea breeze and seeing the sunset and the panoramic beauty of the sea.

Makassar city is one of the metropolitan cities that becomes the gateway to eastern Indonesia. As a metropolitan city, Makassar grows and develops with the support of various modern facilities that support such as entertainment facilities, malls, star hotels, luxury apartments, shophouses, and luxury housing also enliven development in the city of Makassar. Not only modern facilities but health facilities such as hospitals and maternity hospitals are also scattered in the city of Makassar. People's lifestyles are increasingly evolving with the changing times that refer and move to modernity. The people of Makassar city who are increasingly busy with various jobs, the development of increasingly modern society and practical thinking along with the growing clothing mode with the quality of materials that are getting better certainly give birth to the type of laundry service business that is also increasingly advanced, so that laundry business businesses are popping up everywhere both from small to large scale. Previously, people knew laundry business only for certain circles, with various systems applied in the laundry service business, one of which was per kg system offered to consumers. Its market share also shifted, not only specifically serving certain circles but also penetrating all layers of consumers. This phenomenon shows the laundry per kg business opportunity to be an opportunity that is sought after by business enthusiasts with profits and high returns on capital.

One of the things that encourage business people to choose laundry service businesses is the unlimited presence of consumers and with very varied strata, causing some laundry service businesses to conduct marketing and distribution activities of service products in the most effective way possible in order to reach highly compound consumers. The good quality of service of a laundry or laundry business is the most important thing in providing satisfaction to consumers. Good quality service can also provide a good image in the laundry business. The quality of service can be seen from the dimensions of reliability, responsiveness, assurance, empathy and tangible. The system and service procedures in this laundry business are made as effective and efficient as possible, therefore laundry business management strongly emphasizes the importance of carefulness in good and correct control. The growing needs of customers are also a concern of the company, that factor must be identified and addressed innovatively through the development of services in the end with customer needs.

Businesses engaged in laundry services or washing clothes, products offered by this business in the form of laundry services, drying clothes and ironing clothes. Consumers can also be said to be quite large because the target market is students, students, employees or workers who have many activities so they do not have time to wash their own clothes, even hotels and hospitals are the target of laundry entrepreneurs' services. As a laundry service development plan, marketing activities really need to be planned properly in order to be effective and efficient. This planning seeks to make the laundry services offered acceptable to the market. Brand awareness is one of the elements that need to be built to create consumer awareness of laundry services offered.

For dynamic people who live in big cities, especially the city of Makassar tends to give up their homework by relying on several services. Not because they are lazy, but they prioritize the work that can be done alone regarding energy factors, time and financial needs. The problem is if you do not have time, especially for many students who live in the cost and have to work as well, employees/employees whose time is spent in the office full time, for eating can order catering but what about washing clothes. Every human being wants to be



clean, neat, nice, and comfortable. Usually, the washing business becomes neglected so that most will use laundry per kg services that are paid based on the kilogram count. Not after / finished washing, there are still other tasks waiting such as sunbathing, ironing and storing in each other's closets, let alone other homework that should get attention as well.

The laundry per kg business that is increasingly mushrooming has quite interesting business prospects. Laundry business or known as washing-ironing is widely available in rented houses close to residential residents, dormitories or boarding houses even exist installs/shops that offer these services. What makes this laundry special is the selling price of services that are affordable, good quality, effective, efficient, the washing process is separated by each consumer (not mixed), a place of business that is easily reached by consumers, has a different appearance, provides ease of transaction for consumers, and provides one day service (one day completed).

The tight competition in the laundry business today makes these business owners compete in many ways in order to capture market share or create new market opportunities to increase sales. Creating a re-buying interest in a product or service is not easy. There are many factors that can affect that. According to Cronin, et.al (1992: 354) Buying interest is customer behaviour where customers respond positively to the quality of products/services of a company and intend to re-consume the company's products.

In the current era of globalization, companies must be careful in setting prices on each product, because the pricing on a product will have a direct impact on the level of demand for the product. For consumers, price is not just the exchange rate of goods or services, but consumers always expect suitable reciprocity between the benefits of the products they will receive and the sacrifices they spend. This is in line with the opinion of Kotler and Armstrong (2001: 439) which describes price as a sum of money exchanged for a product or service. Furthermore, price is the sum of all the values that consumers exchange for a number of benefits by owning or using a good and service. Companies must realize that consumers want to get a reasonable price, where consumers feel that the sacrifices they spend in the form of costs are proportional to the benefits they get. Consumers' buyback interest in a product is strongly influenced by their assessment of the praiseworthiness of the product itself. This is because consumers are only able to estimate prices based on past purchases. Dodds (1991:89) mentions that consumers will buy a branded product if the price is considered worthy by them.

In addition to price factors, location also has an important role in influencing the success of a business. This is in accordance with the opinion of Tjiptono (2006: 8) which states that location determines the success of service because it is closely related to the potential market. Choosing the wrong location can be fatal for the company. The company must be aware before the consumer takes a purchasing decision on a product/service, Consumers will strongly consider the appropriate location factor. Therefore, business people must consider strategic matters in determining the location. Because the strategic location is related to consumer buying interest and consumer repurchases of a product or service. To increase re-buying interest in the company's products, of course, the company needs to carry out a promotional strategy. One of them is through sales promotion according to Kotler and Keller (2008: 604).

Sales promotion is a collection of mostly short-term incentive tools designed to stimulate the faster and larger purchase of a particular product or service by consumers. The creativity of sales promotion activities becomes something that is very important for the management. Important factors of sales promotion in realizing the company's goals include giving discounts (discounts), holding sweepstakes, providing rewards for those who subscribe in the form of merchandise, etc.

#### **4.2 The impact of the presence of laundry business on the tendency of socio-economic behaviour of the community.**

Laundry business development is indeed so rapid and mushrooming in all circles. At this time laundry is not only a home business, but many business people who have developed this business increasingly have the potential to become a franchise or franchise business. If we look at consumer interest in laundry services show a significant increase each year. We need to realize that this is a potential business opportunity for housewives who want to have additional income. For mothers who want to start taking home business opportunities then this per kg laundry, need to know information about what we need to start a laundry per kg business to be more steady and confident. The busier life in big cities makes laundry business opportunities into a business that increasingly promises big profits. This condition is then used as an example of a home business opportunity. In general, many people who live in the city sometimes have difficulty in solving the problem of washing clothes.

Usually, consumers of this laundry per kg business are boarding children, students, office employees, and also the general public who do not have enough time to wash their own clothes at home. So far the laundry per kg business is not only sought after by the upper-middle class, the cheap price of this per kg laundry service can also be reached by middle to lower consumers. Some of the things that cause it is a problem of not much time because it is time to finish the work. Also the problem of the difficulty of the availability of clean water in the city area, sometimes makes many people reluctant to wash their own clothes. Also, the problem of drying clothes that are limited is also often an obstacle when they want to dry clothes.

The high number of air pollution is also a factor of consideration because it is often affected by pollution. Also, the lifestyle of students at this time, tend not to bother with the business of washing their clothes. In addition to being considered impractical, campus life at this time is also very time consuming, so they prefer to use laundry services for the care of their clothes.

Based on people's social behaviour towards laundry business is closely related to motivation theory, many experts who give limits on motivation. If viewed from the meaning of the word, motivation means giving motiv, motiv moon or things that cause encouragement or circumstances that cause encouragement. Motivation can also be interpreted as energy to generate impulses in yourself. So motivation is a condition that moves a person to be able to achieve his goals and motives. Motivation is the whole of a similar drive, desire, need and power. The individual's drive to behave can be felt if the individual has a need and finally the need is able to spur the individual to behave. And the environment around the individual can give encouragement to the individual that will strengthen the intensity of the drive.

### III. Advantages and disadvantages of laundry business in Makassar

#### A. The advantages of establishing a laundry business in Makassar include:

1. Can improve the economy of the surrounding community, especially the people of Makassar city, by establishing a laundry business Makassar city people who do not have a job (unemployment) has activities that will certainly increase their income. Likewise, employees who have just been laid off will get replacement jobs that can be done to earn income and improve their economy.
2. Can dig and utilize the resources owned by the people of Makassar itself and also the surrounding environment.
3. Cultural changes that can have an impact on changing the attitude of the people of Makassar city, namely the community will get an overview of entrepreneurship.
4. Teach the people of Makassar to be able to become an entrepreneur, not just be an employee and depend on leaders. By entrepreneurship, the community will get pure income from his own business.
5. Demographic changes, with a decrease in the unemployment rate. In making the business, of course, the entrepreneur needs labour that can be taken from the surrounding community environment.
6. Provide convenience for the local community. With the establishment of a local community laundry business that is Sibul and does not have time to wash clothes will get convenience, using laundry services to help wash clothes.

#### B. Disadvantages of laundry business establishment in Makassar :

1. The number of new laundry business establishments in the city of Makassar will cause stiff competition between entrepreneurs who are still neighbours and are in one environment. This is prone to cause division because these entrepreneurs are scrambling to get as many customers as possible but the target customers are only in a narrow scope.
2. Reduce the independence of local people. With the establishment of laundry, there will be a lazy attitude from the surrounding community, the surrounding community will prefer to use laundry services rather than washing their own clothes. This will increase their spending.
3. Another disadvantage of the laundry business is that it has an impact on the environment around the business location. The use of detergents that contain high phosphates and the lack of concern of business actors to equip their business with Wastewater Treatment Plant (IPAL), can inhibit water purification so as to make groundwater and well water around the site polluted by chemical (chemical) waste.
4. Disrupting fish ecosystems, detergent waste from "Laundry" that does not have a clear waste dump will empty into the gutter, will even empty into the river and can disrupt the fish ecosystem. Because detergents can destroy the external layer of mucus that protects fish, bacteria and parasites. It can also cause damage to the gills.
5. Dangerous to human health, if drinking water that has been contaminated with detergent waste can cause cancer. Currently, industrial wastewater treatment plants do not have technology that is able to handle detergent waste perfectly.



## While in terms of laundry service users, the advantages that are owned:

- 1) Save time, so you can be more flexible in doing other routines.
- 2) Helps relieve energy, so there is no need to be tired of washing yourself or even do not need to bother drying and ironing yourself.
- 3) Save expenses so there is no need to use the services of a maid to wash clothes.
- 4) Indirectly this service is also able to relieve PDAM water bills because there is no need to use a lot of water to wash, and even able to reduce electricity bills because there is no need to iron or use a washing machine to wash clothes.

## Debilitation:

- 1) If less careful laundry work is not satisfactory because there are still stains on clothes, even though the clothes feel very fragrant.
- 2) The opportunity for clothing to be lost or confused with someone else's owner.
- 3) Not all types of clothes can be machine washed

## 5.0 CONCLUSION

The existence of the laundry business in addition to providing a positive impact also has a negative impact on the environment. The positive impact of laundry business activities is as follows:

- a. Increasing the profits and economy of the surrounding community, by setting up a laundry business the community will earn income.
- b. Provide employment opportunities, especially for the surrounding community.
- c. Provide relief of work and time burden in terms of washing and ironing.
- d. With the many laundry businesses, people can freely choose the type of laundry according to their needs and affordable prices. In addition to providing a positive impact, laundry business activities will also have a negative impact. As for the negative impact caused as a result:
- e. The number of new business establishments will lead to intense competition between business people who are still neighbours and in one environment.
- f. The use of detergents that contain high phosphates and lack of awareness of businesses to use IPAL wastewater treatment plants, can inhibit water purification so as to make groundwater and well water around the site polluted by B3 chemical waste.
- g. Laundry waste can disrupt the fish ecosystem when the disposal of used washing water is directed to the sewer and flows into the river.

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