

SHOE WASH SERVICE BUSINESS MANAGEMENT IN MSMEs (KARANGANYAR SHOES AND CARE CASE STUDY)

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Keyword
<p><i>MSMEs, business management, shoe cleaning service, service quality, Shoes and Care</i></p>

Abstract
<p><i>Shoes in addition to functioning as foot protectors are also part of lifestyle and appearance support, so shoe care is an important aspect for most people, especially the younger generation who are aware of cleanliness and aesthetics. From this phenomenon emerged a business opportunity that is quite potential, namely shoewashing services. In this study, it aims to describe and analyze the management of the shoe washing service business in MSMEs with a case study at Shoes and Care Karanganyar. The focus of this research is directed at three main aspects, namely planning, implementation, and improving service quality. The research method used is a descriptive qualitative approach with data collection techniques through observation, interviews, and documentation. The results of the study show that Shoes and Care Karanganyar has implemented systematic business planning by showing operational standards, market segmentation, and resource readiness. The implementation of services is carried out through structured stages, starting from the receipt of shoes, the washing process, drying and finishing, to returning to customers. In addition, service quality improvement continues to be carried out through monthly evaluations, HR training, and the implementation of service innovations.</i></p>

INTRODUCTION

In this era of development, it is undeniable that many things affect people's lifestyles, making them increasingly complex. One of them is the clothing trend that is now very influential in daily life. When we are traveling, hanging out with friends at a café, or just walking around the mall, many of us are willing to spend time in front of the mirror to make sure our appearance looks "fashionable" and attractive in the eyes of others. Choosing clothes according to your mood and adapting them to the activities to be carried out, everything should be visible "Stylish" and harmonious, from head to toe. One of the most widely used fashion accessories today is shoes, which not only serve to protect the feet, but also reflect a person's style and status (Atmojo, 2024). Therefore, it is not surprising that shoes are now not only used for school, work, or exercise, but also become part of people's lifestyles. For this reason, shoes must be well maintained so that their quality is maintained.

However, many people have difficulty taking care of their shoes regularly and want to keep their shoes maintained without having to bother taking care of them. Especially with the return of the sneaker/running shoe trend that is widely talked about on social media (Mahardina & Ghina, 2018). Recently, the shoe wash service business has become a hot topic of conversation among young people. For this reason, many people prefer to use shoe washing services to care for and

clean their shoes. This condition creates increasingly fierce competition between companies, both existing and new, amid high demand for services and technological developments that continue to advance. The MSME sector in Indonesia has great potential, where the increase in the number of MSMEs can make a positive contribution to Indonesia's economic growth (Ministry of Cooperatives and MSMEs of the Republic of Indonesia, 2022). This makes it one of the solutions for the community in facing the current difficult economic conditions.

However, in order to compete, business actors need to understand the service business management strategy which includes planning, service implementation, and quality improvement on a sustainable basis. Business people must continue to rack their brains in order to provide quality service, based on the experience gained, customers have a tendency to create certain expectations value. The value of these expectations can influence customers to compare with competitors from the products and services they have felt (Kaligis & Rawung, 2022). Significantly, this can influence the views and assessments of customers in competing companies. In research Brotherhood (2021) Regarding the management of the shoe wash service business on a micro scale. The results of the study show that good shoe washing service business planning must set tasks, deadlines, budget predictions, and indicators, aspects in shoe wash service business planning, namely economic and technical aspects. The results of the implementation can be seen that the implementation of the shoe washing service business can run well if it is in accordance with the plan made. The results of service quality can be found that improving service quality is useful to support business success and progress.

This research aims to find out the management of the shoe washing service business. The focus of this research is directed at three main aspects, namely, planning, implementation, and improving service quality. Good planning is an actionable plan, a realistic plan, in accordance with the target that will be beneficial for readiness in a business (Al-Ayyubi, 2022). In the implementation of the shoe washing service business, it must be carried out according to the plan that has been made, in its implementation this business must understand the preparations in running a business such as preparations in running a business, namely analyzing business prospects, carrying out the business vision and mission, preparing shoe washing equipment and equipment, shoe washing methods, and determining the price of shoe washing. After the preparations have been made, it can carry out the shoe washing service business (Ikhwandanu, 2021). The quality of service can have an influence on customer satisfaction and satisfaction in using shoe washing services (Kaligis & Rawung, 2022). In providing good quality service, it requires seriousness that must be reliable, speed of responsiveness, courtesy and friendliness. So that it can have a great influence in acquiring customers. Therefore, the researcher wants to know how business management applies to Shoes and Care Karanganyar.

METHOD

The research method used is a descriptive qualitative approach to provide an overview of the management of the shoe washing service business. The research was carried out from April to May 2025 at Shoes and Care Karanganyar. The data collection techniques used in this study were interviews with resource persons, and documentation related to the management of the shoe wash service business. The research subjects consisted of several interview sources, namely store heads, employees, and consumers of Shoes and Care Karanganyar. Store heads and employees were chosen as resource persons because they play a direct role in the process of implementing services starting from receipt, washing to packaging so that they have internal and strategic information related to SOPs, monthly evaluations, and standards from the center that must be complied with. Meanwhile, consumers were chosen to be resource persons because they can provide a direct assessment of the quality of service, and are the main indicator in evaluating the effectiveness of service, as well as the basis for continuous improvement.

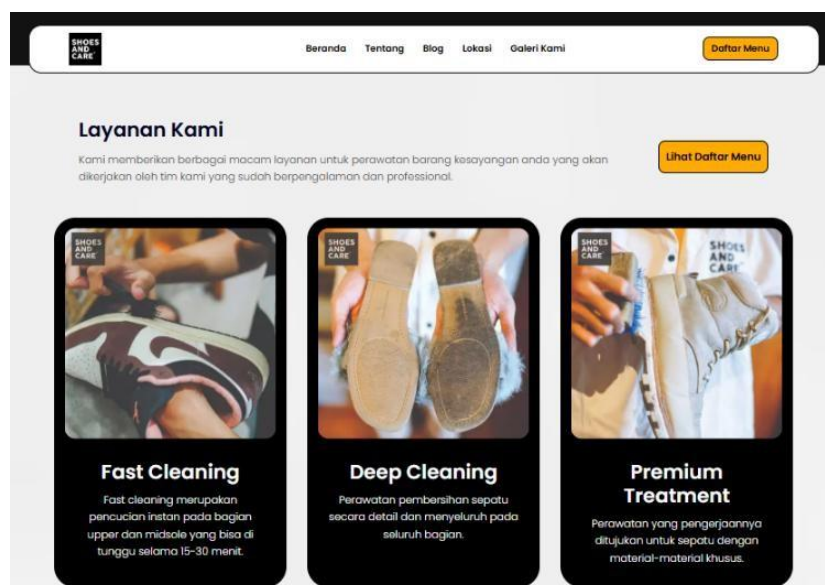
An examination of the validity of the data is carried out to prove whether the data research is scientific research that is carried out seriously to test the data obtained. The validity of qualitative

data in this study uses triangulation of data sources. This technique is carried out by researchers to test the credibility of the data carried out by examining data obtained through various data sources through interview techniques, and documentation (Scott, 2015). The data validity test technique in this study is technical triangulation and source triangulation. Triangulation technique is a data collection method that is carried out by comparing information from one source to another to obtain relevant information. While source triangulation is required in data collection, triangulation uses more than one data collection method in a single case, such as observation, interviews, and documentation (Herdiansyah, 2019). The analysis technique uses an interactive analysis model from Miles, Huberman, & Saldana in Sugiyono (2016) It begins with data collection which is carried out through observation, interviews, and documentation to develop an accurate data collection strategy, determine focus, and deepen the data in the next data collection process. The second stage of data analysis is through reduction, which means that the researcher must conclude, summarize the main points, focus on important things, and look for themes and patterns that emerge. The reduced data will provide a clearer picture and make it easier for researchers to continue their research. The third stage of data presentation can be in the form of tables, graphs, pictograms, or the like. With a structured data presentation like this, the data obtained will be easier to understand by readers or the general public. The fourth stage of drawing conclusions aims to answer the formulation of the problem that has been set beforehand This analysis technique is designed to provide a more in-depth picture of the management of the shoe washing service business for MSMEs in Shoes and Care Karanganyar.

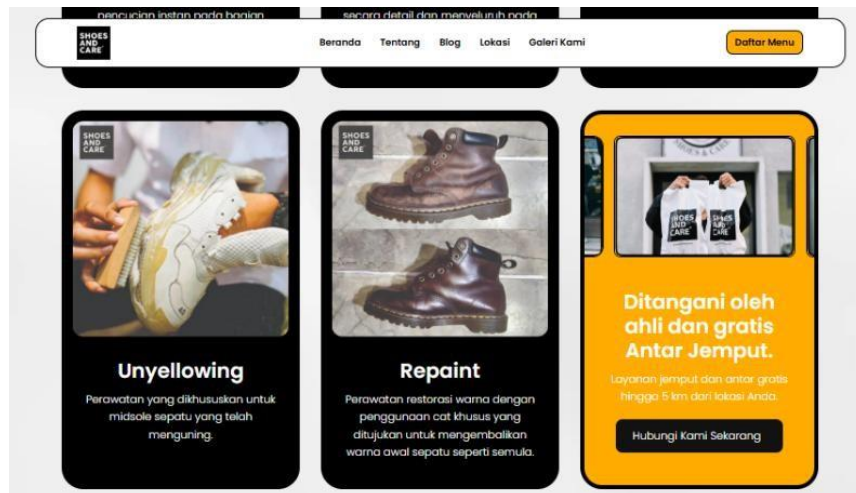
RESULTS

Shoe Wash Service Business Planning

Based on the data from the research obtained through interviews with Shoes and Care employees and documentation in shoe wash business planning, we have a table of shoe washing prices, target markets, service quality standards, and resources.








Picture 1. Types of Shoes and Care Services



Picture 2. Types of Shoes and Care Services

In determining this price table, it has been adjusted to the standards from the center, namely there are various types of services provided ranging from *fast cleaning*, *deep cleaning*, *premium treatment*, *unyellowing*, to *repainting* at varying prices. This can also be explained from the results of the documentation obtained by the researcher as follows:

PRICE LIST MENU SHOES AND CARE			SHOES AND CARE
TREATMENT	DESCRIPTION	ITEMS	PRICE
FAST CLEANING 	Pencucian instan pada bagian upper dan midsole, dapat di tunggu 15-30 menit	Regular	30.000
	Pencucian instan pada bagian upper, midsole dan outsole, dapat di tunggu 15-30 menit	Outsole	50.000
DEEP CLEANING 	Perawatan pembersihan sepatu, tas dan topi secara detail dan menyeluruh pada seluruh bagian.	Mild	60.000
		Regular	80.000
PREMIUM TREATMENT 	Perawatan yang di tunjukan untuk material khusus dalam pengerjaannya dan menggunakan bahan khusus dalam setiap produknya.		100.000
UNYELLOWING + WHITENING 	Perawatan pada bagian midsole yang telah menguning untuk menghilangkan warna kuning menjadi semula tanpa harus di repaint		120.000
REPAINT 	Perawatan restorasi warna dengan menggunakan cat khusus yang ditunjukan untuk mengembalikan warna sepatu seperti semula.	Start From 200.000	

Picture 3. Shoes and Care Price List

From figure 3, it can be seen that the price of *fast cleaning* is divided into two, namely regular services of Rp. 30,000 while *outsole* Rp. 50,000. *Deep cleaning* starts from Rp. 60,000 to Rp. 180,000. *Premium treatment services* are Rp. 100,000, *unyellowing* Rp. 120,000, and *repaint* starting from Rp. 200,000. The pricing is also determined based on the market target that has been determined and has been adjusted to the characteristics of the target market. Starting from the business location, as well as the provision of services provided to attract customers so that they can provide options for consumers to increase product competitiveness. In addition, Shoes and Care also actively promotes through its social media such as Instagram stories/feeds, endorsements, WhatsApp broadcasts, and monthly routine promos.



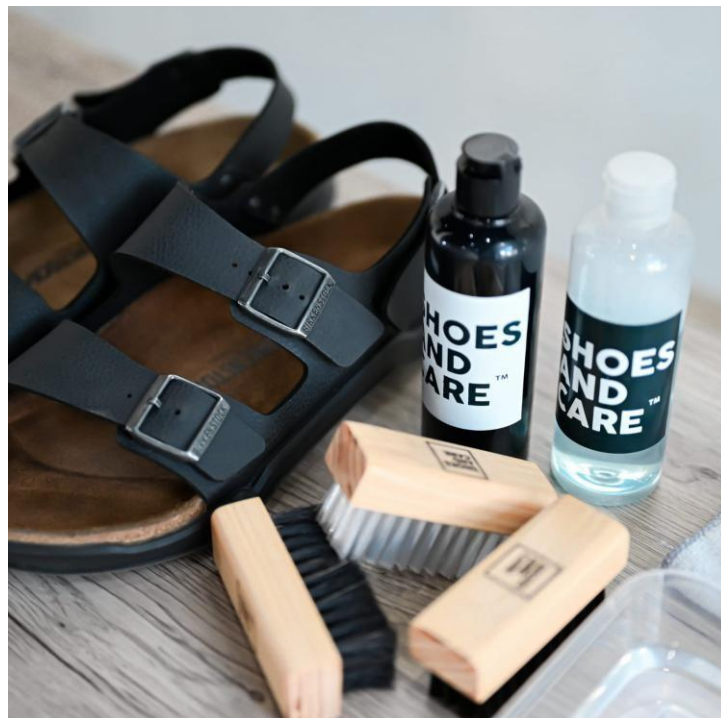
Picture 4. Posted on Instagram @shoesandcaresolo

Based on the results of interviews and documentation in figure 4, it can be explained that the target market has been determined to attract the attention of a digitally literate market and appreciate visual aesthetics. Based on this, Shoes and Care forms a target market by providing various services to be able to reach consumer needs, provide discounts actively, and promote through its social media to target the market it wants to reach. So that in maintaining consumer satisfaction through service quality standards, it needs to be well maintained. Through service quality standards that have been made in accordance with the Standard Operating Procedures (SOP), always friendly with customers, and maintain professionalism when receiving or handing over shoes. In the process of work, it must also be meticulous with caution and special techniques. Therefore, employees must be required to work carefully in accordance with the SOPs that have been made. In encouraging good service quality standards, it is necessary to have adequate operational equipment, namely shoe cleaning tools such as special brushes, detailing tweezers, soaking containers, cleaning products such as cleaners, shoe perfumes that come from the center. The completeness used in providing washing and maintenance services is important in ensuring

the availability of materials such as soap and perfume from the center and maintaining or caring for work equipment so that it continues to function optimally. The resource management at Shoes and Care Karanganyar shows that even though the scale of the business includes MSMEs, this business is able to manage resources in an integrated and service-oriented manner, human resource management, support of quality tools and materials, which is efficient as the main foundation in maintaining and improving service quality. This business designs service standards in detail, starting from the selection of washing methods, the types of services offered, to employee training to maintain consistent and professional quality. This finding is in accordance with the research of Priyono & Waluyo (2019) which shows that service quality has the most dominant influence on service usage decisions, which is 57.1%.

Shoe Washing Service Business Implementation

The implementation of business services in the service sector is closely related to how a business provides value to customers through a quality, measurable, and satisfaction-oriented process. In running a business, business actors need to have a thorough understanding of various forms of initial preparation (Mahmudah, 2024). The preparation includes analysis of market prospects and potential, meeting the needs of washing equipment and operational equipment, determining washing methods that are in accordance with the type and condition of shoes, to the stage of determining strategies and determining service prices. These four elements are an important foundation in supporting the success of business operations. If all aspects of the preparation have been met, then the implementation of shoe washing services can be carried out effectively and efficiently according to the business goals that have been set.



Picture 5. Washing Tools and Supplies

Based on figure 5, it can be seen that operational equipment is quite adequate such as shoe cleaning tools such as special brushes, detailing tweezers, soaking containers, cleaning products such as cleaners, shoe perfumes that come from the center to adjust the SOPs that have been set. The completeness used in providing washing and maintenance services is important in ensuring the availability of materials such as soap and perfume from the center and maintaining or caring for work equipment so that it continues to function optimally.

Through the initial procedure of receiving shoes, making notes, the implementation of the washing process, the drying stage, *Finishing* until it will be returned to the customer to support the creation of consistent service quality that can be trusted by customers. Overall, the implementation of services at Shoes and Care Karanganyar has reflected effective, customer-oriented service by maintaining customer satisfaction. This is a major factor in maintaining customer loyalty and expanding the business market reach in the service sector. This is in accordance with research Buana (2023) that explains the importance of *Service Quality* in increasing customer loyalty.

Improving the Quality of Shoe Washing Services Business Services

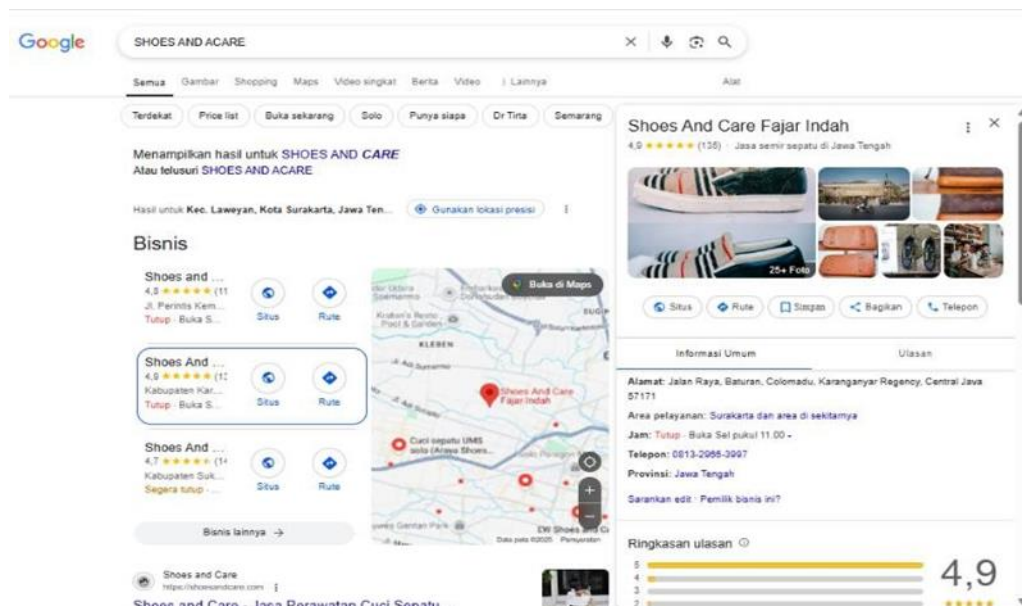
Improving service quality is the main key in retaining customers and creating a competitive advantage in the service business. Shoes and Care Karanganyar conducts a routine evaluation every month. This evaluation includes an analysis of turnover, customer responses, and incoming complaints. As a follow-up to the results of the evaluation, Shoes and Care Karanganyar continues to strive to improve the quality of services, including updating washing techniques, maintaining cleanliness of the workplace, improving employee skills through internal training, and adding a variety of attractive services and promos for new customers. This can be proven from the results of the research that researchers can find as follows:



Picture 6 Partner Awards with Fewer Complaints

Based on figure 6, it can be explained that the award is a form of appreciation from the center to the Fajar Indah Branch in Karanganyar Regency on October 12, 2023, showing official

recognition of the branch's efforts to reduce the number of customer complaints. In addition to receiving awards, there are many reviews on google reviews on Shoes and Care Karanganyar



Picture 7. Ulasan Google Review Shoes and Care Karanganyar

Based on figure 7, it can be seen that Shoes and Care Karangnyar received positive appreciation from customers who could provide an overview of the results in improving service quality. Where factors such as service constraints, responsiveness, communication, and transparency through the documentation of work results contribute to the high level of customer satisfaction. This is similar to the results of the study Mokobombang & Natsir (2024) which states that HR development strategies that involve continuous training, career development programs, and transparent and objective performance evaluation systems can improve employee performance and can improve overall organizational performance.

DISCUSSION

Shoe Wash Service Business Planning

The management of service businesses in the MSME sector plays an important role in ensuring business sustainability, especially when the business is service-based such as shoe washing services. MSMEs engaged in the service sector are required to not only meet market demand, but also be able to develop a comprehensive business management strategy that includes planning stages, operational implementation, and improving service quality (India, 2019). Shoes and Care Karanganyar is one of the MSMEs that has successfully applied this principle in daily business practices.

In the planning aspect, Shoes and Care Karanganyar prepares service standards by referring to the SOP (Standard Operating Procedure) from the center, determining the type of service (fast clean and deep clean), and preparing adequate facilities, infrastructure, and human resources (HR). Planning also includes pricing, estimated processing time, and promotional strategies through social media (Indarto et al., 2014). This planning is very important because it is the main foundation so that the service process runs efficiently, directed, and in accordance with customer expectations.

Shoe Washing Service Business Implementation

The implementation stage is carried out in a structured manner, starting from the process of receiving shoes, checking the initial condition, selecting washing methods, to drying and finishing. All employees understand the division of their respective tasks, which is the result of careful

planning beforehand. The service is carried out manually with the help of tools from the center and special chemicals provided by the center management. Interaction with customers is carried out in a friendly and professional approach, reflecting the values of customer-oriented service. This is in accordance with the opinion Kotler (2009) that the service does not only depend on the final result, but also on the interaction process during the service.

Improving the Quality of Shoe Washing Services Business Services

In an effort to maintain business sustainability, Shoes and Care Karanganyar is also committed to evaluating and improving service quality on a regular basis. Evaluations are carried out every month, including turnover analysis, customer complaints, and innovation proposals from employees. Customer feedback is obtained through social media and direct conversations, which are then used as the basis for improving SOPs or adding service types. Mokobombang & Natsir (2024) stated that in the world of service business, the success of service is highly determined by the ability of businesses to respond quickly and adaptively to customer needs.

CONCLUSION

This research shows that Shoes and Care Karanganyar has prepared a structured service plan, starting from analyzing business opportunities, determining the type of service, choosing washing methods, to preparing resources such as employee services and training. This planning is the basis for consistent service quality and according to central standards. The service process is carried out with the Standard Operating Procedures (SOP) that have been set. Every stage from shoe acceptance, washing, drying, to return is carried out systematically and supervised to ensure a satisfactory final result. Employees have an important role in ensuring quality and good communication with customers. Shoes and Care Karanganyar actively conducts regular evaluations of service performance. Through customer feedback, service innovation, and HR training, the business demonstrates a commitment to continuous improvement. The presence of awards from the center and positive Google Reviews reflect customer trust in the services provided.

The obstacles faced by both researchers from the scope of research are limited to one branch, namely Shoes and Care Fajar Indah Karanganyar, so that the findings cannot be generalized to all Shoes and Care branches in various regions. Limited access to financial and managerial data means that researchers cannot explain internal information such as financial statements and marketing strategies in detail. Customer satisfaction data is mostly derived from direct responses and Google Reviews reviews that are subjective, so they do not reflect an overall objective assessment of customers.

In this study, the researcher realized that there are still many shortcomings and errors. The suggestion for future research is to expand the scope of the research to include more business units or to compare several similar business people, in order to get a more comprehensive picture of service practices in this sector

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