

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Despite the global economic crisis, the automotive industry in Indonesia has experienced surprisingly positive growth. According to market research consultation firm Frost & Sullivan Indonesia has one of the biggest automotive scenes after Thailand. Analysis by Association of Indonesian Automotive Manufacturers suggests that domestic car sales could increase by 5 percent to 1.05 million units (“The growth of the automotive industry and car ownership in Indonesia,” 2016)

With this kind of rate, private car owner will be demanding more car wash for their car. Cleaning car in driveway is very time consuming, requires a significant amount of energy and it is a really messy job. The majority of people still prefer a car wash for good reason. A car wash is quicker, more convenient and offers a number of other benefits.

The advantages of washing car in a carwash which are especially equipped with hydraulics are saving money on water, saving time, and prevent rust on car. Quicker carwash does not mean that the car will be squeaky clean, there

will always be a spot missed by the cleaner. That's why the owner has to oversee the process to make sure that all cars cleaned perfectly.

The owner of cars are the costumers of the car wash which is the major determiner on judging how clean their cars are. Some people often want fast method which means that a spot is often missed by the cleaners. The other people want their cars to be clean thoroughly. Time is not a problem for them. They are willingly to wait for one hour. Whatever the customers want, the car wash owner need to satisfy them.

As a student of Englishpreneurship, the writer is interested to study on the service given by a car wash . some studies on service in car wash has been done. Eldwin, Elizabeth, & Megawati (2017) investigate the feasibility of hot stream carwash business and the results of the business feasibility shows that that the Hot Steam Carwash business is feasible. Another study on car wash has been done to see the This study aims to test whether the business idea of establishing an auto car- washing service in Hanoi, Vietnam is applicable or not. Based on the analysis of the automobile industry, as well as the current car-washing market in Vietnam, specifies in Hanoi, the business idea is seen as potential. The author focuses on the process of planning a business(Bui, 2015).

Another study was conducted using a convenience sample of 761 respondents found that The dimensions identified were differed from other studies conducted into service quality dimensions in this context, highlighting the variable

nature of service quality in this context. The implications of this study are that the customer perceives the way in which the service is delivered as critical in evaluating service quality.(Berndt, 2009).

This study is different from other studies as it is conducted in Indonesia where the nature of the service given in the carwash is different from that in other country.

1.2 Field of the Study

The field of the study is creative industry related to car wash service

1.3 Scope of the Study

In this study, the writer wants to focus on car wash customers' perception on the Carwash

1.4 Problem Formulation

To be able to do the research effectively, the researcher focuses on one problem formulation: What are service dimensions implemented in 'Yoyok Air Carwash at Puri Anjasmoro raya no 25 Semarang?

1.5 Objectives of the Study

This study aims to know the customers' perception on the service dimensions implemented in 'Yoyok Air Carwash at Puri Anjasmoro raya no 25 Semarang.

1.6 Significance of the Study

The focus of this study is to find out the perception of car wash's customers on the service dimensions implemented in a Carwash. Therefore, this study later will help people, especially entrepreneurs, to understand the service dimensions implemented in 'a carwash. Moreover, this study will acknowledge the readers on the service dimensions. On behalf of the company, the results of this study will give the company input on the customers' opinion on service dimensions in in his company .

1.7 Definition of Term

1. Service

Service is a system or organization that provides for a basic public need (Oxford Dictionary, 2008)

2. Service dimensions

They are the parts of service quality consisting of empathy, assurance, reliability, tangibles, and responsiveness (Kenyon & Sen, 2011).