

**CONSUMER BUYING DECISION OF CAR WASH SERVICE DURING COVID-19
PANDEMIC CASE STUDY: CAR WASH TUGU KACANG KAWANGKOAN**

*KEPUTUSAN PEMBELIAN KONSUMEN DARI JASA CUCI MOBIL SELAMA PANDEMI COVID-19
STUDI KASUS: JASA CUCI MOBIL TUGU KACANG KAWANGKOAN*

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Abstract: The phenomenon regarding the pandemic shows a before and after effect which needed to be taken into consideration regarding the research. The current condition is highly associated with the consumer decision making during the pandemic era; there are determinants that needed to be taking into account in order to find the current situation of people that want to use car wash service. The purpose of this study is to find out how the company set up the car wash service toward the intent of Consumer Buying Decision. This study uses a qualitative method and interview toward informants were conducted in order to gain information regarding the phenomenon. The service quality of car wash eventually play part for customer buying decision. It can be seen that service quality is closely related because it talks about the quality of service or products that will be received by the customers. The service is expected to maintain the current quality of service and keep on maintaining the implementation of health protocol, it can boost the trust from the customers toward the service given by the car wash and also retaining good number of customers as well.

Keywords: *consumer buying decision, Covid-19 pandemic*

Abstrak: Fenomena mengenai pandemic yang terjadi menunjukkan bahwa adanya perbedaan keadaan sebelum dan sesudah pandemik yang harus diperhatikan dalam penelitian yang akan dijalankani. Kondisi saat ini sangat berhubungan erat dengan keputusan pembelian konsumen selama pandemik berlangsung, adanya fakto-faktor yang harus diperhatikan agar bisa melihat kondisi terkini dari pelanggan yang ingin menggunakan jasa cuci mobil selama masa pandemi. Tujuan dari penelitian ini adalah untuk melihat bagaimana usaha cuci mobil memberi jasa dalam hubungannya dengan keputusan pembelian konsumen. Penelitian ini menggunakan metode kualitatif dan wawancara terhadap informan dilakukan untuk memperoleh informasi lebih mengenai fenomena yang terjadi. Pada akhirnya kualitas jasa dari jasa cuci mobil memiliki peran penting dalam keputusan pembelian konsumen. Dapat dilihat bahwa kualitas jasa berhubungan erat dengan keputusan pembelian konsumen dikarenakan kualitas dari jasa atau produk akan langsung dirasakan oleh konsumen. Jasa cuci mobil diharapkan dapat mempertahankan kualitas jasa yang diberikan selama masa pandemi serta mempertahankan jumlah konsumen yang sudah ada saat ini.

Kata Kunci: *keputusan pembelian konsumen, pandemic Covid-19*

INTRODUCTION

Research Background

In the current Pandemic every day the number of four-wheeled vehicles continues to grow even though it is not as significant as in previous years. Seeing this situation car wash services continue to try to compete for profit in the current pandemic by following each health protocol. Apart from the pandemic as now car wash

services are still a necessity for everyone who has a vehicle especially if the vehicle is dirty and exposed to rain if left unchecked can make it fragile and even rust on the vehicle. Sometimes vehicle owners are lazy to clean a vehicle and take it to a car wash. However, not everyone can afford to take care and maintain the cleanliness of their vehicles. Therefore; they need a car wash service that is able to meet their needs (Tanwar, 2020). In an effort to meet the needs of consumers who tend to be different, we need a place of business that can attract consumers to come and clean the vehicle.

A Carwash or Auto Wash is a facility used to clean the exterior and, in some cases, the interior of motor vehicles. Car washes can be self-serve, fully automated, or full-service with attendants who wash the vehicle. Car cleaning businesses comes in all different design-from full service to self-service to automatic to hand polishing. In the current pandemic every day the number of four-wheeled vehicles continues to grow even though it is not as significant as in previous years. Seeing this situation car wash services continue to try to compete for profit in the current pandemic by following each health protocol. Apart from the pandemic as now car wash services are still a necessity for everyone who has a vehicle, especially if the vehicle is dirty and exposed to rain if left unchecked can make it fragile and even rust on the vehicle. Sometimes vehicle owners are lazy to clean a vehicle and take it to a car wash. However, not everyone can afford to take care and maintain the cleanliness of their vehicles. Therefore; they need a car wash service that is able to meet their needs. In an effort to meet the needs of consumers who tend to be different, we need a place of business that can attract consumers to come and clean the vehicle.

Seeing the situation in Kawangkoan, North Sulawesi, most of them provide motorcycle and car washing services, but most do not use a hydraulic system. The Car Wash Tugu Kacang offers car wash services by means of a hydraulic system. Car wash Tugu Kacang provides car wash services and other necessities for cleaning cars such as Ordinary and Hydraulic car wash, tire polish, cleaning the car's interior, and checking tire pressure. The main service offered is washing the car by hydraulic. car wash services are not easy to overcome as experienced by Car Wash Tugu Kacang, this business has many competitors that make this business must be more observant in running and marketing their business. Based on the results of interviews with car wash service business owners, the number of consumers owned by car wash services is uncertain, especially with the current Covid-19 pandemic. This makes income begin to decline and consumers also begin to decline due to government regulations that encourage people to stay more at home than out of the house (Althaqafi, 2020). Therefore, the Car Wash Tugu Kacang continues to run their business and heed the health protocol announced by the government and car wash services while maintaining and paying attention to the hydraulic system currently. The phenomenon regarding the pandemic shows a before and after effect which needed to be taken into consideration regarding the research. The current condition is highly associated with the consumer decision making during the pandemic era; there are determinants that needed to be taking into account in order to find the current situation of people that want to use car wash service. Thus; the current research will focus solely on the determinants of consumer decision making that matter the most during the pandemic.

Research Objective

The research objective is to find out how the company set up the car wash service toward the intent of Consumer Buying Decision

THEORETICAL FRAMEWORK

Marketing

Based on marketing concept and theories, marketing is about identifying and meeting human and social needs. Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer. Marketing is human activity directed at satisfying needs and wants through the exchange process (Faisal and Nirmala, 2020). Marketing is a societal process that, subject to internal and environmental constraints, attempts to establish mutually beneficial exchanges. Marketing is the process of introducing a product or service to be known by the public. Marketing also means the process of marketing a product or service, starting from managing strategy, communication, and creating something to become something that is needed and entrusted to customers or the community. A company or business in order to meet the needs of consumers properly, it must be carried out an analysis,

planning, control, of marketing activities in the company or business. All of that in order to satisfy the needs of consumers and achieve company goals. This activity is known as marketing.

Service Quality

Service quality, in its contemporary conceptualization, is a comparison of perceived expectations of a service with perceived performance. This conceptualization of service quality has its origins in the expectancy-disconfirmation paradigm. A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive (Bloom, de Wit, and Carangal-San Jose, 2020). Evidence from empirical studies suggests that improved service quality increases profitability and long-term economic competitiveness. Improvements to service quality may be achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

Consumer Behavior

Understanding the consumer decision making process is the key to agreeing to marketing challenges and opportunities. It's important to align marketing with the step's customers take to decide what to buy or needs. Consumer decision making process involves the consumers to identify their needs, gather information, evaluate alternatives and then make their buying decision. The consumer behavior may be determined by economic and psychological factors and are influenced by environmental factors like social and cultural values (Pitaloka, 2020). Consumer decision making models in the literature have the following three stages in common: The Pre-purchase, the purchase, and the post-purchase stages. Consumer decision making imaged as a result to find solution in solving consumer's problems, a problem which is referred to as a discrepancy between a desired state and an Ideal state which is sufficient to arouse and activate a decision process.

Business Performance

Business Performance by is a set of performance management and analytic processes that enables the management of an organization performance to achieve one or more pre-selected goals. BPM helps businesses define strategic goals and measure and manage performance against those goals. Simply stated, BPM can be described as a series of business processes and applications designed to optimize both the development and the execution of business strategy (Donthu and Gustafson, 2020). Business Performance Management is a consolidation of concepts that companies have been practicing for some time, such as data warehousing, business intelligence, and total quality management.

Previous Research

Stanciu et al (2020) aimed at analyzing the behavior of the Romanian consumer in the context of COVID-19 emergence. The performed research has highlighted the particularities of the emergence of this sanitary crisis at the local economy level. Although the Romanian population's infection degree has been more reduced as compared to the Western states, the strict prevention measures imposed by the authorities have determined a model of behavior of the consumer close to the one of other states affected by the infection with the new coronavirus, SARS-CoV2. The market studies performed by specialized companies have shown that imposing home isolation conditions, due to the emergency state, has significantly reduced the social activities of the Romanian consumer, the actions being oriented mainly towards covering the basic necessities. The health of the consumers (purchase of medicines or visit to the physician), procuring food or financial activities at the banking units are the main motivations for leaving the residence. By comparison, the sports activities or the visits for supporting family members have the lowest weight. A segment of consumers, advocate of traditional commerce, has been forced to appeal to modern trade methods based on online shopping, and the specialists' estimations provide the maintenance of the trade behavior.

Donthu and Gustafsson (2020) aimed to address some of the pandemic-related issues affecting society. In total, there are 13 papers that cover different industry sectors (e.g., tourism, retail, and higher education), changes in consumer behavior and businesses, ethical issues, and aspects related to employees and leadership.

Pitaloka et al (2020) aimed to analyses the economic impact of the COVID-19 outbreak on the stock market in Indonesia. This research is a quantitative descriptive study by collecting various sources from journals and current case studies about the COVID-19 outbreak. The technique of collecting data uses quotations and related news. The results in this study are The COVID-19 pandemic outbreak harms the capital market, where

the occurrence of this pandemic has affected many investors in making investment actions that are very influential on the IHSG.

Conceptual Framework



Figure 1. Conceptual Framework

Source: Data Processed, 2021

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central. Qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experiences, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample, and Sampling Technique

A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion. Because qualitative research is based on certain case in a certain social situation where the result is not being applied to the population, but is transferred to other place in similar social situation with the case being studied, therefore the term 'population' is not used in qualitative research, in qualitative research it is called 'social situation'. The population in this research is the costumers who regularly or occasionally went to Car Wash Tugu Kacang Kawangkoan.

Sample is the subset or subgroup of population. A sample is the selected people chosen for participation in a study. Sample in qualitative research is not called as respondent, but as sources, participant, informant, friend and teacher in research process. Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. In order to have a clear result for the research and by following the methods provided, the sample size will be 10 customers of Car Wash Tugu Kacang Kawangkoan.

Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. In this research the researcher will use purposive sampling in order to conduct the interview. Sample method that can be used for this research is purposive sampling. Purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Technique

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data. Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research. In-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent. Secondary data is the data that already exist before and the next researcher try to research about the data again for the new research and have the specific purpose. Secondary data is the existing data which is collected by the previous researchers and use to support the current one.

Operational Definition of Research Variables**Table 1. Variable Definition**

Variable	Indicators
Service Quality	<ul style="list-style-type: none"> - Reliability - Assurance - Tangibles - Empathy - Responsiveness - Social Distance - Hygiene - New Normal Attitude

Source: Data Processed, 2021

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews. In instrument of research there are some step that have to applied in order to process the data that have to be researched. This is the step that will use in this research which is the step of qualitative data analysis because this research using qualitative data analysis in order to get the best result through step by step.

Data Analysis Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. Data analysis is the process of systematically finding and arranging interview transcripts, field notes, and other materials that you accumulate to improve your own understanding of them and to allow you to present what you've discovered to others. Qualitative data analysis is a typical inductive when data is being collected, the next step is the data being developed to find patterns or models or into hypotheses.

RESULT AND DISCUSSION**Result**

The Interview Results part will cover the answers encountered for each question. The answers will be ordered per respondent/informant and presented informant by informant from informant 1 to informant 10.

The first informant is 30 years of age and already become a consumer since 2017; the informant's always use the service once in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers, the workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is strict, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The second informant is 27 years of age and already become a consumer since 2017; the informant's always use the service once in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers, the workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is strict, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The third informant is 40 years of age and already become a consumer since 2016; the informant's always use the service twice in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers in order to keep good relationship with customers. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the best way to do service for either car or motorcycle. The workers also act responsive especially regarding the implementation of health protocol and regarding the demand from customers, regarding social distance the place made a waiting room for every customer and have implement health protocol not only for consumers but also for workers. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is good, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The fourth informant is 42 years of age and already become a consumer since 2017; the informant's always use the service once in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers in order to keep good relationship with customers. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the best way to do service for either car or motorcycle. The workers also act responsive especially regarding the implementation of health protocol and regarding the demand from customers, regarding social distance the place made a waiting room for every customer and have implement health protocol not only for consumers but also for workers. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is good, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The fifth informant is 44 years of age and already become a consumer since 2018; the informant's always use the service twice in a week. According to the informant the service given was reliable, the result of the service is always good. The service always accepting advice and input from customers, the workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle and ask regarding the satisfaction from the consumers. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always consistent. The implementation of new normal attitude according to the informant is good, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The sixth informant is 50 years of age and already become a consumer since 2015; the informant's always use the service twice in a week. According to the informant the service given was reliable, the result of the service is always good. The service always accepting advice and input from customers, the workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle and ask regarding the satisfaction from the consumers. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always consistent. The implementation of new normal attitude according to the informant is good, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The seventh informant is 27 years of age and already become a consumer since 2019; the informant's always use the service once in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers, the workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is strict, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The eighth informant is 26 years of age and already become a consumer since 2020; the informant's always use the service once in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers, the

workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is strict, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The ninth informant is 27 years of age and already become a consumer since 2020; the informant's always use the service once in a week. According to the informant the service given was reliable, all the workers always implement the health protocol. The service always accepting advice and input from customers in order to keep good relationship with customers. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the best way to do service for either car of motorcycle. The workers also act responsive especially regarding the implementation of health protocol and regarding the demand from customers, regarding social distance the place made a waiting room for every customer and have implement health protocol not only for consumers but also for workers. The informant feels that the hygiene aspect from the service is always in good shape and always consistent. The implementation of new normal attitude according to the informant is good, the shop always asks the consumers to do social distance, wear masks, wash hands and implement full health protocol.

The tenth informant is 28 years of age and already become a consumer since 2019; the informant's always use the service once in a week. According to the informant the service given was reliable, the result of the service is always good. The service always accepting advice and input from customers, the workers also keep good relationship with each consumer. The informant is satisfied with the service given as well; the workers always communicate to the consumers regarding the service for the vehicle and ask regarding the satisfaction from the consumers. The workers also act responsive especially regarding the implementation of health protocol now, regarding social distance the place made a waiting room for every customer and have implement health protocol as well. The informant feels that the hygiene aspect from the service is always consistent. The implementation of new normal attitude according to the informant is good.

Discussion

Globalization and Covid-19 have a big impact on the development of the business world. Markets and businesses are becoming more widespread and opportunities are everywhere, but on the contrary competition is getting tougher and more difficult because of the current Covid-19 pandemic. This condition requires the company to create a competitive advantage in its business to be able to compete on an ongoing basis. The phenomenon regarding the pandemic shows a before and after effect which needed to be taken into consideration regarding the research. The current condition is highly associated with the consumer decision making during the pandemic era; there are determinants that needed to be taking into account in order to find the current situation of people that want to use car wash service. Thus; the current research will focus solely on the determinants of consumer decision making that matter the most during the pandemic.

From the research; there are 10 respondents within the research from various ages. Questions regarding consumer buying decision which consist of service quality's aspects and add with the addition of health protocol aspects are added to further improve the findings from the research; from total 10 respondents all of the respondents agree that the implementation of health protocol is in full effect within the car wash service. Despite the change in nature regarding the health protocol, the service given by the car wash service is always good thus making the customers feel the same way regarding the quality and other aspect from service quality within the research. Further explanation regarding the link between the result of the research and previous research will be explained further more.

Service quality is a comparison of perceived expectations of a service with perceived performance. During pandemic, service quality closely related with health protocol that can impact the business as a whole. The idea of service quality itself consist of several major indicators which are reliability, assurance, tangibles, empathy and responsiveness. These indicators act as major points that can be used to measure the service quality of a certain products, when met with all the indicators it can be concluded that service quality which act as the base for consumer buying decision will show a positive outcome.

From 10 informants all of them give similar answers regarding the service quality and also the implementation of health protocol. All the informants agree that the service keep implementing health protocol and always accepting advices in order to improve the service, all the informants are satisfied with the result of

the service and the communication between workers and consumers always intact. According to all informants the workers also responsive in term of their work especially during the pandemic era, the implementation of health protocol such as social distance and other also in full effect which guarantee the safety for the consumers. To conclude the finding from the research, it means that by meeting all the requirement of service quality thus effecting the consumer buying decision by the users. That is why the informants who act as the consumers tend to do service again in the same place, because the service quality given by the shop and also the implementation of health protocol which make the customer feel safe. Despite the pandemic that happen, the car wash company still be able to survive by implementing health protocol and also achieve good service quality.

It is corresponded to previous research from Stanciu et al. (2020) which stated that consumer buying decision during will eventually change especially during the pandemic era. However, it can still be sustained by meeting the right needs and wants from the customers, thus the service quality act as the way for the business to survive during the pandemic. Other research done by Bouey (2020) also stated regarding the status of small and medium enterprises, which also include the condition of car wash as part of small and medium enterprises. It is stated that the current pandemic makes these business to suffer from loss in a great manner, unexpected losses in many aspects also happen during the pandemic. However; the way for business to bounce back during the critical situation is to meet the needs of the people through good service quality. In the end, service quality can impact consumer buying decision especially during this pandemic era.

The explanation above shows the linked between consumer buying decision with service quality during the pandemic era. It can be seen that service quality is closely related because it talks about the quality of service or products that will be received by the customers. If all aspect within service quality can be met, meaning that the business can provide good value within their service and thus making people have tendency to make buying decision to re-use their product or service. The same thing happened with car wash, in this case the car wash that still manage to do well with their service quality and also do adaptation by implementing health protocol. Through the research it also can be found that people will have tendency to have higher buying decision if the implementation of health protocol is intact, because it is concerning regarding the safety and health of the people as well.

CONCLUSION AND RECOMMENDATION

Conclusion

The service quality of car wash eventually play part for customer buying decision. It can be seen that service quality is closely related because it talks about the quality of service or products that will be received by the customers. Not only have that but the implementation of health protocol also fundamental during this pandemic era. The car wash that still manage to do good with their service quality and also do adaptation by implementing health protocol. Through the research it also can be found that people will have tendency to have higher buying decision if the implementation of health protocol is intact, because it is concerning regarding the safety and health of the people as well.

Recommendation

With the idea of customer buying decision closely related with service quality and health protocol; there is a recommendation which will be for the car wash service. The service is expected to maintain the current quality of service and keep on maintaining the implementation of health protocol, it can boost the trust from the customers toward the service given by the car wash and also retaining good number of customers as well. Customers will have higher buying decision toward the service because there will be guarantee given by the shop in form of quality and safety as well. The researcher hopes, this research will be used to gain more comprehensive understanding regarding customer buying decision linked with service quality toward the next researches. It is also recommended for the next researcher to have more informants or conduct the research on other company or business; other input such as adding other variables and also different perspective of conducting the future research will make the final result better for the future researcher and give a more comprehensive understanding regarding this topic.

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