Increasing Corporate Competitive Advantages in Customer Loyalty Using Electronic Applications Laundry

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ARTICLE INFO

JASAT use only:
Received date: 13 January 2019
Revised date: 19 February 2019
Accepted date: 8 March 2019

Keywords:
Applications Laundry
Corporate Competitive Advantages
Customer Loyalty

ABSTRACT

The business application solutions in an electronic form based on information communication technology is the company’s commitment to enhancing the competitive advantage of its corporate customers in terms of efficiency, effectiveness, performance, and business development. The research objective is to provide laundry services to customers in implementing laundry application services in electronic form, so that it is expected to simplify and accelerate work and improve the company’s competitive advantage. This research uses descriptive analytic and design methods by presenting a summary of interviews and field surveys, model diagrams and navigation structures in developing laundry service applications. The research output is to be able to perform the design process and empower the electronic model of laundry service, this research is also expected to increase the competitive advantage of corporate customers.

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INTRODUCTION

Currently, electronic-based services are used by users to be able to provide convenience in service to all their customers. This electronic-based service can also be used in laundry service [1-4]. The business application solutions based on information communication technology is the company’s commitment to enhancing the competitive advantage of corporate customers in terms of efficiency, effectiveness, performance, and business development. This is certainly part of an effort to improve the quality of customer service while bringing benefits to the company’s competitive advantage [5-6].

Electronic-based information communication technology strongly supports the laundry service industry. Laundry industry certainly has a budget for using electronic laundry-based applications. With this laundry service application, the quality of laundry service industry can increase.

The laundry service industry is widespread in big cities in Indonesia, such as Jakarta. The reason for using the laundry service was because of the busy schedule of the customers, which made them not have time to clean their own clothes. Therefore, urban customers often look for laundry services to help them clean their clothes in the midst of their busy lives [7].

Chairman of the Indonesian Migrant Workers Association, Wasono Raharjo said if you want to start a laundry business with a small capital, laundry-kilo is the right choice. With a capital of about 15 million up to 20 million rupiahs, entrepreneurs can build laundry service business in strategic locations such as housing, campus or boarding house [8].
In the situations described above, the laundry service industry requires adequate electronic laundry service applications. Electronic laundry service applications can be used to simplify and speed up administrative work to be more effective and efficient. Electronic laundry service applications that will be implemented in the laundry service industry can also be used to manage all necessary data, ranging from customer registration data to managing customer data, raw material data to be used, supplier data, and all other operational data used by the laundry service industry [9].

In this research try to raise the issue of how it can be used to build adequate electronic laundry applications so that it can be used by all customers to improve the quality of service to customers while helping customers in cleaning their clothes. The purpose of this study is to provide learning services to customers in performing laundry services in electronic form, so it is expected to simplify and accelerate the work of customers and is expected to increase the competitive advantage of corporate customers [10].

EXPERIMENTAL METHOD

This research uses the descriptive-analytic method and design modeling by summarizing the result of interview and survey. With this method will be illustrated model laundry application, and will be analyzed design laundry application interface modeling. Data analysis techniques are used to analyze the construction of interface models using the use-case diagram.

The navigation structure is shown in the figure below.

RESULTS AND DISCUSSION

Laundry Navigation Structure

Development of electronic laundry application can be seen in the figure below.

Customer User Interface

User interface ‘customer data’ can be seen in the figure below.

Laundry Type User Interface

User interface ‘laundry type’ can be seen in the figure below.
Payment User Interface

User interface ‘payment’ can be seen in the figure below.

Fig. 8. Payment Interface

Laundry Application Testing

Testing of electronic laundry service application model is done by checking the application directly to be applied. The following is a laundry application test model.

<table>
<thead>
<tr>
<th>Item</th>
<th>Result</th>
<th>Tested</th>
<th>Valid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Click ADD icon</td>
<td>Successfully add customer data</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Click Change icon</td>
<td>Successfully change customer data</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Click Delete icon</td>
<td>Successfully delete customer data</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Click Find icon</td>
<td>Successfully find customer data</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Item Number</td>
<td>Successfully add customer ID</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Item Name</td>
<td>Successfully add name customer</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Item Address</td>
<td>Successfully add address customer</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Item Contact</td>
<td>Successfully add contact no customer</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Click Save icon</td>
<td>Successfully save customer</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
<tr>
<td>Click Cancel icon</td>
<td>Successfully cancel saving</td>
<td>Accordingly</td>
<td>Valid</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table 4. Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item</td>
</tr>
<tr>
<td>Click ADD icon</td>
</tr>
<tr>
<td>Click Change icon</td>
</tr>
<tr>
<td>Click Delete icon</td>
</tr>
<tr>
<td>Click Find icon</td>
</tr>
<tr>
<td>Item Number</td>
</tr>
<tr>
<td>Item Pay</td>
</tr>
<tr>
<td>Item DP</td>
</tr>
<tr>
<td>Item Remain</td>
</tr>
<tr>
<td>Click Save icon</td>
</tr>
<tr>
<td>Click Cancel icon</td>
</tr>
</tbody>
</table>

The test results of the laundry service application model using a black box approach.
In the three tables, the results of the laundry service application software testing developed to function properly.

CONCLUSION

The development of laundry service application model is able to overcome the problem of laundry service and can present better information. With the implementation of this laundry service application model can help alleviate the tasks of all parties directly related to laundry service applications and is expected to increase the competitive advantage of corporate customers. This laundry service application is developed by using an interactive interface so that both the administration and the owner can directly use this application as possible. This research only focuses on the development of laundry service application, and it is highly recommended to be developed further.

ACKNOWLEDGMENT

We would like to extend our gratitude to all shareholders who have helped so that this article can be completed. This research has been presented at The 2nd International Conference and Call for Paper (ICCAP 2018), Trade Analysis and Development Agency, Ministry of Trade Republic of Indonesia, “Strategy and Innovation of Trade in the Digital Economy Age”, Jakarta, 5-6 September 2018.

REFERENCES


