

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The times, today many people are working and busy doing activities, so they don't have time to do household chores such as washing and ironing their own clothes. According to him, this is accompanied by an interest in working at home with high employment opportunities. Nowadays, the mushrooming of service businesses, especially those engaged in services, has resulted in increasingly intense competition among laundry services. Especially the laundry service business in the city of Bengkalis where there is more competition, including now rainbow laundry and extra laundry. Various attempts are made by them to win the competition, among others by providing shuttle service facilities, giving discounts if they become members and so on.

Determined by several factors, including quality, services, facilities and price. Price is a factor that is very influencing in the winning of the hearts of consumers and potential consumers. Price is the nominal amount that must be paid by consumers for services and facilities provided by the laundry entrepreneur or service provider. If there is a comparison between several laundry with the same quality and service in determining the price and ignoring the factor of consumer loyalty to producers or service providers, consumers will tend to choose a cheaper laundry.

The development of business in the service sector in Indonesia is quite promising. it is a consumptive and practical attitude that makes this possible. Seeing the many demands for practicality in meeting needs Personally, then slowly began to develop a service business that provides convenience in terms of washing clothes called Laundry services. With the number of laundry service businesses in circulation, especially in the city of Bengkalis, the increasing intensity of competition requires a company to improve good facilities and apply prices according to the facilities or quality provided. The basic goal of a business is no

longer just profit, but the creation and addition of value for customers. Value added implies the creation of satisfied customers, decent employees and big profits. In addition, the facilities provided and the price provided by the company are also a consumer attraction.

In this laundry service business, there are already a lot of competition from other clothes washing service companies. Especially laundry services in the city of Bengkalis including rainbow laundry and extra laundry in dealing with its competitors, laundry companies must provide better service facilities to get good quality, effective and efficient and apply affordable service selling prices. In most laundry businesses, the selling price of laundry services is set based on market prices, as well as service facilities that must be implemented by the laundry company in order to be attractive to consumers, namely providing shuttle service facilities, business premises that are easily accessible to consumers, have a different appearance, provide easy transactions for consumers. consumer.

The laundry service business, especially in the city of Bengkalis, is getting tighter, so there are several laundry services including the following:

**Table 1.1 Name and address of laundry in Bengkalis**

Laundry name	Address
Velyn laundry	Jl. Ahmad Yani.
Fresh laundry	Jl.Hangtuah, Damon, Kec. Bengkalis, Kab.Bengkalis.
A'yuk laundry	Jl. Hangtuah.
Mawar laundry	Jl. Wonosari Tengah, Wonosari, Kec. Bengkalis, Kab. Bengkalis.
Go green laundry	Jl. Antara, Simpang Empat Lampu Merah
Family laundry	Jl. Hos Cokroaminoto, Rimba Sekampung, Kec. Bengkalis, Kab. Bengkalis.
Young laundry	Jl. Pramuka-Air Putih

*Source: data processed, 2020*

The existence of a laundry service business is one form of business activity carried out by entrepreneurs. The development of a society that is increasingly modern and thinking practically along with a growing fashion for clothing with better quality materials has certainly given birth to a type of laundry service business that is growing rapidly, so that laundry businesses are popping up everywhere both on a small scale and on a large scale, therefore the laundry service business more and more competition.

Laundry is a facility where clothes are washed and dried. With the development of various fashion models, for example the types of clothing which has a motif that is not easy to wash yourself and various other types of equipment, such as washing towels, washing blankets, washing dolls, washing bags and others.

Price is an important part of marketing a product or service. Pricing is a laundry pricing pricing technique, which varies, according to the facilities or quality provided and given, over time. From the price and facilities that are applied and provided by the laundry company, it becomes a comparison factor between one laundry and another. Price is one of the determinants of the success of a company, because the price determines how much profit the company will get from selling its products in the form of goods and services.

Rainbow Laundry is located at Jl. Gatot Subroto, Bengkalis City, Kec. Bengkalis, Kab, Bengkalis, Riau is one of the best laundry places in Bengkalis Regency. Laundry services offered include shirt laundry, t-shirt laundry, curtain laundry, sheets, white shirts, coats and more. Rainbow laundry is one of the laundry in the Bengkalis Regency by offering cheap and affordable prices. Rainbow laundry opening hours in the city of Bengkalis every day from 08.00-19.00 WIB.

Meanwhile, Extra Laundry which is located on Jl. Gatot Subroto is one of the best places in Bengkalis Regency. Laundry services offered include shirt laundry, t-shirt laundry, curtain laundry, sheets, white shirts, coats, shoes, pants, and others. Extra laundry offers laundry services at cheap and affordable prices as well as the best quality. Apart from the low price, there are also choices of laundry packages starting from express laundry for a day / 1 day finish. The results of washing the laundry are also very clean, tidy and ironed.

Based on the background that the authors put above, the authors are interested in comparing the facilities and prices between Rainbow Laundry and Extra Laundry, through a study entitled "Comparative Analysis of Facilities and Prices Between Rainbow Laundry and Extra Laundry".

## **1.2 Formulation of the problem**

Based on the background that has been described above, the writer can formulate the main problems, namely:

1. Is there a difference between Rainbow Laundry and Extra Laundry in terms of the price offered?
2. Is there a difference between Rainbow Laundry and Extra Laundry in terms of the service facilities provided?

## **1.3 Purpose of the study**

Based on the formulation of the problem above, the objectives of this study are:

1. To explain whether there is a difference between Rainbow Laundry and Extra Laundry, it is seen from the price offered.
2. To explain whether there is a difference between Rainbow Laundry and Extra Laundry, it can be seen from the service facilities provided.

## **1.4 Significance of the Study**

Everything that is done must have benefits, while the benefits for the final research "Comparative Analysis of Rainbow Laundry and Extra Laundry Facilities and Prices" are as follows:

1. For the Company  
The results of this study can be used as a reference or guideline for companies to find out in providing service facilities that are expected to provide comfort and set prices according to the quality provided.
2. For Researchers  
This research can be used as material for experience, knowledge, and as a guide for completing the Final Project which is one of the requirements for completing Diploma IV in the International Business Administration study program, Department of Business Administration. It is hoped that this final research can be used as a means to increase the development of creativity in conducting research and author innovation.

3. For State Polytechnic of Bengkalis  
For the State Polytechnic of Bengkalis, it is hoped that it will serve as a reference for other research in the future.
4. For the Community  
This research is expected to provide insight in the form of a final project that can be used to broaden knowledge in conducting research activities in comparing facilities and prices in the laundry service business.
5. For Other Parties  
The results of this study are expected to contribute to the development of studies on comparison of facilities and prices and can be used as additional information in further research on the same theme.

### **1.5 Scope and Limitation of the Problem**

Based on the background above, it can be seen that the scope and limitation of the Problem in this study are as follows:

1. Laundry rainbow and extra laundry are very good, so there must be a lot of employees to make work easier and customers do not have to wait long.
2. The research area is very strategic and visited by many people, therefore due to the covid-19 it is mandatory to wear a mask.
3. Prices and laundry facilities are also competitive. The two laundry facilities must be able to provide good facilities and prices that can be reached by consumers in order to attract customers' attention.

### **1.6 Writing System**

The systematics of writing research reports Comparative Analysis of Facilities and Prices Between Rainbow Laundry and Extra Laundry are as follows:

#### **CHAPTER I: INTRODUCTION**

In chapter 1 explains the background of the problem, problem formulation, research objectives and the systematic writing of a study in the final research report.

#### **CHAPTER 2: LITERATURE REVIEW**

In chapter 2 explains about previous research and theoretical basis in this final research contains the theory that underlies the research that comes from books / literature published nationally or internationally for at least the last 10 years.

**CHAPTER 3: METHODS AND PROCESS OF RESEARCH COMPLETION**

Chapter 3 explains the identification of the location, time and object of research, types and sources of data, population and samples, sample collection techniques, data collection techniques, data processing techniques, scale measurement, data analysis methods, types of research, concept definitions and operational variables.

**CHAPTER 4: RESULTS AND DISCUSSION**

In chapter 4 explaining the results of testing, discussion and limitations of research results, discussion of the results obtained is made in the form of theoretical explanations, either qualitatively, quantitatively or statistically.

**CHAPTER 5: CONCLUSION**

In chapter 5 explains the conclusions and suggestions from the research that has been carried out.

**REFERENCES**

**APPENDICES**

**WRITER BIOGRAPHY**