

Laundry Business Change Management in Trà Vinh Vietnam: Adaptation to the Covid-19 Pandemic

Nguyen Thi Hoang *

Graduate Program Economic Management Tra Vinh University, Vietnam

*Corresponding email: nguyenthahoang201@gmail.com

Article History	Abstract
<p>Received: September 31, 2022</p> <p>Revised: November 13, 2022</p> <p>Accepted: December 30, 2022</p>	<p>The purpose of this study is to explore changes in the laundry service business, which is one of the businesses in the service sector that is currently in great demand by boarding housewives and children in Trà Vinh Vietnam City. The research method used is an exploratory method through surveys and in-depth interviews with 15 laundry service businessmen in Tra Vinh City, Vietnam. The survey was conducted in November 2020-April 2021. Where washing clothes through laundry services are considered more efficient and effective. It is believed that this land service will continue to survive, considering that even though washing clothes is a trivial things, this activity requires a lot of time and energy. Practicality is the most basic thing for people who are more active outside the home. By using laundry services, people have more extra time to do other activities. Another thing why laundry services are more effective is because of the need, where there are various types of clothes/items that cannot be washed manually because they require extra attention and special treatment during the washing process. In the era of digitalization, it is also necessary to develop how the laundry service business can survive and develop rapidly so as not to be left behind with similar services. Laundry service owners must dare to make changes for the sake of business development. This change must also be supported by employees, where employees also play an important role in the development of a business, employees who provide good service to consumers give their own impression in the hearts of consumers so that they can make them regular customers.</p> <p>Keywords: Laundry Business Change Management; Trà Vinh Vietnam; Adaptation The Covid-19 Pandemic.</p> <p>JEL Classification: M11, M21.</p> <p>Type of paper: Research Paper.</p>

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I. Introduction

Corona Virus Disease (COVID-19) in 2019 has become a global pandemic since it was announced by WHO on March 11, 2020 (World Health Organization, 2020), and has also been declared the Head of the National Disaster Management Agency through Decree number 9 A of 2020 extended through Decree number 13 A of 2020 as the Status of Certain Emergency Disasters due to Corona Virus Disease in Vietnam. The COVID-19 pandemic period made several changes, including in terms of the social order of society at various levels. At this time digitalization is needed because most human activities are carried out without leaving the house, such as schools, offices and the tourism industry, there are almost no activities that create crowds. The numbering of section and sub-section is following on this template. All margins should be 3 cm with A4 for size of paper with all 1.15 spacing and always add space after paragraph. Sizes and styles of page setup shown in this below. The example of table and figure also shown in this below.

II. Literature Review

2.1. Change Management

At this time in the industry that runs the service sector, digitalization of online media is urgently needed, because there should be no activities outside the home so that it forces us to do anything from inside the house. The role of digitizing online media in running a business in the service sector is the thing that is most in demand, this is because in this era we as individuals are competing with each other to accelerate both in terms of work and in terms of other aspects. So, that many of the women who have activities really need services based on digitalization of online media (Tatang and Suseno, 2022).

Laundry Service Business is one of the most sought after services, especially by women who have activities outside the home. Many people are competing to run this laundry business, so this business cannot be separated from competition between similar service providers. In this laundry business, the most important thing is to maintain consumer trust by prioritizing providing the best service quality, so that consumers become regular customers. Aubry, *et al.* (2013). Consumers hope that the service they get is in accordance with what is expected by consumers, both in terms of speed, cleanliness, tidiness and good service.

2.2. Business Adaptation

The case for laundry services is that if the service received is satisfactory, the consumer will become a regular customer, but if the consumer has felt disappointed with the service provided by the laundry service, the customer will move to look for other laundry services that are considered to be able to provide good service (Suseno & Dwiatmadja, 2016). Good service, such as hospitality for laundry services, has the most

important effect, where hospitality gives the impression of the first comfort that is obtained by the customer. Other factors are a comfortable, clean place, speed in completing laundry, tidiness, which also has a positive effect on customers (Suseno, 2019). There are also other supporting factors, namely the laundry pick-up service that has a good effect, so that customers will make regular customers because they are given convenience without having to leave the house, making this more practical and effective.

2.3. Changes in Consumer Behavior

Another factor is the economic impact due to reduced customer income during the pandemic, so they prefer to wash their own clothes in order to save on household spending. During the Covid-19 pandemic, the convenience and cleanliness of the laundry service area became an important factor to provide added value for customers for the cleanliness of the laundry. The most important factor in running a business in the service sector, namely friendliness and providing good service to customers is very important. Employees who are not friendly and capable give a negative value to the Laundry Business Place. Sometimes service providers are indifferent to customer needs (Suseno, *et al.* 2020). The quality of service, especially trade in the service sector, is very important, good service quality is one strategy to increase more new customers and to retain old customers. Customers will feel satisfied if the service received or perceived by the customer is in accordance with what is expected. Laundry pick-up services during the Covid-19 pandemic are more in demand, because without leaving the house, laundry services can still be carried out. With current conditions that require activities to be carried out at home, the laundry pick-up mechanism is made a customer priority. Suseno, *et al* (2020) state that readiness to change is the extent to which employees are mentally, psychologically or physically ready to participate in organizational development activities. Primarily refers to conditions where employees will have a high role in support and participation in organizational change.

III. Methodology

The research method used is an exploratory method through surveys and in-depth interviews with 15 laundry service businessmen in Tra Vinh City, Vietnam. The survey was conducted in November 2020-April 2021. After the data and interview manuscripts were collected, we grouped them into relevant keywords. Our data is cross-checked with government officials who oversee the laundry business in Tra Vinh City to confirm policies and implementation in the field so that there is a common thread with a business impact.

IV. Results and Discussion

Such rapid changes during the COVID-19 pandemic demand the acceleration of all aspects of society, both in the social order of society where the Vietnamese nation always upholds a sense of solidarity, but during this pandemic it cannot be enforced. The community is required to follow the government's advice to carry out activities at home, so the role of online media is very necessary for smooth running of activities (Kartika, et al. 2022). In the laundry service business, the role of digitizing online media can be said to be more precise, because customers do not need to leave the house to deliver laundry by notifying that there is laundry that must be completed via online media to a laundry service provider, making everything more efficient and fast. The new work from home habit adopted by many large and medium-sized companies as a result of the corona virus pandemic may have saved employees from the difficulty of leaving the house, but has left a bad impact on washing and ironing habits for some residents in Trà Vinh, one of the cities in Indonesia. Vietnam Previously, people would give us clothes to wash and we used to return ironed clothes to them (Tatang and Suseno, 2022). For example, a man who used to need at least five shirts and pants ironed in a week to go to the office, now only needs a few because he works from home. Laundry services that run a business by prioritizing customer satisfaction make this business will always develop well by following changes that occur in the order of the layers of society. The changes must be planned whether they are ready for changes (Worogati and Suseno, 2022). Integration is a process of assimilation in social interaction, which can unite various differences so that they become dynamic and structured (Rochmaedah et al. 2022). In the laundry service business, it is necessary to pay close attention to how to provide a sense of trust, safety, comfort for consumers for the final result of laundry, because this is the main key to customer satisfaction. So that service owners need to integrate various aspects that encourage the development of this business. During the COVID-19 pandemic, laundry service owners can provide reassurance to consumers that the use of chemicals and high-temperature drying processes can kill viruses or germs. Laundry service owners are required to be able to maintain business success by making customers become regular customers, so that the business continues to grow following the changes that occur. Customers will become regular customers if customer satisfaction is prioritized (WHO, 2020). In essence, the cleanliness of the results of the laundry has the most dominant effect on customer satisfaction, especially in the current Covid-19 pandemic condition where cleanliness is the number one thing, especially the cleanliness of clothes. The most crucial things in managing the transition to changes in laundry services are: a] Customer satisfaction on the cleanliness of the laundry results must still be prioritized; b] Customer confidence in the cleanliness of virus-free laundry products must be maintained; c] Laundry service owners and employees must understand and carry out their responsibilities wisely and professionally for customer satisfaction. The benefits felt from the realization of the changes that occur are as follows (Aubry et al. 2013): 1] Maintaining business for the future, 2] Easily adapt to social changes that occur, 3] Able to respond to customer requests quickly, 4] Improving employee competence and performance, 5] Increase the branding and recognition level of laundry services, 6]

Maintain the profits earned, and are expected to increase after the pandemic, 7] Minimize the impact of the pandemic for the continuity of the laundry service business.

Changes are also taking place in payment patterns using cards and mobile payment systems for laundry, offering alternative payment options. There is a shortage of coins amid this pandemic, which has caused problems for more than 60% of us in the laundry industry. Offering various alternated payment methods such as smartphone applications such as customer applications or Spyder Wash Credit Card Payment System to minimize hassle for customers which in turn can generate more business volume (Suseno, et al. 2020). More importantly, the cashless payment system naturally minimizes contact, making it safer and easier to use as COVID-19 rages on in the community in the city of Trà Vinh. Features and conveniences allow customers and employees to do more virtually or with a quick swipe, limiting the amount of time in-store, person-to-person contact, and the number of times people touch the machines themselves. They also reduce the spread of germs through multiple people touching cash and coins as revealed by our informant. "We have clearly seen improvements in alternative payment systems since last year. If a customer has considered adding a debit/credit card or app-based payment option to the laundry but hasn't moved forward, there has never been a better or wiser time".

Other services are wash, dry and take back enjoyed by consumers today doing their best to limit their time spent in public places and minimize contact with other people (WHO, 2020). With that in mind, a wash-dry-fold service and pick-up and delivery options are great additions to laundry. Expanding these options is a smart business move for a number of reasons. As mentioned by the business laundry in Trà Vinh. "First, it minimizes contact and time in the store, keeping laundromats and customers safer. It's also another way to generate business and build long-term customer relationships at a time when people may be hesitant or unable to visit in person. Expanding or adding these services allows companies to hire additional staff or avoid layoffs or furloughs for current employees during difficult times when unemployment is high." Many businesses continue to offer curbside pick-up, delivery, and other contactless options. With these trends and changes in consumer behavior, it is almost expected (Tatang and Suseno, 2022). Overall, adding or expanding this minimal contact service can serve customers well as we continue to emerge from the uncertainty of this pandemic. Moreover, they are a practical service that will continue to function within the laundry business model long after COVID-19 is no longer a threat. Due to new locations and increased rates due to the pandemic, many businesses are closing or turning to remote operations. That is, there are vacancies for laundry locations that have the potential to be excellent. Opening a branch or opening a new location if successful in the long-term business strategy of a laundry businessman. By considering renegotiating the lease and leasing agreement with the property manager for a better deal (Kartika, et al. 2022). Furthermore, updating the layout and laundry equipment as much as possible wants to be considered so that the business moves forward to meet the needs of the times. Take a look at some of the current trends and feedback we see across the laundry industry. Customers visit the laundrette

less often because they try to minimize contact with other people. Instead of visiting once a week to do smaller loads, they may now visit once every two weeks or once a month with lots of laundry. With that in mind, larger capacity machines are a popular and useful option today. People want to get in and out of the laundrette quickly. Upgraded and sophisticated commercial laundry equipment from well-known laundry company names is more efficient and has higher attractiveness, which means people get their laundry done faster and minimize risk (Suseno and Dwiatmadja, 2016). Enhanced technology, such as wash alerts sent to smartphones, also allows people to monitor their load while keeping their distance. Efficient new equipment and technologies provide increased revenue opportunities and keep utility costs low, which puts businesses in a good position to combat the potential impact of increased taxes, fuel costs, and a general economic downturn (Suseno, 2019). Customers want to maintain a safe distance when washing clothes. That means it is necessary to rethink the design and layout of the laundry to give people the optimal space to avoid interaction. More distance between the machine, seat and drying table is helpful. Providing plenty of aisle space and natural flow throughout the laundrette allows people to move naturally and finish their laundry without risking more contact than necessary.

V. Conclusion

Laundry services, which are businesses in the service sector, are currently in great demand among boarding house mothers and children during the Covid-19 pandemic. Where washing clothes through laundry services is felt to be more efficient and effective. It is believed that this laundry service will continue to survive, considering that even though washing clothes is a trivial matter, this activity requires a lot of time and effort. Practicality is the most basic thing for people who do more activities outside the home. By using laundry services, people have more extra time to do other activities. Another thing why laundry services are more effective is because of the necessity factor, where there are various types of clothes/items that cannot be washed manually because they require extra attention and special treatment during the washing process. In the era of digitalization, it is also necessary to develop how the laundry service business can survive and grow rapidly so that it does not fall behind with similar services. Laundry service owners must dare to make changes for the sake of business development. This change must also be supported by employees, where employees also play an important role in the development of a business, employees who provide good service to consumers give a distinct impression in the hearts of consumers so that they can make them regular customers.

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