

Management Application Study of Service Field (Beauty Salon "Moerty Salon")

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ABSTRACT

This research was conducted on the date and time as follows: Place : Moerty Salon, Jl. Trowulan Temple 42-Malang. Time: 3 months (calculated from the day the research was received at the moerty salon until the final interview). The basic method of this research uses descriptive qualitative and quantitative analysis methods. Descriptive analysis is a method of examining a status, a group of people, an object that aims to make a systematic description or description of the data obtained.

Keywords: Beauty Salon



INTRODUCTION

Moerty salon, which has been established since 2004, offers beauty treatments for everyone who always wants to look beautiful. Moerty salon has been operating for approximately 18 years, many experiences have been gained during the establishment of this salon service business, ranging from things that might not be desirable to things that are as exciting as today. This Moerty salon service business has also been widely known by many people because of its good quality and visitors feel comfortable with the services they get, this is based on friendly service. A very strategic environmental situation makes it easy for consumers to find a place of care that is very good and easy to reach.

At Moerty salon, there are problems that often arise, namely one of the main problems faced by Moerty salon is customer complaints about the services provided by salon employees. usually this happens because customers do not get the service they expect and the response of salon employees is lacking to the needs of each customer. In addition, it can also occur because of input or criticism from customers but not specifically noticed by salon employees so that customers feel disappointed.

However, with the problems faced, there are solutions offered by moerty salon. Here are some solutions that can be done by moerty salon in handling customer complaints

- Ensure that what is offered to customers and what customers get is appropriate.
- Provide a quick and precise response to all input, be it suggestions or criticism that can benefit the moerty salon business
- Providing a direct line of communication between customers and Mrs Nurhayati so that any incoming complaints can be resolved immediately.
- Every moerty salon employee is obliged to care about all customer requests so that there is no rejection of customer requests as long as it can still be fulfilled by the salon.
- Ensure that any complaints from customers can be resolved to completion as soon as possible and customers are satisfied with the service they get.

Salon Moerty's programmes to improve water distribution services include: Development of types of beauty services, rehabilitation of salon buildings, addition of beauty equipment, development of beauty models according to existing trends and HR capacity building programmes.

Moerty salon in the achievements and results of the implementation of strategies in improving beauty salon services in reality in service coverage has reached 70%-80% of the target market coverage in Malang City. However, customers of Moerty Salon are not only in Malang City but also in Malang district and in Batu City. In handling problems in customer complaints, good communication is needed to be able to understand each other between customers and the salon, be it employees or salon owners, so that it can be resolved immediately properly.

The strategy applied in the moerty salon beauty salon business is very important for strategic management in achieving the goals of moerty salon, namely providing the best service for customers. For this reason, the planned strategy must be implemented as well as possible and evaluated regularly so that progress in improving customer service can run effectively and efficiently.

Moerty salon "basically has the same method as several other businesses in procuring human resources, namely by getting employees who are in accordance with the needs in order to help achieve the goals of a business being run.

Human resource development carried out at "Moerty Salon" to develop the ability of employees as an individual and find and utilise existing potential by fully supporting each existing human resource to take part in skills training related to the expertise or skills needed by the salon service company.

Human resources are resources owned by a company to help the company efficiently and effectively achieve company goals. Human Resource Management has the functions of Planning, Organising, Actuating, and Controlling. Similarly, at Moerty Salon, the human resource management that is implemented helps regulate the relationship between individuals and organisations. In a business there is control that is carried out when a problem arises, and there is scheduled supervision that helps the employment system.

IMPLEMENTATION METHOD

This research was conducted on the following dates and times:

- Place: Moerty Salon, Jl. Candi Trowulan 42-Malang.
- Time: 3 bulan (dihitung mulai dari hari diterimanya meneliti ditempat moerty salon sampai dengan wawancara akhir).

The basic method of this research uses qualitative and quantitative descriptive analysis methods. Descriptive analysis is a method in researching a status, human group, an object that aims to make a description or description systematically of the data obtained. Qualitative and quantitative descriptive analysis in this study was used to determine the management aspects, technical and production aspects, market and marketing aspects and strategic aspects at Moerty salon, as well as financial aspects.

The data used in this research is primary data. Primary data is a source of research data obtained directly from the original source in the form of interviews, polls from individuals or groups (people) or the results of observations of an object, event or test results (objects). Or primary data can also be mentioned as data that is taken directly by researchers without going through intermediaries so that the data obtained is raw data. This study uses the following data collection methods:

- Interview
Interviews are a data collection technique conducted through face-to-face meetings and direct questioning between researchers and interviewees.

Along with the development of technology, the interview method can also be conducted through certain media, such as telephone, email, or skype.

- Observation

Observation is a research method to measure individual actions and processes in an observed event. Observation is an accurate method of collecting data. The goal is to find information about the activities that take place to then be used as an object of research study.

Below is shown the type of services and their prices that are marketed to moerty salon consumers, which can be seen in the table below:

Price list set at Moerty Salon

In determining prices, "Moerty Salon" is a price taker. Pricing is also based on costs incurred such as fixed costs and variable costs and the result is that this salon does not set prices that are too high. This is done in order to compete with competing salons in the Belimbing area. The price offered is quite affordable:

Table 1. Types of service products and price list at Moerty Salon

cuci + gunting	25.000
cuci+blow/catok	35.000-45.000
Crembath+blow catok	60.000
Hair spa	100.000
Hair mask + blow/catok,	75.000
Make up + sanggul	200.000
Keriting bulu mata	30.000
Reflexi	30.000
Manicure	30.000
Predicure	30.000
Hair rebonding	250.000-500.000
Keriting	250.000
Hair extention	40.000/20 helai
Cabut uban	40.000/jam
Facial manual	50.000
Facial alat listirk	75.000
Tradisional spa	150.000
Body bleacing	150.000
Ratus	30.000
Paket wisuda	200.000

Documentation of visit to moerty salon



Figure 1. Visit & interview

RESULTS AND DISCUSSION

Research Results

The results showed that Moerty Salon made service products focused on improving and changing existing goods to be more tailored to consumer desires. The purpose of this product research is to improve and try to provide service products from before at the Moerty Salon business for the better. The provision of services at Moerty salon is such as washing + scissors, washing + blow / haircut, creambath + blow / haircut, hair spa, hair mask + blow / haircut, make up + bun, eyelash curling, reflexi, manicure, pedicure, hair colouring, toning, hair rebonding, curling, hair extension, gray hair removal, manual facials, electrical appliance facials, traditional spa, body bleaching, hundred, graduation package. To make changes from the development of service product services, which are provided above, it is also necessary to make a change in the form of opinions from consumers regarding the service of providing service products provided. This is done in order to change and improve to better satisfy customers.

At moerty salon this is explained below the assets obtained:

Table 2. Asset Moerty Salon

No	Deskripsi	Satuan	Jumlah
1	Gedung	180.000.000	180.000.000
2	Kendaraan	120.000.000	120.000.000
3	Perlengkapan		20.000.000
JUMLAH			320.000.000

Table 3. Moerty Salon Fixed Costs

No	Deskripsi	Jumlah
1	Gaji per bulan	4.000.000
2	Biaya listrik	1.500.000
3	Biaya air, dan telepon	200.000
4	Biaya kebersihan	50.000
5	Biaya lain-lain	500.000
JUMLAH		6.250.000

Table 4. Profit and Loss

No	Deskripsi	Jumlah
1	Pendapatan per bulan	30.000.000
2	Pengeluaran	6.250.000
3	Total laba	23.750.000

From the financial data that we have received and recorded in the report above, we find that the revenue received on average per month is IDR 30,000,000 with expenses of IDR 6,250,000 and thus the net profit received on average per month is IDR 23,750,000.

DISCUSSION

Moerty Salon's ability to gain competitive advantage is an important aspect for the growth and survival of the company. In competing strategies to obtain company growth, Moerty Salon has an innovation strategy that aims to develop service products at the company by improving the quality of raw materials, services, bonuses / benefits obtained by consumers who trust the company.

The strategy of reducing prices in competition is also used by Moerty Salon in some cases without changing the composition and reducing product quality. With the

success of this competitive strategy Moerty Salon forms the right positioning for consumers, retains loyal consumers, gains new market share, maximises services, creates effective business performance and of course is also very high quality.

CONCLUSIONS

- Moerty Salon determines production capacity according to customer demand. The capacity of raw materials has been adjusted to the current inventory conditions, so as not to cause over-investment.
- Moerty Salon conducts a marketing strategy with a marketing mix, which combines the variables of service product, price, distribution and promotion.
- Making financial calculations is an aspect used to assess the company's overall finances. This aspect provides an overview in calculations related to the profitability of a Moerty Salon business so that it is one of the important aspects to examine its feasibility.
- This aspect provides an overview in calculations related to the profitability of a Moerty Salon business so that it is one of the important aspects to examine its feasibility. resources owned by a company to help the company efficiently and effectively achieve company goals.
- Strategy is formulating better strategies through the use of approaches to strategic choices that are more systematic, logical, and rational for a business.

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