

Services Marketing Mix Efforts from Service Brands: Smile Laundry

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Abstract. The purpose of this research is to identify service marketing mix decisions (7P-product/service, place, promotion, price, people, process and physical evidence) in service businesses. The importance of the service marketing mix in creating the smile laundry service brand has received little attention in the literature. In this paper, an example of a smile laundry case is presented. The case study was conducted using secondary data obtained from smile laundry reports and by conducting semi-structured interviews with smile laundry owners and employees. Due to the company's reputation and operations, this is the case

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I. Introduction

While research in recent years has still focused on the traditional marketing mix, we have seen the emergence of a new research stream exploring the concept of the "services marketing mix". This shows that the tools in the marketing mix play an important role in the implementation of marketing strategies and product placement. The traditional marketing mix, known as the 4Ps, consists of four main elements, namely product, place, promotion, and price, as proposed by Borden (1953), McCarthy (1964), and Aghaei and his colleagues (2013).

In 1995, Rafiq and Ahmed further formulated this concept to become 7P when applied in the service industry. They include additional elements such as physical evidence, processes, and human aspects as an integral part of the marketing mix, with the aim of meeting specific needs that arise in services marketing. This reflects recognition of the complexities and differences that arise when the marketing mix is applied to physical products compared to services.

Marketing tools and company strategies are designed based on decisions regarding the positioning they have set. This makes positioning a central element in management decisions regarding the company's marketing mix. Positioning has a key role in achieving predetermined goals related to determining the desired position. Positioning is a process that involves a number of decisions and actions with the aim of forming the company's product concept in the minds of customers. As explained by Ferrel (1997), this means that companies make maximum efforts to create the desired image and view of their products in the minds of consumers.

According to Lamb, Daniel, and McDaniel (2004), positioning is a process that involves developing elements in the marketing mix with the aim of influencing customer perceptions of a product line, brand, or organization as a whole. Therefore, positioning becomes a key element in a company's efforts to understand and meet the needs and expectations of their customers. Marketing strategy in the logistics services industry is very important because logistics companies have a vital role in helping other companies achieve competitive advantage, manage costs, overcome risks, free up resources, and access resources that are not available within their own organizations (Green et al., 2008). However, the logistics industry is faced with fierce competition and various challenges. Logistics companies compete with each other to provide similar services, and Porter's five forces analysis shows that the situation is not favorable. Threats from new competitors, fierce competition, significant risks of substitution, high levels of bargaining from buyers, as well as high pressure from suppliers (Manatayev, 2004) are factors that must be considered.

To overcome this challenge, smile laundry must implement an efficient marketing strategy. This strategy will be an important factor in turning a less profitable position into a more profitable one. In this context, we will evaluate the marketing strategies implemented by smile laundry, one of the main leaders in this industry.

II. Literature Review

In the context of the marketing mix, the 4P concept, described as "the fourfold marketing activity written on stone tablets" by Kent (1986), is a conceptual framework that identifies the decisions taken by managers in configuring the company's offerings to meet consumer needs (Goi, 2009). This decision involves positioning the company's products or services and using the appropriate marketing mix tools.

Decisions regarding the position of a company's products or services are an important aspect of marketing strategy. It involves trying to create a concept for a company's product or service in the minds of customers. In other words, a company's positioning is how the company wants to be seen by customers. This can include aspects such as branding, market segmentation, and marketing communications. By using the 4P concept (Product, Price, Place, Promotion), managers can make the right decisions in configuring products or services, determining appropriate prices, choosing effective distribution channels, and designing efficient promotional strategies to achieve company marketing goals. The entire 4P concept is a very useful guide in managing the marketing mix and achieving success in the market.

In the service industry, the marketing mix has a very important role in determining the position of a company. This becomes increasingly crucial in the logistics services industry, where there are thousands of companies offering similar services. However, it should be noted that most companies in this industry prefer to collaborate with a small number of logistics service providers who have built a good brand reputation or image. (Baker, 1984; Fuller et al., 1993; Gordon, 2003; Marquardt et al., 2011). So in this case, service companies are starting to realize how important marketing efforts are to differentiate themselves in the midst of intense competition.

III. Research Method

In this study, we used a case study approach to assess the achievements in the marketing mix of services carried out by laundry service providers at Smile Laundry. We combine semi-structured interview techniques and secondary data analysis to achieve our goal of identifying the actions and decisions taken in the context of the service marketing mix.

Semi-structured interviews were conducted with regular and new customers of Smile Laundry, and their staff. Each interview session lasted about 15 minutes and was led by a researcher. In this study, we will use various methods to collect data and information needed to analyze Smile Laundry. These methods include:

1. Interview: Interviews will be used to gain direct insight from various stakeholders, such as company management, employees and customers. The interview questions will cover aspects such as positioning, brand image, price, service quality, promotion, service attributes, service process, place-of-service supply chain, physical evidence, and the role of people in the company.
2. Secondary Data Analysis: Secondary data, such as Smile Laundry marketing reports, will be analyzed to gain further understanding of the history, trends and achievements of the company. This data will provide the necessary context to assess the company's performance in various aspects of the business.

A combination of interviews and secondary data analysis will provide a comprehensive picture of Smile Laundry, helping us understand its position in the market, its brand image, pricing strategy, service quality, promotions, service attributes, service processes, supply chain, physical evidence, and the role of people- company insiders. All this information will be the basis for further analysis and recommendations in this research.

IV. Results and Discussion

Product (Service) Strategy

For a service sector such as the one operated by Smile Laundry, it is very important to provide customers with a wide range of options according to the type of clothing collection and delivery service. Smile Laundry is committed to meeting customer needs by providing various services through three different divisions, namely:

1. Smile Laundry Express is one of the fastest growing laundry service providers, with a main focus on delivering and picking up clothes directly to consumers.
2. Smile Laundry Supply Chain has an important role in increasing added value in the supply chain. They collaborate with customers to optimize clothes washing and ironing service operations.
3. Smile Laundry Watsap is a division that specifically handles communication with consumers through the WhatsApp application, providing information and better service to customers.

Through these three divisions, Smile Laundry strives to provide comprehensive pick-up and delivery service solutions that suit the needs of their various customers. This is an important step in supporting the efficiency and success of Smile Laundry.

Pricing Strategy

Smile Laundry decided to adopt a cost strategy approach by pricing based on a percentage of profit added to their operating costs for their standard laundry services. However, when market conditions change, Smile Laundry is prepared to follow a competitive pricing strategy. This means they will adjust their final price to the price offered by their competitors in the market to remain competitive.

In an effort to better meet customer needs, Smile Laundry charges higher prices than the standard rates generally available. This is part of our strategy to provide premium services that have been specifically designed according to customer preferences. Apart from that, we also provide special offers through contracts to our loyal customers and key business partners in the market, so that they can enjoy more affordable rates.

Promotion Strategy

An advertising approach involving electronic media and traditional methods, including public relations, is a strategy commonly used by many companies to create a positive image in the eyes of the market and society. In your example involving Smile Laundry, it appears they have leveraged social media WhatsApp and Instagram to advertise their promotional offers and discounts. Here are some things to consider in this context:

1. **Use of Social Media:** Social media like WhatsApp and Instagram are very popular platforms among people today. They allow companies to easily interact with customers, share information about products or services, and advertise promotions. However, it is important to ensure that social media campaigns are carried out in a way that complies with the rules and ethics that apply to the platform.
2. **Quality Content:** To create a positive image, it is important to produce interesting and relevant content. Smile Laundry must ensure that its content is informative, interesting and provides added value to potential customers. This can include product images, promotional descriptions, customer reviews, and so on.
3. **Brand Consistency:** To create a strong positive image, companies need to maintain brand consistency across all advertising platforms. This includes visual design, tone of voice, brand messaging, and so on. This consistency helps build strong brand recognition among customers.
4. **Customer Engagement:** Interacting with customers through comments, private messages and positive feedback is a great way to build closer relationships with customers. Companies can answer questions, provide additional information, and respond to customer feedback politely and efficiently.
5. **Monitoring and Analysis:** Companies must continuously monitor the performance of their advertising campaigns on social media. This involves looking at statistics such as the number of new followers, engagement rates, conversions, and so on. This analysis helps companies understand what is working and what needs improvement.
6. **Importance of Public Relations:** Apart from social media, public relations can also help a company in creating a positive image. This involves communicating with the media, establishing relationships with interested parties, and managing issues that may arise.
7. **Legal Compliance:** Companies also need to ensure that all their advertising campaigns comply with applicable laws, including copyright, data privacy and advertising regulations.

By combining electronic media such as WhatsApp and Instagram with traditional methods such as public relations, Smile Laundry can enhance their positive image in the eyes of the market and society and promote their business more effectively to the general public.

Place Strategy

The choice of a very strategic location is a top priority, because it is located on the edge of a road that is often used by consumers and the general public. This location allows the Smile Laundry service business to be more visible and accessible to many people. Thus, we can attract the attention of consumers to choose our laundry and ironing services, which are known for their affordable prices.

V. Conclusion

Service marketing mix has a very vital role in forming the image of an abstract product, such as services. When we talk about the laundry industry which may face challenges in competition, it is crucial to put emphasis on the complete positioning strategy and marketing strategy for laundry service providers. For more in-depth research, customer aspects can also be a focus, by measuring the level of customer satisfaction through relevant surveys. Thus, we can identify areas that require improvement to improve competitiveness in this industry.

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