The Influence Of Marketing Mix On Usage Decision Of Auto Clean Waterless Car Wash Services

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ARTICLE INFO	Abstract
	Increasing the number of vehicles makes a great business opportunity for car wash services. AutoClean Waterless is a company engaged in car wash services that utilise innovation by using special fluids so that it saves water. The problem faced by AutoClean in Bogor is AutoClean's sales haven't been stable because there is still a decrease in transaction and termination of partners. Sample in this research were 185 respondents. Data were analysed using descriptive analysis and SEM LISREL. The result of this research shows that consumer use behaviour is influenced by weather, priority factors in using car wash services are quality, price, ease for access, and customers more often come to outlets that are not in the mall and majority customers use silver packages. Consumer perception of AutoClean innovation shows that innovation is one of the most essential factors in usage decisions of the consumer. The marketing mix (7P) has a significant influence on usage decisions. Marketing strategies to increase sales in AutoClean Waterless can be applied by making AutoClean customer segmentation based on customer characteristics. Then the company can make priority targets following predetermined segmentation. Next, AutoClean can make positioning by looking at the priority factors when customers choose car wash services, such as quality, price and ease of access.
	Abstraks
	Peningkatan jumlah kendaraan menjadikan peluang usaha yang besar bagi usaha jasa cuci mobil. AutoClean Waterless merupakan perusahaan yang bergerak dalam bidang jasa cuci mobil yang memanfaatkan inovasi dengan menggunakan cairan khusus sehingga hemat air. Permasalahan yang dihadapi oleh AutoClean di Kota Bogor yaitu penjualan AutoClean belum stabil karena masih terjadi penurunan transaksi dan pemutusan mitra. Responden pada penelitian ini sebanyak 185 responden. Data yang didapat dianalisis menggunakan analisis deskriptif dan SEM LISREL. Hasil dari penelitian menunjukkan perilaku penggunaan konsumen dipengaruhi oleh cuaca, faktor prioritas dalam menggunakan jasa cuci mobil adalah kualitas, harga, kemudahan akses, serta pelanggan lebih sering datang ke gerai selain mall dan mayoritas menggunakan paket silver. Persepsi konsumen terhadap inovasi AutoClean menunjukkan bahwa inovasi merupakan salah satu faktor terpenting dalam pengambilan keputusan penggunaan konsumen. Bauran pemasaran 7P memiliki pengaruh yang signifikan terhadap keputusan penggunaan. Strategi pemasaran untuk meningkatkan penjualan di AutoClean waterless dapat

	dilakukan dengan membuat segmentasi pelanggan AutoClean sesuai dengan karakterisik pelanggan, selanjutnya perusahaan dapat membuat target prioritas sesuai dengan segementasi yang telah ditentukan. Selanjutnya perusahaan dapat melakukan positioning dengan memperhatikan faktor yang menjadi prioritas pelanggan dalam memilih jasa cuci mobil yaitu kualitas, harga dan kemudahan akses.
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INTRODUCTION

The increase in the automotive industry and the number of vehicles create an excellent business opportunity for car wash services. One of the cities in Indonesia, which has the potential for a car wash service business is Bogor. Since this particular business is so plenty, it requires entrepreneurs to innovate to compete in the market. One of the innovations which can be offered is the 'water-less' technology. Several companies in Indonesia have utilised the innovation; one of which is the AutoClean Waterless.

AutoClean was established in 2016 and had 24 partners in all over Indonesia, some of which are located in the big cities (such as Jakarta, Bogor, Surabaya, Bandung, Solo, Makasar, Karawang, and so on). Bogor is the centre of the AutoClean Waterless Company, and it is also the city which has the most outlets among others. Up to this day, there are currently nine outlets there.

The problem faced by the AutoClean in Bogor is that; the sales have not been stable because there is still a decline in transactions and termination of partners in several existing outlets. Many of the outlets are closed and open in a reasonably short month period, which is one to three months. This is because the number of sales occurred was far from the target which has been set - therefore it is considered to be "lacked of potential" and the partners decided not to operate again. Moreover, the strategic location of AutoClean has given a high level of competition; which leads to the customers tending to be "variety-seeking", which means a situation where customers are interested in trying something new and different on products offered by competitors (Peter & Olson, 1999). Companies must continue to develop marketing strategies in order to face the competition and achieve their targets. According to Suryadi (2011); marketing mix is one of the critical factors which are considered by consumers in making their purchasing decision. It can be used to develop a long-term and short-term strategy. Rahman, Yuliati, Simanjuntak, (2019) stated that 7P - marketing mix affects consumers' behaviour. Sukotjo and Radix (2010) researched with the result that showed the variables in 7P - marketing mix concept (which consist of products, prices, promotions, distribution channels, human resources, physical evidence and process) influence customers' purchasing decision; to provide more detailed input to the sellers on the type of promotional activities which are desired and needed by consumers.

Based on this issue, it can be indicated that the marketing strategy which has been carried out by AutoClean is less effective. Therefore, an analysis of the influence of 7P - marketing mix needs to be conducted in order to examine the needs of AutoClean Waterless' consumers and determine the right strategy to be applied in the future. The purpose of this research is to find out AutoClean consumers' usage behaviour, their perceptions on AutoClean innovation, the influence of marketing mix on usage decision, as well as to formulate the managerial implications which can be used by the company.

METHODS

This research was conducted in Bogor, and the data were collected from December 2019 until January 2020. This research used both primary and secondary data. The primary data was obtained through questionnaires given to AutoClean's customers and owners, as well as people who have ever used car wash services (not just AutoClean Waterless). While the secondary data was obtained from sales data, consumers' data, and Bogor AutoClean company data.

The sampling was done using a convenience sampling method; with a total sample of 185 respondents - consisting of 135 AutoClean customers and 50 non-AutoClean customers. Moreover, three AutoClean outlet owners in Bogor

were interviewed to find out the strategy that is being used. Descriptive analysis and Structural Equation Model (SEM) with LISREL method were used in the analysis of this research. Descriptive analysis was used to describe the respondents' characteristics, behaviour and perceptions on AutoClean innovation - while SEM LISREL was used to analyse the effect of 7P - marketing mix on usage decision. This research consisted of one endogenous latent (which was usage decision) and seven exogenous latent (which were a product, price, location, promotion, HR, process and physical evidence). These factors can not be measured directly. Table 1 shows the indicators which can build factors that can influence usage decision.
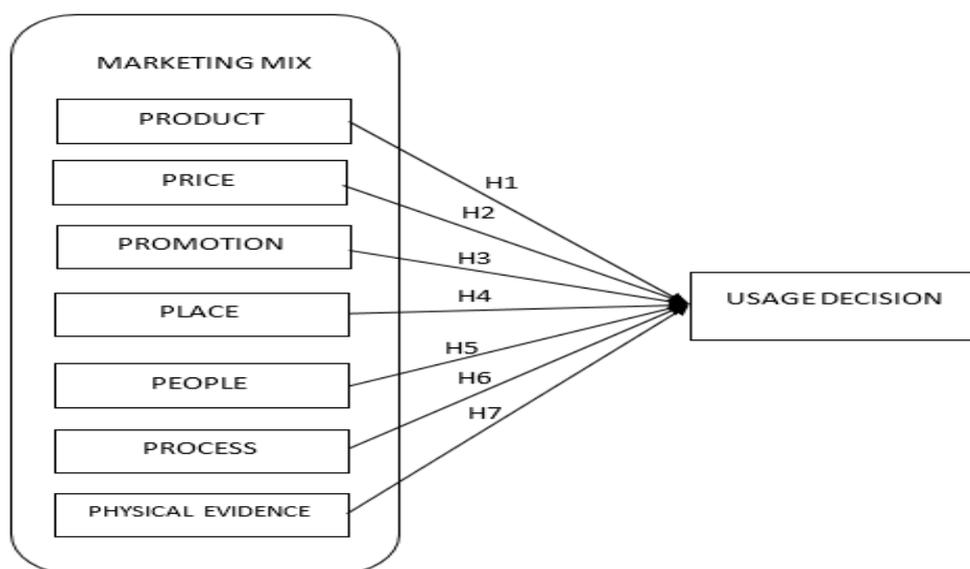
Table1. Indicator Variable

Variable	Indicators	Symbols
Usage Decision (KP)	Need recognition	Y1
	Evaluation of alternatives	Y2
	Repurchasing	Y3
	Post-purchase evaluation	Y4
Product (PRD)	Quality product	X1
	Variant of product	X2
	Benefit of product	X3
	Ability of product	X4
	Suitability of quality	X5
Price (HA)	Competitiveness of price	X6
	Affordability of price	X7
Place (LO)	Ease of access	X8
	Outlet location	X9
Promotion (PRO)	Promotion media	X10
	Sales promotion	X11
People (SDM)	Employee Appearance	X12
	Employee services	X13
	Knowledge employee	X14
Process (PRS)	Services quickness	X15
	Ease of payment	X16
Physical Evidence (BF)	Decoration	X17
	Facilities	X18
	Cleanness	X19

This research focused on consumers' behaviour regarding marketing strategies. Marketing strategies are formulated based on 7P - marketing mix. Furthermore, this marketing mix was examined to find out the effect on usage decision. Picture 1 shows the model in this research. The hypothesis of this research are :

H1: Product has a significant effect on usage decision

H2: Price has a significant effect on usage decision

H3: Location has a significant effect on usage decision

H4: Promotion has a significant effect on usage decision

H5: People has a significant effect on usage decision

H6: Process has a significant effect on usage decision

H7: Physical evidence has a significant effect on usage decision

Picture1. Research model

RESULTSAND DISCUSSION

The result showed that most of the AutoClean Waterless customers are male, aged 20-30 years, and have not married yet. The most 'last education' is a bachelor; who are currently working as private employees with a monthly income of Rp.5,000,001 - Rp.10,000,000. The characteristics of the non-AutoClean Waterless customers are similar to the characteristics of the AutoClean Waterless customers. Table 2 shows the respondents' characteristics in this research.

Table2. Respondents' Characteristics

Respondents' Characteristics	Customers		Non Customers	
	n	%	n	%
Gender				
Male	94	69.6	31	62.0
Female	41	30.4	19	38.0
Age				
20-30 years	94	69.6	34	68.0
31-40 years	31	22.9	10	20.0
41-50 years	10	7.4	6	12.0
Marital status				
Not married	77	57.0	27	54.0
Married	58	42.9	23	46.0
Education				
Senior High School	40	29.6	5	10.0
Diploma	7	5.2	6	12.0
Bachelor	65	48.1	31	62.0
S2-S3	23	17.0	8	16.0
Occupation				
Unemployeed	20	14.8	3	6.0
ASN	21	15.6	3	6.0
Private	65	48.1	23	46.0
Entrepreneur	17	12.6	7	14.0
Profesional	2	1.5	4	8.0
Other	10	7.4	10	20.0
Monthly Income				

Respondents' Characteristics	Customers		Non Customers	
	n	%	n	%
< Rp.3.000.000	32	23.7	10	20.0
Rp. 3.000.001 - Rp 5.000.000	36	26.7	8	16.0
Rp. 5.000.001 – Rp. 10.000.000	46	34.1	18	36.0
>Rp.10.000.000	21	15.6	14	28.0

The Usage Behavior Of Car Wash Services

In this research, analysis on the effect of weather on the use of car wash services, consumers' priority factors in using car wash services, as well as the frequency of using car wash services was carried out. The results showed that most of the respondents decided to use car wash services during the dry season. According to the respondents, in the rainy season - it will be too wasteful to use car wash services. The respondents also argued that during the rainy season, if they wash their car with car wash services; their car will be exposed to rain and become dirty again. That is why they consider it is better to wash their car by themselves in the rainy season.

There are eight factors which are considered by customers in determining the car wash services that would be used in this research. These factors are quality, innovation, price, ease of access, promotion, good and friendly service, speed of service, as well as the convenient location. The result of this research showed that quality is the top priority for respondents in using car wash services, followed by price, ease of access, excellent and friendly service, promotion, speed of service and finally, convenient location. Based on this result; AutoClean owners can begin to always maintain and improve the quality of the car wash in order to retain existing customers and increase their number. Moreover, this result also showed that the innovation offered by AutoClean Waterless, which is a washing technology without the help of water; did not become a top priority for customers. Also, it is known that the majority of customers use car wash services once or twice a week.

The Usage Behavior Of Autoclean Waterless Car Wash Service

In this research; analysis of the usage behaviour of AutoClean Waterless regarding the frequency of the usage of service, most-visited outlets location, as well as most-used packages, was carried out. Based on the frequency of the usage of AutoClean car wash service; it is known that the majority of customers use it twice a week.

AutoClean outlet locations consist of two types of locations, which are the outlets inside a mall and the outlets outside a mall. In this research, the questionnaire was distributed to the outlets inside malls, as well as the outlets outside malls in Bogor. The outlets inside malls included; Gerai Botani, Lippo, Ekalokasari, Transmart Yasmin and CCM. While the outlets outside malls are only two; namely Pajajaran and Pandu Raya Outlet. This shows that AutoClean customers prefer the outlets outside malls due to the difference in facilities provided, such as: in the outlets outside malls, the waiting area is much larger than the outlets inside malls. Also, customers do not need to pay for parking.

On the other hand, this also shows that the most type of AutoClean customers is people who just intend to wash their cars. In contrast to the outlets inside malls; the customers (besides wanting their car to be washed) also want to go to the mall to fulfil their needs. They used the washing facilities in the outlets there in order to get free valet.

In the AutoClean service, there are several packages offered to customers for vehicle maintenance; including the basic package, silver, gold, platinum, diamond, diamond extra and white paint cleaner. Each package has different specifications in the process. The result shows that the silver package is the 'most-chosen' by the customers. In addition to the lower price compared to the other packages, it is a package which offers daily maintenance on a vehicle: which is washing the car(s)' outer part, as well as the inner part (interior). While the other packages only offer maintenance which can be done in more than one month or when needed only; the example is washing the machine, removing glass mold, removing body mold, as well as giving the vehicle a layer to prevent mold.

Innovation Perception on Waterless AutoClean Service

In this research, a research on the consumers' perception of AutoClean innovation was conducted. The respondents are from the AutoClean customers, as well as non-AutoClean customers. Respondents from the AutoClean customers amounted to 135 people, while respondents from the non-AutoClean customers amounted to 50 people. However, from those 50

respondents; it was found that 27 respondents did not know about AutoClean Waterless, while the 23 respondents have known about it, but they have never used its service. Therefore, the perception of the non-AutoClean customers was obtained from those 23 respondents.

In the analysis on the non-AutoClean customers' perceptions of AutoClean innovation, it was found that the majority of respondents answered that AutoClean innovation is a car wash service which uses less water (which also means it is saving water), uses wax (a product which can bind dust and dirt), and uses special liquids. The questionnaire was also asking for opinions about respondents' knowledge of the AutoClean Waterless service. Negative answers were obtained from the perspective of the respondents. They argued that the AutoClean Waterless service still consumed a lot of time - even though the process was carried out by the experts there. Also, the result is not cleaner than when it is washed by water. Furthermore, the service cannot be used when the vehicle is too dirty. The next question discusses whether the respondents will use the AutoClean Waterless service or not. From this question, it was found that the majority of the respondents answered that they did not / did not want to try it yet; because the price is more expensive, because they are not interested, because the location is far from their place, and because they think it would be cleaner to wash their car with water. A few of them said that they want to try it because they want to find out the difference from the service given by AutoClean compared to conventional car wash services. It was concluded that the respondents did not want to try it. However, it is not because of the innovation factor, but due to other factors - such as higher price, remote locations, as well as the assumption that the result is not cleaner than conventional washing.

The second customers' perception is obtained from those who have ever used the service of AutoClean Waterless. They have a perception that AutoClean products are environmentally friendly, able to make vehicles more shiny, able to clean dirt which is hard to remove, as well as safe for vehicle maintenance. Their assessment on the innovation provided is good, and this also affects them to use the service of AutoClean Waterless again. They also said that AutoClean is a car wash service which is suitable for vehicle maintenance, and the price offered is in accordance with the quality provided. Therefore, AutoClean innovation is considered necessary for the customers as an extra value and customers' appeal to use its service.

From these two perceptions, it can be concluded that AutoClean innovation is one of the important factors which can influence customers' decision. Innovation becomes an extra value and customers' appeal to use the service of AutoClean Waterless. On the other hand, the delivery of information by AutoClean is still considered to be less effective, since there is still a negative perception of some consumers. The company must increase consumers' awareness of the advantages and excellence of AutoClean Waterless products.

SEM RESULT

The first step taken in the SEM model measurement in this research is the test of the suitability level by measuring the validity and reliability tests. Based on the result of the research, all indicators on each latent variable, namely X1 to X19 and Y1 to Y4 have a loading factor value ≥ 0.50. This means that the indicator can measure latent or valid variables. Furthermore, the CR and VE values of all latent variables more than exogenous or endogenous variables meet the reliability requirements, namely the CR value is ≥ 0.70 and VE ≥ 0.50. This means that all indicators of latent variables in this research are reliable, which have consistency with measuring it and are suitable to be used in the model.

The next step after conducting validity and reliability tests was the feasibility test of the SEM model (goodness of fit). Based on Table 3, the value of the goodness of fit criteria is in accordance with what has been required by the cut off value.

Wijanto (2008) argued that if a model already has most of its criteria fit; the model can then be considered to have a good level of compatibility with the data tested. This shows that the coefficient values from the table above meet the suitability requirements of a model. Therefore, it can be concluded that in general, the model obtained has a good level of compatibility. Picture 2 shows the path diagram of the estimated load factor result.

Table3.The value of goodness of fit

Goodness-of-Fit	Cut-off-Value	Result	Remarks
RMSEA (Root Mean Squared error of approximation)	≤ 0.08	0.078	Good Fit
GFI (Goodness-of-fit Index)	≥ 0.90	0.99	Good Fit

Table 3. The value of goodness of fit

Goodness-of-Fit	Cut-off-Value	Result	Remarks
AGFI (Adjusted Goodness-of-fit Index)	≥ 0.90	0.97	Good Fit
CFI (Comparative Fit Index)	≥ 0.95	1.00	Good Fit

Indicator Contribution

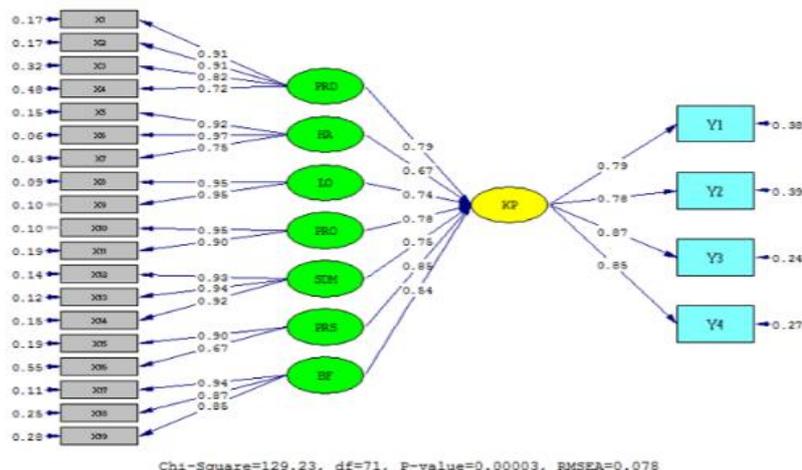From the result of this research, it can be seen that all indicators on latent variables have an influence or contribution to the variables. The value of the load factor means the size of the indicator contribution to the variables. The largest indicator value on each variable can be seen in Table 4.

Table 4. The largest loading factor on the indicator variable

Variable	Indicators	Loading Factor	t-value
Product	X1	0.91	18.06
	X2	0.91	19.59
Price	X6	0.97	20.14
Place	X8	0.95	16.16
	X9	0.95	20.80
Promotion	X10	0.95	17.97
People	X13	0.94	14.46
Process	X15	0.90	16.69
Physical Evidence	X17	0.94	18.29
Usage Decision	Y3	0.87	18.84

Based on Table 4, it can be said that customers prioritize product quality (X1) and product variation (X2) offered compared to product benefits or product capabilities. While the indicator of price competitiveness (X6) is the one that contributes the most to the price variable - meaning that customers will continue to use the service of AutoClean as long as the price is not much different from its competitors. In the location variable, the indicator which contributes the most are ease of access (X8) and location of outlets (X9) - which means the more accessible access to the outlets' location and the more branch that the outlet has, the more it will ease the customers to come and use the service of AutoClean. Likewise, the strategic location and proximity to the customers' place will support them to use the service of AutoClean. Furthermore, the indicator of promotion media (X10) is the one that contributes the most to the promotion variable - with a factor loading value of 0.95. This shows that promotions carried out through Instagram and websites are attractive and informative to customers. On the HR variable, customers prioritize employee services (X13) compared to other indicators. This shows that the better the employee services, the more it will influence customers' in making their decision to use the service. In the process variable, speed in the process of vehicle washing (X15) becomes priority for the customers in choosing a car wash service. Furthermore, the result of this research showed that spatial indicator (X17) is the most contributing indicator - meaning that the more attractive the layout of the outlet, the more it will attract customers to use the service of AutoClean. Likewise, in the usage decision variable, the "re-use" indicator (Y3) is the one that contributes the most to the usage decision variable. This is because the customers who are "re-using" the service indicate that the service provided can satisfy their

Chi-Square=129.23, df=71, P-value=0.00003, RMSEA=0.078

needs; therefore the level of usage decisions increases.

Picture2. Path Diagram

Hypothesis Testing

This research used one endogenous latent (which was usage decision) and seven exogenous latent (which were a product, price, location, promotion, HR, process and physical evidence). All of them require indicator variables in order to develop the factors and have their impact on performance. More details can be seen in Table 5, which can provide an overview of the latent indicator variables.

Based on Table 5, each exogenous latent variable has a t-value of more than t-table (1.96), therefore it shows that the variable has a significant effect. Also, the greater the path coefficient produced on the exogenous variable; the greater the influence exerted on the endogenous variable will be. The process variable is the most important variables on usage decision - followed by the product, promotion, HR, location, price, and physical evidence variable.

The process variable has a significant effect with the path coefficient of 0.85 and t-value 17.88. This is in accordance to the research conducted by Rahmah (2018), Fajri (2013) and Sawitri (2012); which showed that process variables significantly affect purchasing decisions. Amofah, Gyamfi, Tutu, (2016) and Dessy, Simanjuntak, Amanah, (2019) said that of all 7P attributes of marketing mix; the one that has the greatest influence on customers' decision to become "a loyal customer" is process variable.

The second-largest variable is the product variable; with a path coefficient value of 0.79 and a t-value of 17.83 - therefore it can be considered to have a significant effect. This means that the better the product, the more the customers' wanted to use the service of AutoClean. This is in accordance with the result of a research conducted by Hasan, Wahid, Basalamah, (2016) which showed that product has a significant influence on customer's decision making process. Arthur, Asmara, Simanjuntak, (2019) found that product is the most dominant variable and become a very important variable to be considered by companies in business, particularly in the service sector.

The promotion has a path coefficient value of 0.78 and at the value of 15.89 - therefore, it can be said to have a significant effect as well. Companies can increase their promotional activities through a variety of online media; such

as by using Instagram, Facebook, Twitter, etc. The media can be used as a facility to provide promotions in order to attract customers and increase their buying interest. Moreover, promotional activities are considered to be more effective and efficient in their delivery because information or promotions can be recognised directly by the customers. The result of this research is in accordance to the research by Fasha (2017), Supriatna (2016) and Marwa, Sumarwan, Nurmalina, (2014) which stated that promotion has a significant influence on usage decision.

People also have a significant effect on usage decision. The magnitude of the path coefficient is 0.75 and the t-value is 14.99. The car washers and cashiers are the foremost people of AutoClean who have to face and interact directly with customers. Therefore, the quality of people becomes important - since it will affect the customers' assessment of the company's performance. A good service will leave a positive impression on customers; it can affect the level of their satisfaction and become a consideration for them to come back. Arthur, Asmara, Simanjuntak, (2019) was the one who showed that people variable has a significant effect on usage decision, while Amofah, Gyamfi, Tutu, (2016) was the one who stated that polite staffs, as well as staffs' intelligence and appearance; significantly, affect customers' decisions to come back and use the service again.

The place also has a significant effect on usage decision, with a beta coefficient value of 0.74 and t-value 17.18. In this research, the location of the AutoClean outlet clearly determines customers' decision. The ease of access and distance between the location of the outlets and customers' place is also become a consideration for them to wash their car there. Also, a utilization of technology and features provided in mobile application can be very helpful and make it easier for the customers to find the location of one of the outlets; such as by the use of Google Maps. Hasan, Wahid, Basalamah, (2016) and Hamonangan, Pradhanawati, Prabawani, (2017) were the ones who stated that location has a positive and significant effect on customers' usage decision towards companies, particularly in the service sector.

The price variable has a path coefficient

value of 0.67 and a t-value 17.28. This also means that the better the price, the more the customers' wanted to use the service of AutoClean. This result is consistent with previous research which stated that price variable has a positive and significant influence on usage decision (Kusumawati, Oswari, Utomo, Kumar, (2014); Parmana, Fahmi, Nurrohmat, (2019); Marwa, Sumarwan, Nurmalina, (2014); Satit, Tat, Rasli, Chin, Sukati, (2012); Ulus (2013); Mahmood and Khan (2014). Situmorang, Sumarwan, Simanjuntak, (2016) also said that price affects loyalty - the more reasonable the price is, the higher the opportunities for consumers to use the product will be; which then will make them become "a loyal customer".

The last variable is physical evidence; with a path coefficient value of 0.54 and a t-value 12.69. Physical evidence is a tangible form which facilitates performance and affects service to customers. It is a real representation of services which include interior space, equipment, display space, availability of toilets, availability of mushola, as well as other facilities provided by a company (such as a waiting room with air conditioner and wi-fi). The more complete the facilities, the more the customers' are attracted to come. This is in accordance to the research by Mahmood and Khan (2014); which stated that physical evidence shows an important contribution in customers' decision to 'repeat usage'. Kusmarini, Sumarwan, Simanjuntak, (2020) stated that a store's atmosphere can also affect consumers' loyalty.

Managerial Implication

There are several managerial implications which can be given to companies based on the result of this research; including the influence of weather on usage decision - where consumers tend to use car wash services in the dry season. Given the fact, the strategy recommendations should be by doing more promotions in the rainy season, to anticipate the decline in transactions.

The result of the analysis on customers' usage behaviour on car wash services show that their priority factor in choosing a car wash service is quality; where the cleaner the vehicle, the more they wanted to use the service. Moreover, the SEM result indicated that the variable indicator of product quality is the most contributing variable. The recommended strategy is to improve quality by providing oversight - both during the working process and after it is finished (or in short: quality-check). Companies need to promote their strengths by maximising social media, YouTube and websites to eliminate negative perceptions on the non-AutoClean customers, to increase transactions and the number of consumers for AutoClean. The next implication is to open more outlets outside malls. This is based on the result of this research; where customers tend to visit outlets outside malls. The ease of access is the third priority factor. In order to ease the consumers, it is better to add the coordinates of each outlet on Google maps or GPS. The next priority factor on customers' usage decision is process variable. By making an online booking application, the company can speed up the washing process - since it can avoid queue.

CONCLUSION

Based on the research result of the effect of 7P - marketing mix on the customers' usage decision; it can be concluded that customers' usage behavior can be affected by the weather. Also, their priority factors in using car wash services are quality, price and ease of access. Furthermore, AutoClean customers tend to visit the outlets outside malls, and the majority of them choose silver package. Their perception of AutoClean innovation shows that innovation is also an important factor in their decision making process. The 7P - marketing mix has a significant effect on usage decision; marketing strategies can be done by making consumers' segmentation; and the priority targets are in accordance to consumers' characteristics. Companies can conduct product positioning by paying attention to consumers' priority factors; namely quality, price and ease of access.

SUGGESTION

The company is expected to conduct managerial implications which have been planned, so that consumers' buying interest can be known better. Conducting surveys on consumers' perceptions on an ongoing basis through online questionnaires or distributing questionnaires, in order to determine changes in consumers' perception, is also recommended. For further research, it is recommended to look at the strengths, weaknesses, opportunities and threats of AutoClean Waterless to its competitors.

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