
Evaluation of Labor Management in Laundry Business Operations in Sukabumi Sub-District, Bandar Lampung City

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Abstract

Objective – Labor management is a key element in the success of laundry business operations, especially in urban areas such as Sukabumi District, Bandar Lampung, which face high levels of competition. This study aims to evaluate labor management in laundry business operations, identify constraints faced, and provide recommendations to improve the effectiveness of labor management.

Design/Methodology/Approach – The research method used was descriptive qualitative with a case study approach, involving four laundry businesses as research objects. Data were collected through observation, in-depth interviews and document analysis.

Findings – The results showed that although each laundry business has implemented standard operating procedures (SOPs) to regulate workflow, challenges such as high employee turnover rates, lack of technical training, and low work motivation still occur frequently. Other constraints include labor instability due to high absenteeism, ineffective conflict management, and limited facilities and equipment that support operations.

Implications – In this study, Standard Operating Procedures cannot improve the welfare of laundry employees in Sukabumi, where there is no motivation that can be accepted by employees so that it has an impact on the employee turnover rate. Work motivation and operational support need to be considered for laundry businesses in Sukabumi.

Keywords: Evaluation, Laundry Business, Operational Management, Labor Management

INTRODUCTION

In today's modern era, people's lifestyles have undergone significant changes that have encouraged the development of various types of services (Ulfah, et al., 2022). One service that is increasingly in demand is laundry services (Pratama & Rahmawati, 2021). The need for laundry services in urban areas such as Bandar Lampung increases along with the

business of the community, especially those who live in urban areas and are busy with work routines (Amnah & Halimah, 2024). Busy activities and limited time to do household chores, such as washing clothes, make people prefer to use laundry services that can provide fast, clean, and practical services. The growth of the laundry business in Bandar Lampung itself is growing rapidly, supported by high public demand and promising market opportunities (Aprilia & Wahyudi, 2025). In fact, various types of laundry businesses, ranging from kilo laundry, express laundry, to hotel laundry, have emerged and developed in this city. However, behind the great opportunities, there are challenges that need to be faced by laundry business managers, especially in terms of labor management (Erniyani, et al., 2020). This is where the concept of an ideal condition, namely effective and efficient labor management, becomes crucial in order to meet demand and maintain optimal service quality.

Labor management in laundry operations is key to maintaining service quality and operational efficiency (Cuandra & Angesty, 2024). A poorly managed workforce can lead to various problems, such as decreased productivity, high error rates in the washing process, and even decreased service quality. Ultimately, this can impact customer satisfaction and business continuity. Therefore, it is important for every laundry business to have an effective and efficient labor management system. In laundry business operations, labor plays an important role in ensuring that every process goes well. Starting from the washing, drying, ironing, to packaging process, everything is done by a trained and competent workforce. However, the reality that often occurs is the lack of good labor management in the operation of laundry businesses in Bandar Lampung (Nugraha & Wibasuri, 2023). Many laundry businesses face problems such as high employee turnover, lack of skills training, and low job satisfaction which results in decreased performance.

Labor management issues are not only limited to task allocation and work schedules, but also include aspects such as employee training, motivation and development (Safitri, et al., 2024; Hasanah, et al., 2024). Many laundry businesses in Bandar Lampung still ignore the importance of training and development for their employees. As a result, employees often lack understanding of the applicable standard operating procedures (SOPs), which has an impact on the quality of the laundry. As a result, duties and responsibilities often overlap, leading to inefficiencies in the work process and lowering the quality of service to customers. In addition, lack of work motivation is also a factor that contributes to low productivity and high employee turnover. In addition, laundry businesses in Bandar Lampung are also faced with the challenge of maintaining a competent workforce (Asro & Istiharoh, 2023). High labor turnover rates are often a problem as skilled and experienced employees prefer to switch to other areas of work that are considered more promising. This leads to labor instability and affects the performance of the laundry business, considering that each new employee needs time to adjust to the service standards set by the manager.

METHODS

This research is a descriptive method and uses a qualitative approach. Descriptive research is research that describes the state of the subject or object of research (a person, institution, society and others) based on the facts that appear or as they are. According to Creswell, J. W., & Creswell, (2018) , qualitative descriptive research aims to understand the meaning built by individuals or groups regarding a social problem. Researchers collect data through in-depth interviews, participatory observation, and document analysis. This research is intended to show the labor management of laundry businesses in Sukabumi District of Bandar Lampung.

RESULTS AND DISCUSSION

The results of this study revealed various factors that influence the performance and success of laundry businesses. Service quality is a major factor in maintaining customer loyalty, where quality, timely and consistent laundry results tend to be preferred. However, some businesses face efficiency-related constraints, such as equipment limitations and labor training needs. In addition, marketing strategies also play an important role. Promotions such as discounts and loyalty programs have proven effective in attracting customers, while additional services such as shuttles provide added value although not all businesses can implement them due to resource constraints.

Management during periods of high demand is challenging, especially in fulfilling orders on time. This problem is often caused by labor shortages or ineffective time management. Potential solutions include implementing a shift work system or adding staff to increase operational capacity. Amidst increasing competition, laundry businesses are encouraged to create differentiated services, such as attractive packaging, express services, or the use of exclusive products such as laundry perfume, to highlight the uniqueness of their services.

Customer feedback is also an important element in ensuring business sustainability. Businesses that regularly collect customer feedback and improve quality control do better in building reputation and improving weaknesses. This confirms that the success of a laundry business is not only determined by the quality of service, but also by its adaptability to changing customer needs and market dynamics. Thus, investing in modern equipment, strengthening customer relations, improving workforce skills through training, and implementing service innovations are strategic steps to increase competitiveness and provide the best experience for customers.

The following are the strengths and weaknesses and conclusions from the interviews that have been conducted:

Table 1. Strengths and Weaknesses and Conclusions From the Interviews

Laundry Name	Pros	Disadvantages	Conclusion
Mami Laundry	Good workforce training, clear SOPs, consistent service quality, strict quality control, clean and fragrant laundry, attractive packaging.	Difficulty handling diverse customer requests.	Mami Laundry has a good management structure, focusing on quality and customer service. Need to improve customer demand management.
Rosa Laundry	Clear SOPs, regular labor training, even division of labor, good quality control, competitive prices, customer loyalty supported by discounts.	Labor shortage during peak demand.	Rosa Laundry maintains service quality with good SOPs and competitive prices. Need to increase the workforce or organize a more flexible work schedule to deal with the surge in demand.
Mama Laundry	Attractive promotions and discounts, state-of-the-art equipment supporting efficiency, intensive employee training, satisfactory	The challenge of meeting time-urgent demands without compromising on quality.	Mama Laundry excels in efficiency and quality, but needs better time management for urgent requests.

	laundry quality, attention to packaging.		
Go Laundry	Customer shuttle service, competitive price, good labor training and supervision, modern equipment improves efficiency, meticulous quality control.	The constraints of urgent time requests require better time management.	Go Laundry provides additional services that are attractive and of high quality. Innovation with modern technology increases competitiveness, but must strengthen time management to handle urgent requests
Family Mr. Laundry	Flexible pricing as needed (kilos or units), structured SOPs, priority timeliness, disciplined operational management.		Family Mr Laundry excels in price flexibility and punctuality, and shows great discipline in its operations.

Based on the data obtained, "Mami Laundry" has a structured approach to labor management, operations, and quality control. With fierce competition, the laundry business has to continuously maintain the quality of laundry output and improve customer service, especially in terms of speed and satisfactory packaging. Rigorous training and clear SOPs contribute to improved workforce performance, which in turn impacts the quality of service provided. In addition, laundry businesses must be prepared to deal with obstacles that arise, such as diverse requests from customers. This demands efficient time management and the ability to meet customer needs precisely.

The stiff competition around the Sukabumi area requires the laundry business "Rosa Laundry" to maintain competitive prices and satisfactory service quality. This can be seen from how the laundry maintains work time discipline and provides affordable prices for customers. Good workforce management and rigorous training are key to maintaining service quality. With clear operational standards and quality control in place, this laundry can ensure that every laundry is completed on time and meets customer expectations. Labor shortages during peak demand are an obstacle that needs to be overcome. Possible solutions include increasing the workforce during peak hours or using a shift system to ensure that operations continue to run smoothly. Effective division of labor and a strict laundry quality assessment system show that this laundry business strives to provide the best for its customers. Good time management, coupled with quality checks, ensures that customers receive a satisfactory service.

The fierce competition in the laundry market has forced "Mama Laundry" to compete to provide the best prices and services. By offering promos and discounts, as well as maintaining service quality, this laundry business has managed to attract many customers despite the many competitors around it. Labor management supported by adequate equipment is the key to success in providing fast and quality services. Good laundry tools help improve work efficiency and ensure that laundry is completed to a high standard. The training provided to the workforce for three months is crucial in ensuring that each employee can work in accordance with the SOPs and provide services that satisfy customers. Good service, both in terms of laundry and packaging, is an important factor in

maintaining customer satisfaction. Urgent time demands are one of the challenges, but with good time management and proper division of labor, this laundry can meet these demands without compromising on quality. Monitoring of packaging and time control are important parts of the operation to ensure customer satisfaction is maintained.

Competition in the laundry business is not only related to price and quality, but also to extra services such as laundry pick-up and drop-off. "Go Laundry" successfully offers additional services that make it more attractive to customers, providing convenience that is an advantage over other laundry businesses. Good labor management, supported by continuous training and supervision from the owner, ensures that each worker can work according to the set standards. This training is essential to ensure that operational and service quality is maintained. Faced with time-critical demands, this laundry demonstrates good managerial skills in managing time and ensuring that every laundry is processed thoroughly. Detailed laundry checks ensure that no mistakes are made, which keeps the quality of the laundry service high. The addition of more modern washing equipment demonstrates the laundry's efforts to continuously innovate and improve operational efficiency. With better technology, the laundry can increase productivity and deliver better laundry results in less time.

Competitive pricing with kilo and unit options shows how "Family Mr Laundry" is able to attract customers from all walks of life. The flexible pricing strategy, combined with timely service, gives the business an edge over the competition in the market. Punctuality is a key factor in ensuring customer satisfaction. The laundry strives to always fulfill the time promises made with customers, which creates customer loyalty and enhances the reputation of the laundry. With good governance and professionalism in labor management, the laundry manages to maintain quality operations and services. Direct monitoring from the owner as well as structured training ensures that each workforce can work to a predetermined standard. The laundry continues to innovate to improve the quality of its services. Significant improvements in laundry quality and customer satisfaction can be seen in the ever-increasing wash charts.

CONCLUSION

The results of this study shows: (1) Context Evaluation – competition in the laundry business in Sukabumi Sub-district is fierce, with many laundry options offering attractive prices, promos and facilities. Customers prioritize low prices, clean, fragrant laundry, and neat packaging. Labor management is in line with SOPs, with attention to punctuality and fair wages; (2) Evaluation Feedback – all laundry businesses have clear SOPs and provide training for workers. Training is conducted with an experienced workforce and services are maintained on time; (3) Process Evaluation – the majority of laundry businesses have clear SOPs and provide training to the workforce, although there are still constraints in time and labor management during peak hours and variations in customer demand that affect the process; and (4) Some laundry businesses face challenges in meeting urgent requests from customers and ensuring standardized laundry results and laundry services have been divided according to tasks to maintain timeliness, laundry results are rated as good based on cleanliness, neatness, and odor and customer satisfaction is maintained although there is still room for improvement.

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