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Analysis of the Development of the Shoe Laundry Application "AHS-CLEAN"

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ABSTRACT
The era of digitalization where the majority of people prefer to stay at home and are reluctant to do activities is a problem for manual economic movements but provides benefits from the possibility of maximizing the digital economy. One thing that can still be improved is related to the sale of services, the tendency for online transactions to be more focused on transactions related to physical goods but with the opportunity to see and carry out transactions related to services, this can be done to gain an advantage and related improvements with business opportunities. Obstacles that tend to be found are related to trust because the service process requires someone to come to a location to carry out tasks, this is a challenge for the provision of AHS-Clean applications that provide shoe washing services. This research employs a qualitative approach, with case studies on several leading shoe companies that have implemented digital applications. Data were collected through in-depth interviews with stakeholders, documentation analysis, and direct observation of the business processes involved. The findings indicate that the implementation of digital applications in various operational areas of the shoe business, including digital marketing, e-commerce, and inventory management, has resulted in a positive impact on sales and operational efficiency. However, the primary challenges encountered pertain to the integration of new technologies with existing systems and the necessity to train employees to adapt to these digital changes.

Introduction

In this era of globalization, the development of the fashion world is increasing (Turcan et al., 2020). Apart from clothing, shoes are also one of the important objects in supporting fashion. Shoes and sneakers have become fashion among the public, the number of types and models of shoes continues to grow.

As the shoe industry develops, the shoe cleaning business is increasingly prospective, but the problem is that technology has not been widely applied to the industry. Most consumers who buy shoes only focus on usage. Even though in addition to being bought and used, shoes also require maintenance.

The AHS-Clean business (shoe laundry) is one type of MSME in the fashion sector that is included in the creative service industry. The demand for shoe laundry business is increasing, especially for students, workers and busy housewives. Shoe laundry services are an alternative to save time and energy. To be able to maintain existence in achieving the goals of a business unit, it is necessary to carry out a development strategy.

The urgency of this research lies in understanding the specific role digital applications play in shaping the future of the shoe industry. As the industry grows more digital-centric, it becomes critical to explore how businesses can effectively utilize these technologies to stay competitive, meet consumer expectations, and drive sustainable growth. Moreover, understanding the barriers and challenges associated with digital transformation is vital for developing actionable strategies that can help shoe brands thrive in an era where digital is no longer optional but essential for survival (Iivari et al., 2020).

So, in writing this Paper Report, the author takes the title "Analysis of the Development of the AHS-Clean Shoe Laundry Application" and also displays the following hypothesis questions

H1: Can the shoe washing service system make it easier for consumers.

H2: Does the shoe washing service system provide benefits for all parties involved.

Research Methods

The service system expected by customers according to (Hamerska et al., 2022) lies in :

1. Quality of Service
   Relates to how much impact the service has on the field that can be provided to users.
2. Quality of Information
   Relates to how much quality the application has on the user.
3. Quality of System
   Relates to how well a system functions to support users.

In obtaining benefits in the application needed according to (Hamerska et al., 2022) refers to :

1. Mobile App Function
   Has a relationship to the layer design that will be used
2. The function of each *tool* provided
   Have relationships with support functions such as security services to decision support.
3. Functions to Customer Service
   Has a relationship with the services owned by the user in solving the problem.

In reducing the avoidance of people in using the application, according to (Althunibat et al., 2022) adjustments by application developers in maximizing user needs need to be done including:

1. Quality for Information
   The quality of the information provided must match the needs
2. Quality of Service
   The quality of service provided must be in accordance with the needs
3. Power Distance
   The featured feature must be able to differentiate from other features so that it has uniqueness
4. Uncertainty Avoidance

Things that are not basic user needs can be excluded

5. Indulgence
   Community needs can always be met

According to (Rehman et al., 2022) in evaluating and checking an application can look at :

1. System Performance
   Looking at the system's ability to adjust capabilities
2. System Interaction
   Looking at the ease of use of the system by users
3. Social Influences on the System
   Looking at negative user responses to the system that can be avoided

Use of the system to the benefits that can be obtained by users according to (Park et al., 2022; Rini et al., 2019) is on:

1. Satisfaction
   Looking at user responses when using the system
2. Advantages
   Looking at the benefits that users can get
3. Interaction
   Ease of user interaction
4. Economic Improvement
   Looking at the reference to the economic value that can be obtained

According to (de Menezes et al., 2022) several things that will affect the use of the system by users:

1. Service Access
2. Communication Level
3. Administration System
4. Flexibility of Design System
5. System Responsibility
6. Security System
7. System Service

According to (Alnaim et al., 2022) one of the things that makes and triggers people's desire to use the system is:

1. Efficiency System
2. Data Protection
3. System Availability
4. E-Satisfaction
5. E-Trust
6. E-Loyalty

According to (Khan & Alhumoudi, 2022) Usage and benefits in the system will refer to :

1. Superior efficiency in the use of the system

2. System retention of how long the system will last
3. User satisfaction in using the system
4. The economy is spinning and so are the services

According to (Wang et al., 2022) the factor that affects economic improvement lies in :

1. Service Provider Flexibility
2. Flexibility of the Service Plan created
3. Problem Solving
4. Available Information Sources

According to (Raluca-Florentina, 2022) system providers must look at several specifications that exist in:

1. Content on Application
2. Payment Mechanism
3. Activity Tracking
4. Asset Management
5. Identify and Privacy

According to (Ignatyeva et al., 2022) the system utilization approach must be related to several aspects including

1. Cost Approach
2. Income Approach
3. Service User Field Leasing Approach
4. Combination of Cost and Rent Approach
5. Value Estimation in Approach
6. Normative Approach

According to (Ignatyeva et al., 2022) evaluation is carried out as in the form of values that must be upheld, namely

1. Evaluation of the Cost and Development of New Resoruces
2. Evaluation of Cost Returns
3. Evaluation of Cost Reimbursement when program changes are made
4. Evaluation on Costs incurred for Damage Prevention

Research implementation activities, carried out by conducting an assessment using the *Balance Scorecard* method (Benková et al., 2020; Rotchanakitumnuai, 2013).

1. Literature Survey and Literature Study
   Searching for related journals and detailing the process.
2. Problem Identification
   Problem identification will be formulated to process the analysis.
3. Hypothesizing
   Hypothesizing about the research process carried out
4. Interview and Questionnaire

Shrinking interview and questionnaire topics to obtain reference research data

5. Analysis
   Analysis activities related to the results of data collection obtained
6. Drawing Conclusions and Suggestions
   Summarize conclusions and provide suggestions on the research results regarding the hypothesis obtained.

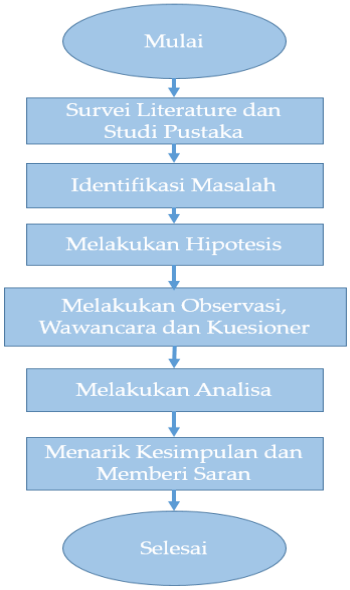

Figure 1. Work Plan

Results and Discussion

The use of a shoe laundry system by looking at the reference of the many people who still feel they don't need a system because they feel excessive is often a problem because if you refer to the current conditions in the community, it is often confused in shoe laundry, especially those who have the same shoes, therefore the system will provide benefits by referring to the quality of numbering and queuing so that differences can be seen and minimize shoe exchange errors.

The service process that people expect in using the system to provide satisfaction is related to

1. Service Quality
   The ease of use of the system has a positive influence on utilizing the system, especially in the shoe laundry application, which is usually a society with a lack of understanding of technology.
2. Information Quality
   As a form of help and tutorial services in using the system must also provide a sense of ease and complete guidance, where this can be seen in the laundry function that will be used.
3. System Quality
   The quality of system services provides excessive functions and benefits for the use of a system that is better monitored and can be applied properly.
4. Mobile Application
   The use of high mobility systems has become a necessity for urban communities and smartphones play an important role.

5. Customer Service

   Supporting customers in the use of the system, which is the main thing in guiding the use, has a major function in the implementation of the service.

What helps the economic movement of system development can be measured in:

1. Service Provider

   Things in service delivery that are key in shoe laundry such as functions that can choose the desired level of quality and also what is expected.

2. Problem Handling

   Problems in handling community points and complaints must be responded to and addressed quickly.

3. Information Availability

   Providing accurate information can have a positive impact on the sustainability of the function for better application development.

Measurement of the factor of how much the use of the system affects the community can be measured in the following assessment factors:

Table 1. Community Satisfaction Fulfillment Table

Measured factors	Measurement	Mean	Cronbach's α
Determination of Success			0.848
Service Acces	0.839	4.34	
Comunication Level	0.873	4.39	
System Administration	0.831	4.33	
Design System	0.859	4.45	
System Responsibility	0.844	4.32	
System Security	0.863	4.41	
Credibility and Service	0.865	4.43	

In evaluating the system that has been developed, it will refer to the points made by the analyst:

1. System Performance

   Fast system access and strong durability if accessed by many parties provide a positive thing in seeing the quality of the system.

2. System Interaction

   The ease of accessing the application and also operating it has an impact and positive things for all circles of society.

3. Social Influence System

   The act of influencing users to be able to see and make good use of environmental influences and also refers to the main thing related to the need for systems to be able to see each other and share information.

A measurement of system usage can be seen and refers to several points that can be seen very well

Table 2: Community Enthusiasm Fulfillment Table

Measured factors	Measurement	Mean	Cronbach's α
Determination of Success			0.892
Information Quality	0.933	3.77	
Service Quality	0.929	3.76	
System Excession	0.847	3.63	
Netizen Enthusiasm	0.861	3.68	

Users primarily perceive the benefits of using the system based on its placement on the:

1. User Satisfaction

   Measurement is seen from user enthusiasm which is measured from interview activities carried out based on the user's overall point of view regarding existing features.
2. User Benefits

   Measurement is seen from how much benefit can be obtained based on the answers given by users by looking at the overall system function.
3. User Interaction

   Captivity and speed are measured based on the time completed when inputting information on the system used.

Measurement of the expectations and desires of the community permanently in the use of the system refers to

Table 3. Table of Fulfillment of Community Desires in System Utilization

Factors measured	Measurement	Mean	Cronbach's α
Determination of Success			0.888
System Efficiency	0.929	3.76	
Data Protection	0.927	3.75	
System Availability	0.843	3.63	
E-Satisfaction	0.854	3.65	
E-Trust	0.859	3.67	
E-Loyalty	0.854	3.66	

Advantages of using an affected system on

1. System Retention

   The strength of the system can be measured when the system is running, especially in the Shoe laundry application which will serve many users from various places and can be seen from the incoming traffic which is quite a lot and can still be handled properly.
2. User Satisfaction

   User satisfaction can be seen from
3. Economic Cycle

   Accelerated economic flows that facilitate high-level economic arrangements for shoe laundry services provide great benefits to service providers.

Improvisation related to the services provided continues to be provided and well attached by service providers to improve the needs of shoe laundry among others:

1. *Activity Tracking*

   Users who can see how often laundry services are performed can periodically track their assets so that they have an estimate of when and when it is necessary to continue to carry out regular maintenance.
2. Asset Management

   Handling of assets owned so that they can find out in detail related to the number of assets that have been carried out maintenance, this is used by laundry owners so that they can justify the estimate of an asset to be recorded and handled.
3. Privacy and Identification

   Privacy in maintaining customer data is carried out by the manager by providing various security things so as to ensure that all personal users and data are well maintained.

Conclusion

The conclusions from the results of research on the use of shoe laundry applications are: The AHS Clean Shoe laundry system provides many financial benefits because it can provide value-added benefits in terms of usage and services. The Shoe laundry system also provides positive things from users where this can be seen from the user's response and enthusiasm in using the service. In the future, similar services are needed to support and improve user services.

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