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Designed The Digital Service as Revisit Intention Program During Pandemic For The Beauty Salon

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Abstract

Beauty salon is one of the very sensitive industries during the pandemic Covid-19. It is because there is almost no social distancing when it delivers services. Both the consumers and staffs are at a high risk of covid-19 transmission. Due to this urgent situation, the project to save the business in beauty services has been designed. The project implemented at Melati Salon & Sulam which serves a semi-permanent makeup relies on digital technology. To fulfill the requirements of social distancing but still prioritize the convenience of customers, the digital service is one the most possible programs to be implemented. The WhatsApp Business platform is not sufficient to accommodate the need of the salon due to the lack of features offered. The project is introducing the online booking appointment system. Setmore platform helps online ordering more practical to use than offline bookings. The training was conducted for employees. It has been implemented for 3 months. The positive result shows that the number of customers who make online booking is increasing and the employee feel the work is more efficient.

Keywords: *Salon, Online, Digital, Service, Pandemic, Covid-19*

Introduction

The outbreak of a pandemic in Indonesia in March 2020 forced the government to enact a number of laws in an attempt to halt the spread of COVID-19 (Hanggara, 2020). Maintaining distance or social distancing, which is an intervention or non-pharmaceutical action that can prevent the spread of disease by maintaining physical distance between people and reducing the number of times people have close contact with one another, is one of the protocols given by the government. (Idhom, 2020). This policy of social distance needs community cooperation, thus many businesses continue to do business and provide services using existing technologies. With the growing usage of the digital economy, the COVID-19 pandemic has transformed people's lifestyles. As a result, initiatives to expedite the economy's digital transformation can be employed as one strategy for ensuring the movement of productive economic sectors in order to support equitable economic growth (Sugiarto, 2021). This has also prompted 37% of the Indonesian population to utilize digital services, with 93 percent of the population intending to use them in the future (Pertiwi, 2020). The digitization service itself has reached 65% of Indonesia's gross domestic product (GDP) (Chrisbiyanto, 2021). In the midst of the current COVID-19 pandemic, the decision to make the digital

economy, particularly MSMEs, the primary driver of Indonesia's economic growth is not without justification. As of May 2021, data from the Indonesia E-Commerce Association (idEA) suggests that MSME actors who are included into the digital ecosystem have reached 13.7 million players, or roughly 21% of the total players (Sugiarto, 2021). Semi-permanent makeup is offered at Melati Salon & Sulam. A system reservation slot is used to obtain the service, which is implemented digitally by Melati Salon & Sulam for offline and online appointment bookings using the WhatsApp Business platform. The platform is also part of an endeavor to reduce physical contact between customers and beauticians in order to comply with government protocol laws. Because the WhatsApp Business admin also works as a beautician at Melati Salon & Sulam, the owner thinks the platform inefficient and ineffective in terms of efficiency and efficacy. When working as a beautician, an employee will have trouble picking up the phone and making appointments during normal business hours, as well as responding to customer inquiries. This will induce consumer unhappiness since prospective clients' chats or calls to book an appointment for Melati Salon & Sulam take too long. Due to the need for re-registration in a re-scheduled schedule, customer profiles, and the type of service chosen by the customer, the WhatsApp Business platform is unable to support services for making online appointments at Melati Salon & Sulam. The recording can take time for workers, and human error can occur. The platform itself does not have many features that assist the beauty shop in scheduling appointments online. As a result, the author uses the Setmore platform to create an appointment online booking system, where online ordering is deemed more convenient than appointments that must be made in person, and there are more features that support online appointment booking. People appreciate the convenience of being able to purchase whenever and however they want, without having to wait for a response from the Melati Salon & Sulam admin via chat. So, from the background of this problem, the author makes further observations with the title "Digital Service as a Revisit Intention Program in the Pandemic Period for Melati Salon & Embroidery"

Methods

Techniques in data collection were obtained from:

- a. Using observational techniques, the author went to Melati Salon & Sulam to gather information. This was accomplished by examining the situation at the area and the activities that were taking place. The writer can obtain accurate statistics and information by gathering this information. By understanding the scenario, authors will be able to provide or offer remedies to Melati Salon & Sulam business owners.
- b. The author utilized an interview technique to learn about the challenges and give a summary of the firm, in which the author asked the owner of Melati Salon & Sulam directly. The technique utilized in data collecting is critical; the author will acquire reliable information from the interview findings and will be able to proceed the research activities.
- c. Documentation technique, this process is obtained from documents in the form of reports, notes, or photos owned by Melati Salon & Sulam

- d. Training is used to ensure that business owners do not make mistakes when operating the platform. This strategy is used by authors to determine the extent to which business owners comprehend the platform and its perceived benefits. Owners must be able to use the booking platform, booking links, submit the data needed by the program, and alter the appearance of online bookings.

The creation of the online booking system began with a direct observation visit to the Melati Salon & Sulam location. An online booking system that was suited to the demands of Melati Salon & Sulam was built to find out the challenges experienced and the general description of the organization. Online booking system and Web-based application based on an application. In the first week of October, the author designed the system, input the data required for the online booking system to function, and described the platform as well as the benefits that would be gained from using the online booking system.

The implementation of practical work divided into several stages as follows:

- a. Preparation stage. The author conducted a survey at the practical workplace, obtaining approval from the owner of Melati Salon & Sulam to do practical work, conducting interviews with the owner to find out and analyze the problems faced by the MSMEs and also information related to the business being run, then the author examines the problems faced
- b. The implementation stages. The implementation of the drafting in the transfer of online booking software that used such as inputting customer data or business data for Melati Salon & Sulam to the Setmore software. In order for online ordering to be used more, the link used for online booking will be broadcast to Melati Salon & Sulam's Instagram account and WhatsApp Business Account. Researchers would also conduct a training process for the Melati Salon & Sulam admin in using the proposed software. After that, it is continued with evaluation and monitoring.
- c. Stage of Assessment, Evaluation and assessment by the company and supervisors, business owners used the Setmore platform and observed the given platform and revised the obstacles or shortcomings of the platform has been used.
- d. Reporting stage. The author conducted practical work reports. Reports will be presented to the supervisor and evaluation and assessment will be carried out on the author's work through the practical work reports that have been made. After that, the Practical Work report will be submitted to BAAK in hardcover form.

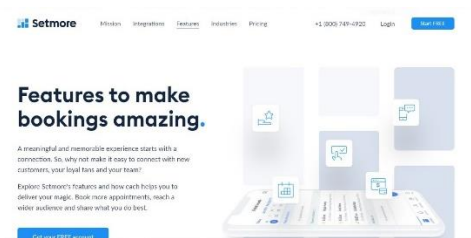
This research was conducted at a beauty salon named Melati Salon & Sulam Company It was founded in 2013 which is located at BCS Mall 3rd Floor C 12 Batam, Riau Islands. This study implemented for 3 months, from 1st of October 2021 until 31 December 2021. The research itself has a budget of IDR 5,242,000.

Result and Discussion

The online booking system was selected after knowing and understanding the problems faced by the owner. The Setmore platform which is based on Web-based Application is the platform that is implemented for this online booking system. The following is the process and explanation of the Setmore system application program:

a) *Log In*

Users need to first enter the user-generated username and password to use the Setmore platform



Picture Error! No text of specified style in document. Login Menu, **Source:** Processed secondary data (2021)

b) *Dashboard*

Setmore's dashboard assists the users in keeping track of their weekly appointments and revenue. It is designed to offer an at-a-glance status update on users' business by displaying appointments and aggregated income information for all of their team members for the current week. The top bar displays the current week's activity, total appointments, and projected earnings for the week. "Confirmed Revenue" " is the total revenue from all of this week's appointments. "Projected Revenue" is the revenue generated by all appointments that did not take place this week. And lastly, "Total Estimated" is the sum of the two previous values, and it must equal the user's total revenue at the conclusion of the week. "This Week's Schedule" displays all past and upcoming appointments of all staff members for the entire week. The Appointment Details menu can be accessed by clicking on an appointment. Users can edit, reschedule, or cancel appointments from this page.

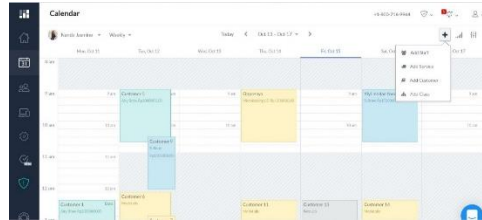


Picture 4.2 Dashboard, **Source:** Processed secondary data (2021)

c) *Calendar*

The calendar view allows users to see all of their appointments for a specific time period. When a user accesses his or her Setmore calendar, the user's schedule for that time period is presented automatically. Users can choose between a to-do

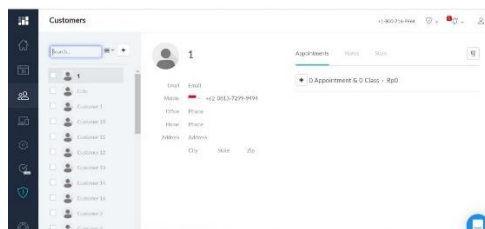
view (list format) and a 3-day calendar view in the Setmore mobile app. Users can choose between daily, weekly, or monthly views in the Setmore web app by default.



Gambar 4.3 Calendar, **Sumber:** Data sekunder yang telah diolah (2021)

d) Customers

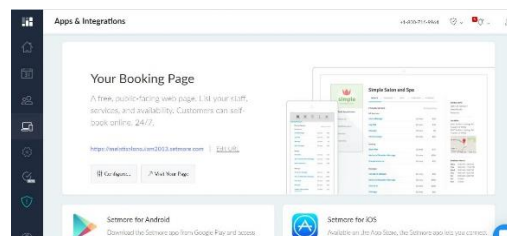
The Customers menu is a digital rolodex that contains all of the company's customers. By default, this provides the customer's name, contact information, and appointment history. Custom form fields can be added by users to collect additional information. Users may unintentionally establish multiple profiles for the same consumer users then can merge customer profiles in Setmore to help reduce the number of encounters with the same consumer.



Picture 4.4 Customers, **Source:** Processed secondary data (2021)

e) Apps & Integrations

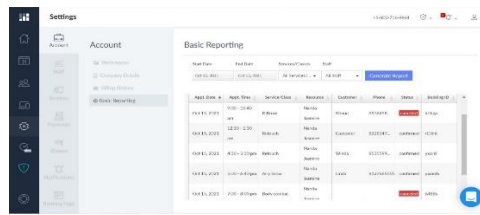
This menu lists all of the Setmore platform's applications that can be incorporated. Payments, online booking websites, calendar sync, and video meetings are all examples of social media integration.



Picture 4.5 Apps & Integrations, **Source:** Processed secondary data (2021)

f) Setting

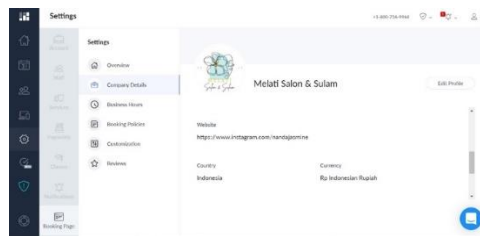
In this menu, several tabs are displayed that can be selected to be rearranged by the user such as accounts, staff, services, payments, classes, notifications, and booking pages.



Picture 4.6 Settings, **Source:** Processed secondary data (2021)

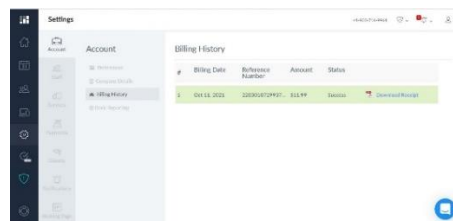
g) Account

In this menu you can reset preferences, company details, and billing history. The account menu also provides basic reporting. In the company details, it is necessary to fill in the fields for the company name, industry, currency, phone number, country, address, city, and state.



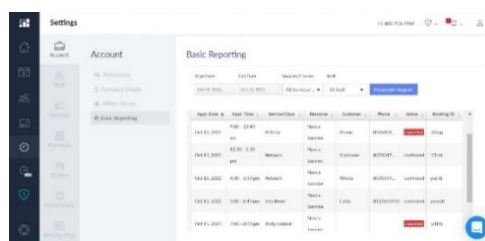
Picture 4.7 Company Details, **Source:** Processed secondary data (2021)

This tab will update your payment details or check your payment history on the Billing History tab. Set more web and mobile logins allow you to manage payments, change user cards on file, examine prior subscription bills, and download receipts.



Picture 4.8 Billing History, **Source:** Processed secondary data (2021)

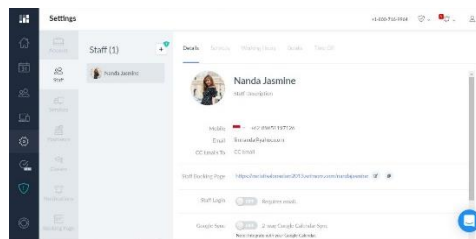
The Basic Reporting tab follows, which allows users to recall information and filter it by time period, certain services, or specific team members. Users can also download the data as XLS files, which can be used to keep track of it or to connect to spreadsheet tools for more effective data filtering.



Picture 4.9 Basic Reporting, **Source:** Processed secondary data (2021)

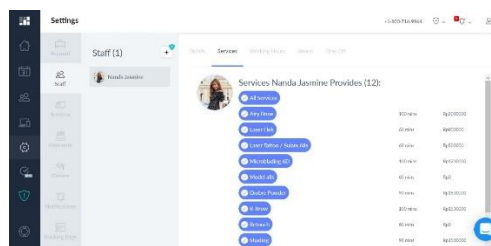
h) Staff

To arrange an appointment at Setmore, the User must have staff who can supply services for the appointment, which can be found in the settings tab. Each staff member added to the account represents a separate scheduling calendar from which the user can schedule services. There are tabs for Details, Services, Working Hours, Breaks, and Time Off in this staff feature. The user must enter in the name of the business employee, phone number, and email address on the Details tab. Users can apply varying levels of permissions to certain menus and settings using the staff login. Not only that, but each employee login has its own calendar and booking link.



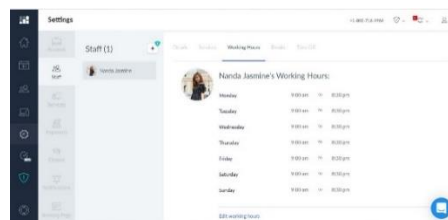
Picture 4.10 Details **Source:** Processed secondary data (2021)

Users can allocate employees to the services that are supplied to clients through the services function

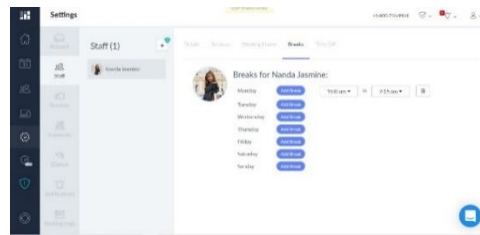


Picture 4.11 Services, **Source:** Processed secondary data (2021)

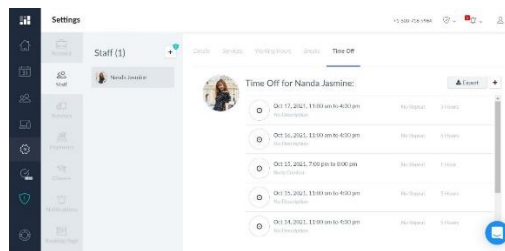
The availability of staff members and opening time slots at Setmore are controlled by the employee's working hours. Working Hours allows users to control staff availability at work. Time Off for longer leave, like as vacations, and Breaks to interrupt daily occurrences, such as lunch.



Picture 4.12 Working Hours, **Source:** Processed secondary data (2021)



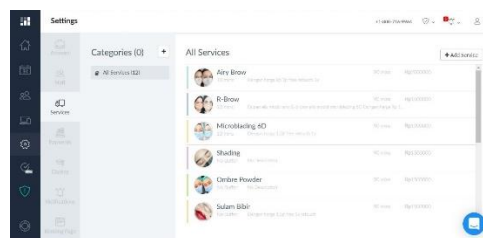
Picture 4.13 Breaks, **Source:** Processed secondary data (2021)



Picture 4.14 Time Off, **Source:** Processed secondary data (2021)

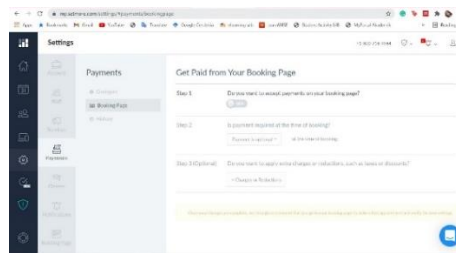
i) **Services**

Users can add as many services as they want to their Setmore account. Each service will be bookable via the user's admin dashboard calendar as well as the Booking Page (unless the user marks the service as Private). If a user's business provides various services, service categories can be used to categorize and prioritize the user's offerings. It will also assist in cleaning up the Booking Page, making it easier for clients to navigate and select the service they require. Setmore allows the user to provide a unique color to each service, making it simple to identify between them on the user's Calendar or To-Do list. The user and user team can see the service color, but not the user's customer. Users can mark services as "private" in Setmore. Customers will not be able to see personal services, and they will not appear on the BookingPage.



j) **Picture 4.15** Services, **Source** Processed secondary data (2021)

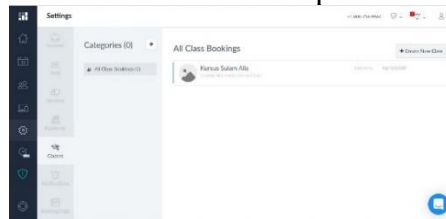
Payments
In the Setmore account, users can enable Stripe or Square, as well as the option to accept customer payments from the Booking Page. When clients book appointments online, they enter the payment process. This will not only secure a firm commitment from the consumer, but it will also provide more convenience because the user will be able to ignore the payment procedure throughout the appointment. Users can also request full payment in advance, a deposit on services, and apply discounts or service fees when Payments is enabled.



Picture 4.16 Payments, **Source:** Processed secondary data (2021)

k) Classes

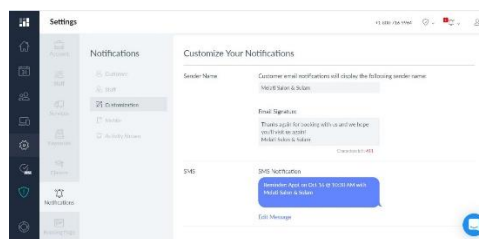
Users can arrange sessions in Setmore with a defined date/time and multiple participant slots. The user will first create a class in Setmore, then add a session to it. The user's subscription will then add participants to each session, or the user will book their attendance for a certain session at a specific date and time.



Picture 4.17 Classes, **Source:** Processed secondary data (2021)

l) Notifications

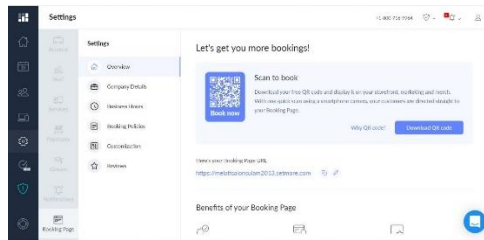
Users may choose when confirmations, reminders, and push notifications are sent with Setmore. For new, postponed, or cancelled appointments, Setmore automatically sends email alerts to team members, customer, and user. Users can also tailor the content of text messages that are automatically updated with information about upcoming appointments.



Picture 4.18 Notifications, **Source:** Processed secondary data (2021)

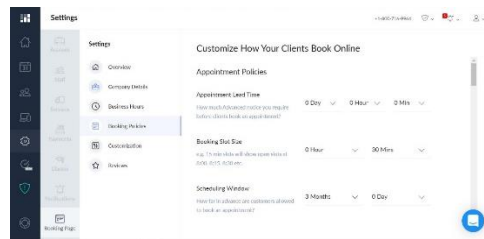
m) Booking Page

The Overview site shows a url that the user can copy and give to customers, and link to the user's website, Instagram bio, and Facebook bio.



Picture 4.19 Overview, **Source:** Processed secondary data (2021)

The user can then adjust the Appointment Lead time, Booking Slot size, Scheduling window, Cancellation service/class duration, business hour, local time, book another appointment button, and menu bar on the Booking Policies tab. Users can change how clients order online by customizing the Booking Page to show the customer the next open time slot, and then asking them to add another service once they select one.



Picture 4.20 Customization, **Source:** Processed secondary data (2021)

The application, landing page, and WhatsApp Business Account whose features are most frequently utilized are all tailored to the needs and circumstances of business owners. After entering the essential data for the Setmore application to run, training is provided, as well as an explanation of the capabilities available in the Setmore application so that business owners may get the most out of it.



Picture 4.21 Landing Page, **Source:** Processed secondary data (2021)

Clients find it easier to order salon services when the implementation is complete because there is no need to wait for a response from the company

admin, and customers may make a 24-hour booking appointment at a time that is appropriate for them which this would trigger client satisfaction. When the business owner serves as both an administrator and a beautician, the online ordering system can save time and money. When business owners use the Setmore software, they notice a number of things:

1. They could minimize multiple bookings and check the availability of online booking slots.
2. Owner could gather customer information and could generate what customer preferences in their product.
3. Owner remind the consumer of the scheduled appointment by email or SMS automatically by the app.
4. After a reservation is made, Setmore will update the slot availability so users didn't have a hard time to keep updating the booking slots.

Because of the auto reply from the application feature in the WhatsApp Business Account Melati Salon & Sulam business tools, the performance of replying to admin chats improves, and clients can rapidly acquire booking links and product catalogs from Melati Salon & Sulam. This landing page allows administrators to give a single link that contains the company's WhatsApp Business Account, booking link, and product catalog.

Conclusions

Observation, interview, documentation, and training procedures are used to acquire data. After the project implementation, customers survey found its ease to order Melati Salon & Sulam. They do not have to wait for a response from the company admin, which increases client satisfaction. The performance of replying to admin chats improves after using the WhatsApp Business Account Melati Salon & Sulam business tools. This landing page allows administrators to give a single link that contains the company's WhatsApp Business Account, booking link, and product catalog.

After doing and performing practical work on Melati Salon & Sulam, the authors offer the following recommendations:

1. After the government's Enforce Activity Restrictions program is established, continue to use online scheduling appointments. The Setmore application itself offers features that might assist owners in making online appointment booking easier. With the dilemma of the administrative assistant who also works as a beautician, making an appointment online can save the business owner cost on hiring new staff to fill the administrative assistant role.
2. Business owners gain a better understanding of the given application so that they are more familiar with and can use the features of the Setmore application more effectively, as well as be prepared for the challenges that will be faced when implementing the online booking system. Reliable Internet access is required to check reservations and add reservations, both of which are done online.

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