

ASSESSMENT ON THE OPERATIONAL ASPECT OF WASH ME (MOBILE CARWASH) IN TAGUIG CITY: BASIS FOR PROPOSED IMPROVEMENT PLAN

ABSTRACT

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This study examined the operational effectiveness of Wash Me Mobile Carwash in Taguig City, focusing on key areas such as equipment upkeep, inventory and supply management, employee performance, and waste disposal procedures. This study employed a descriptive quantitative research design to assess customer perceptions of Wash Me Mobile Carwash's operational efficiency. A total of 50 customers were selected using purposive sampling. To analyze the data, the study used statistical methods such as the weighted mean to measure central tendencies, along with the Kruskal-Wallis and Mann-Whitney U tests to determine significant differences between variables. The study revealed that most respondents were males aged 36–45, with 68% owning compact cars and 52% being first-time users, indicating potential for enhancing customer retention strategies. Respondents expressed high satisfaction with equipment maintenance (mean = 3.38) and supply quality (mean = 3.32), reflecting dependable service delivery. Staff performance also rated favorably (mean = 3.26), demonstrating professionalism and competence. Waste management received a comparatively lower score (mean = 3.20), suggesting a need for more eco-friendly practices. Statistical tests revealed significant differences in equipment maintenance satisfaction across age groups ($p = 0.0256$), and a notable impact of service frequency on supply efficiency ($p = 0.0406$), emphasizing the importance of customized operational strategies to meet varying customer needs. To strengthen customer trust and long-term satisfaction, the mobile carwash should maintain consistent preventive equipment maintenance and invest in modernizing outdated tools to ensure top-tier performance and service reliability. Ensuring the continued use of premium, effective cleaning supplies will reinforce the quality of service and align with customer expectations. To elevate the customer experience, the business should provide ongoing staff training focused on professionalism, efficiency, and responsiveness. Environmental sustainability can be enhanced by implementing improved waste management practices, such as reducing water consumption, adopting eco-friendly cleaning agents, and ensuring proper waste disposal protocols. Moreover, the carwash should introduce more flexible scheduling options—including weekend and evening services—and establish clearer communication regarding service delays, particularly those caused by inclement weather, to maximize customer convenience and satisfaction.

RECOMMENDED CITATION

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