

Enhancing workshop management efficiency for two-wheel and four-wheel vehicles

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Abstract

This community service aimed to increase participants' understanding of effective management practices in vehicle workshops. The program was conducted online through a Zoom webinar, engaging both students and the general public free of charge, and offering e-certificates and door prizes. The webinar focused on essential topics such as the transition to entrepreneurship, workshop business development, key operational responsibilities, workshop organization, and customer service strategies. The implementation involved several stages, including observation, preparation, and execution, which culminated in a one-day online event. The activity began with opening remarks by the Chairperson of STIE Pancasetia, followed by the speaker's presentation, a discussion session, and the awarding of an e-certificate. The results showed high enthusiasm from participants, who actively engaged during discussions and gained valuable insights into managing modern workshops efficiently. This activity successfully enhanced awareness of the importance of structured and professional management in workshop operations. It also demonstrated the potential of online learning platforms in supporting community knowledge sharing. Future programs are recommended to expand the topics and involve students and alumni to strengthen the impact of community engagement initiatives.

Keywords: workshop management, entrepreneurship, vehicle service, community service

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1. Introduction

The rapid development of the automotive industry has created vast opportunities for business growth, particularly in vehicle maintenance and repair services. Workshops play a crucial role in supporting after-sales services and ensuring customer satisfaction through the maintenance, repair, and reconditioning of motor vehicles. According to Scribd.com (2023), management serves as both a tool to achieve organizational goals and an instrument to ensure the effectiveness and efficiency of workshop operations. A well-managed workshop must also be supported by proper administrative systems that record all resources as business assets. As defined by Kurnaini (2013), a workshop is a place where technical repairs are carried out on products—specifically, in this context, motor vehicles. Workshop activities form an integral part of after-sales service networks and are essential in supporting product marketing.

There are several types of workshops, each with different operational models and levels of affiliation: independent workshops that operate freely without representing any brand, authorized workshops that act as representatives through brand appointment letters, and dealer workshops that function as part of a dealer

or sole brand agent (ATPM). Each type of workshop operates within a different management framework but shares the same objective—to provide efficient, high-quality service to customers. Workshops also generate income through various sources such as maintenance and repair services, spare parts sales, optional parts, accessories, lubricants, and other supporting products (file.upi.edu, 2023).

Effective workshop management is essential to streamline daily operations, improve productivity, and increase profitability. In the modern era, many individuals are starting workshop businesses due to the growing demand for vehicle maintenance services. However, most still apply traditional management approaches that lack systematic and data-driven management practices. This condition highlights the need for modern workshop management systems that integrate organizational structure, job descriptions, workflow efficiency, and operational monitoring. Through this community service activity, participants are introduced to modern workshop management concepts to enhance their managerial skills, operational efficiency, and understanding of how effective management systems can positively impact business profitability and sustainability.

2. Community Service Design and Method

The community service activity was designed in the form of an online webinar or seminar focusing on workshop management for two-wheel and four-wheel vehicle businesses. The main objective of this program was to enhance participants' understanding of effective management practices in operating both motorcycle and car workshops. The webinar was conducted online via the Zoom Meeting platform using Meeting ID 4756624886 and passcode Gee57K. This free event was open to both students and the general public and provided several benefits, including E-certificates and a door prize sponsored by Oil Top 1 as a form of participant appreciation.

The implementation of this community service followed several systematic stages. The first stage was observation and preparation, during which the organizing team determined the keynote speaker, moderator, master of ceremony (MC), and identified suitable materials to be presented by the invited speakers. The next stage involved technical preparation, including coordination with speakers, arranging schedules, designing promotional flyers, setting up the Zoom meeting link, preparing attendance lists, and ensuring the readiness of E-certificates for participants. After all preparations were completed, the team conducted a final coordination meeting to ensure the event ran smoothly.

The webinar consisted of several sessions, including the opening ceremony, presentation of materials by the speakers, an interactive question-and-answer session, the awarding of e-certificates to the speakers, and the closing remarks. Throughout the event, participants actively engaged in discussions, demonstrating their enthusiasm and curiosity about modern workshop management practices. This activity successfully provided new insights and practical knowledge for both current and aspiring workshop owners on how to manage their automotive businesses more effectively and professionally.

3. Results and Discussion

The implementation of the webinar proceeded smoothly, with the speaker delivering the material effectively and engagingly. The topics presented included: (1) transitioning into entrepreneurship, (2) the development of workshop businesses, (3) main operational responsibilities in workshop management, (4) workshop activities, (5) workshop organization, and (6) tips for providing excellent customer service, which culminated in a one-day online event.

The main session began with an opening speech by Dr. H. Nurus Sjami, S.E., M.M., Chairman of STIE Pancasetia, followed by an introduction and reading of the speaker's biography. The session continued with a comprehensive presentation by the speaker on two-wheel and four-wheel workshop management,

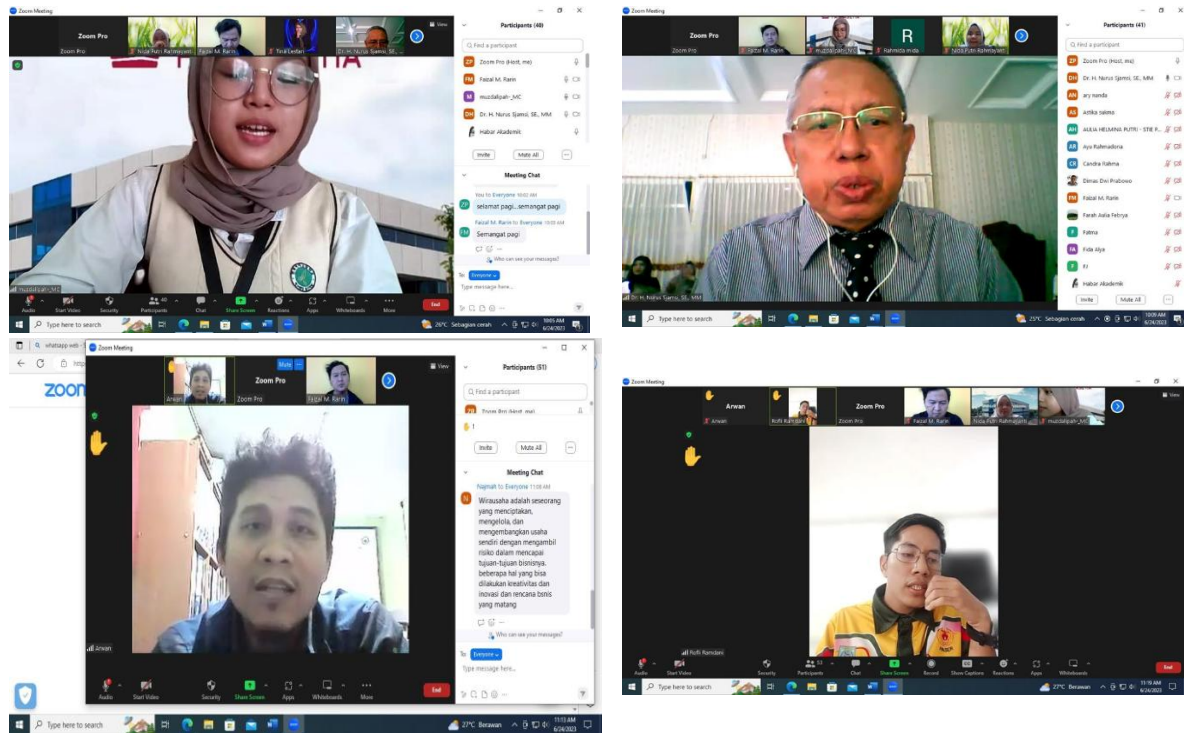


Figure 1. Implementation of Community Service Activities via Zoom Application

covering essential aspects of business operations and customer relations. After the presentation, the moderator summarized the key points and opened a question-and-answer session, during which participants actively engaged and raised insightful questions. The session concluded with the presentation of an e-certificate to the speaker and a formal closing ceremony.

The webinar was successfully conducted and received positive responses from participants, many of whom expressed enthusiasm and curiosity about the topics discussed. Through this activity, participants gained a deeper understanding of the importance of effective management in the automotive service business, as well as strategies for transitioning into entrepreneurship and managing workshop operations efficiently. Overall, the program achieved its objectives by enhancing participants' managerial knowledge and entrepreneurial awareness in the automotive service industry.

4. Conclusions

The conclusion of this activity is that the webinar was highly successful and received an excellent level of enthusiasm from participants. The event ran smoothly, and the material was delivered effectively and clearly by the speaker. Participants actively engaged throughout the session, demonstrating great interest in the topic of workshop management for both two-wheel and four-wheel vehicles.

It is recommended that more seminars or webinars be organized in the future with innovative and contemporary themes to maintain relevance and broaden participants' insights. Furthermore, such community service activities should continue to grow as a platform for sharing knowledge and contributing to society. Future programs could also be expanded by involving students and alumni of STIE Pancasetia Banjarmasin, thereby strengthening collaboration and the spirit of community engagement.

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