ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) have become a crucial pillar for the growth and development of the Indonesian economy. MSMEs in Indonesia are very developed and consist of various sectors. One of them is MSMEs in service sectors which is now currently widely spread throughout in Indonesia. With a considerable number of businesses in this sector, entrepreneurs are certainly faced with tight business competition. This phenomenon causes business people need to innovate their products, development their product to remain competitive with their competitors.

This research aims to validate the business model for developing helmet washing services at Clean n Fresh MSMEs using the business model validation method. This research was conducted by testing the nine Business Model Canvas blocks that have been prioritized.

This type of this research is qualitative with a case study approach. Data collection techniques were carried out by interview, observation, and also literature studies used for explore theories related to the research topic. This research consists of two sources, namely, the business owners and customers. Business owner will be interviewed about the business model that is already running, and customers will be interviewed about new products that will be offered. The data from the interview will be used to validate the suitability of values that will result in suggestions and follow-up for the Clean n Fresh Helmet Wash business.

Business model validation begins with the business model canvas that the object of research wants to develop. Then, it will be analyzed using the Testing Business Idea theory by determining the risky hypothesis of the Clean n Fresh Helmet Wash business model. After conducting validation with several tests and getting the final results, the researcher formulates suggestions and follow up for the Clean n Fresh business.

The result of this study showed that 3 hyphoteses tested, all hypotheses were declared valid. From the result of this study, it can be concluded that 3 hypotheses that were declared valid are located at Value Proposition, Customer Relationship, and Revenue Stream blocks. After doing validation using several testing methods, the researcher formulated several suggestions and follow-up. The result of this study are expected to be used asa an evaluation in learning at universities especially MBTI study programs. This study also expected to be used as a direction for Clean n Fresh Helmet Wash MSMEs in increasing sales revenue and developing heir products.

Keywords : business model canvas, business model validation, service development, product development, testing business idea.