

Standard Operating Procedures (SOP) As An Effort To Maintain Service Quality

Sutrisno^{1*}, Muhammad Yusuf², Feb Amni Hayati³, Pandu Adi Cakranegara⁴, P A. Andiena Nindya Putri⁵

¹Associate Professor, Universitas PGRI Semarang, Indonesia.

²Lecturer, STIA Bandung, Indonesia

³Lecturer, Universitas Pamulang, Indonesia

⁴Lecturer, President University, Indonesia

⁵ Lecturer, ITB Stikom Bali, Indonesia

*Corresponding author: sutrisno@upgris.ac.id



Abstract – To thrive in a competitive environment, service quality must be maintained. The barbershop business, or what is now more commonly known as the barbershop, is one that must implement SOPs in customer service. This study takes a descriptive qualitative approach. Respondents were the owners and employees of the Tanaka barbershop in Bandung. Making SOP Tanaka barbershop includes efficiency, consistency, error reduction, problem-solving, labor protection, work maps, and defense boundaries. The study's findings are presented in the form of SOPs, which are as follows: a) When visitors arrive, they are assigned a queue number. If ordering online, it must be done on time so as not to disrupt the queue that runs at Tanaka barbershop; b) Employees are required to follow a predetermined pattern or model; c) Shave carefully; d) Communication is the most important thing in work; e) Misfortunes of workers and consumers are the responsibility of the Tanaka barbershop; f) Use cutting tools that are suitable for use and return them to their original places.

Keywords – Standard Operating Procedures, SOP, Maintain Service Quality

I. INTRODUCTION

Today, the service sector is expanding rapidly. Increased social welfare will also lead to increased consumption of goods and services. Education, health, entertainment, self-service, communication, finance, and travel are some of the service sectors that are widely consumed and have a significant impact on economic development. Demographic changes and psychological, social, economic, political, and legal changes can all have an impact on the growth of the service industry (Ratna & Meiliani, 2018). To thrive in a competitive environment, the quality of service provided to customers must be maintained (Nasrulloh & Fadillah, 2019). This must be done by business actors who are being run; one of the efforts to survive in intense competition is to think of effective ways to compete. One approach is to maintain and continue to improve maximum service quality without burdening consumers with the cost of these services. Other steps that business owners can take to improve service quality include developing Standard Operating Procedures (SOP) (Ajusta & Addin, 2018)

The barbershop, or as it is now more commonly known, the barbershop, is one of the businesses that must implement customer service SOPs (Wartama & Thahir, 2021). The Barbershop business in Indonesia is relatively new, but it has seen rapid growth with the emergence of barbershop barbershops all over the country. Men should have their hair cut at least once a month. Men's hair care salons have sprouted up to meet these demands. The barbershop business is now one of the most popular business models in Bandung, particularly among young people. According to Google.com, the number of barbershops in Bandung is expected to reach nearly 100 by March 2022. Because of the growing number of competitors, barbershop owners

must constantly strive to maintain and improve the quality of their services. One of the efforts is to implement an SOP so that all customers are treated the same way.

Tanaka barbershop is a modern barbershop business player. It is located on Jalan Bandar Ngalim No. 16 in Bandung City and will open in July 2021. Tanaka Barbershop also offers private classes to customers who want to learn how to cut hair, and upon completion, they will receive a certificate from the owner of Tanaka Barbershop. In March 2022, the owner opened a new branch called Tanaka Barbershop #2 on Jalan Panglima Polim in Bandung City. This significant development from Tanaka Barbershop compelled the owner to consider how to maintain the quality of service from center to branch, and it also turns out that the owner has not had standard operating procedures in place for his employees when serving customers up to this point. The fact that several studies, including those conducted by (Ratna & Meiliani, 2018), show that standard operating procedures have a significant impact on visitor satisfaction. Furthermore, according to research (Syarifah, 2019), standard operating procedures can improve the performance of company employees.

II. METHOD

According to (Sugiyono, 2017), a descriptive qualitative method describes or analyzes research results without using numbers, but it is not used to conclude. It was also stated that qualitative research is a type of research that is specified from beginning to end in a systematic, planned, and structured manner. Tanaka Barbershop in Bandung, West Java, will be the location of this study. In this study, field data was used. There are also library data. Tanaka Barbershop owners and employees

Validity and Reliability

The qualitative research method data will be tested using a different term than the quantitative method, (Sugiyono, 2017). In qualitative research, data validity is tested in two ways: triangulation and member check.

1. Triangle

The triangulation technique is a data collection method that combines several existing techniques and data sources. In other words, the researcher validated the data while collecting it. Technical triangulation is a technique in which researchers use various data collection methods to obtain information from the same source.

Verification of Member. The member validates the data obtained from the data giver. The goal is to see how closely the data obtained corresponds to what the data provider provides.

Data Analysis Techniques

The data analysis technique refers to the process of finding and compiling collected data so that it can be concluded and used as information material that others can understand. Meanwhile, qualitative data analysis techniques are inductive, which means that data is obtained and developed through specific relationship patterns before being transformed into hypotheses. According to Miles and Huberman in (Sugiyono, 2017), qualitative data analysis can be done interactively and continuously.

III. RESULT AND DISCUSSION

This study will apply the theory of (AJUSTA & Addin, 2018) to develop Standard Operating Procedures (SOP) for the research object, Tanaka Barbershop. The owner was interviewed four times, with the first interview aimed at determining what the owner desired by developing SOPs for his company.

"I want to make sure that when I open a branch, both on my own and in collaboration, we don't change the standards that I built from the beginning when I founded this business, sir so that when consumers come, they feel the same service and experience."

"I want SOPs that are simple but that my employees can use at work, and I don't want to put SOPs under pressure." Researchers discovered that the owner wanted to create an SOP that could later be used at the Tanaka barbershop branch so that customers could receive standardized service without burdening their employees with the created SOP.

Nonetheless, by the desired goals and objectives The researcher deduced from the initial explanation that the first SOP was for visitors to arrive and be assigned a queue number. Online bookings must be completed on time to avoid disrupting the Tanaka barbershop queue.

"Previously, we didn't use queues, so we served whoever came first, but I'm concerned that some employees will forget and customers will be too late in the queue if it's crowded." When you make an online reservation,

1. Consistency

Consistent elements can be interpreted as provisions and things that do not change, allowing them to be calculated correctly. Consistent conditions can help with profit and loss calculations as well as marketing regulation. As a result, everyone involved in it must be extremely disciplined. According to the owner, Tanaka barbershop has a distinct haircutting style, as revealed during the interview. Employees are then required to adhere to a predetermined pattern or model. "As a result, I require that my employees, like me, be able to cut the proper razor." The goal is for each of us to have our unique characteristics. So, when customers come in and don't know what style of shave they want, my employees already know what to do." According to the researcher's interview, "Standard model when cutting must follow the owner's pattern."

2. Reduce errors

Minimizing errors can also mean being able to keep all errors to a minimum in all areas of the workforce. Standard operating procedures can be a clear guide that directs each employee's work activities systematically. Based on this brief explanation, the researcher developed the next SOP, "shave with heart." This is backed up by the owner's statement that "o bro if we do it from the heart, the results will be enhanced as well. It's different if we're in a bad mood when we shave. Without a doubt, the results will be subpar, not to mention the lack of concentration. It has the potential to disturb and negatively influence those around it." " Mistakes usually happen when we are unconcerned about shaving/serving customers. If it's like that, I'll usually talk to you first to see if there's a problem, why isn't the work concentrating?"

3. Troubleshooting

Standard operating procedures can be used to solve problems that may arise in the company and institutional activities between employees. It appears that there will be no mediator to resolve the conflict at hand. However, if it is returned to the SOP that was previously prepared correctly, both parties must follow the SOP. "So far, bro, if we have a conflict because if something doesn't fit, we usually just talk straight away". "I believe it is also important when working and communicating because we never know when someone may have another problem outside of work that will be brought to work later." Based on this description, the researcher determines that the next SOP is "communication the most important thing in work."

4. Labor protection

Labor protection can be a definite step that includes all procedures to protect each resource from potential avoidance of liability and various personal problems. In this case, SOP is intended to protect employee issues such as company loyalty and employees as individuals. "For a form of protection like BPJS, maybe we don't have it yet, but if we already have a lot of employees, we may register BPJS, so far fortunately there have been no work accidents and if possible, don't let them happen". "Even if there is, bro, we are ready to accept responsibility if that happened at Tanaka barbershop." The Tanaka barbershop can implement labor protection by stating that "the safety of workers and consumers is the Tanaka barbershop's responsibility."

5. Work schedule

A work map can be interpreted as all activities that are neatly organized and can be carried out in the minds of each employee as a definite habit. Work patterns can be more focused and on track with standard operating procedures; this is related to the efficient first point, that one of the conditions is to focus on the map to be executed. "As for the automatic razors, they have their own, because that's like each employee's mainstay weapon, except for general tools like combs and the like." "As a result, after being used for common tools, they must be returned to their original location so that others are not confused when looking for them." According to the above description, the SOP that can be applied to Tanaka barbershop is "use cutting tools that are suitable for use and return them to their original place." Because all activities of institutions or companies have been listed procedurally, defense boundaries can be interpreted as the final inspection step. As a result, inspections from outside the company cannot cause the things in the SOP to change or even shake the company. "We don't yet have anything like briefings or evaluations in place for my employees. So a weekly briefing might be feasible ". Tanaka Barbershop can use this information to implement weekly briefings.

IV. CONCLUSION

Based on the above findings, the researchers contacted the owner and Tanaka barbershop employees several times. The following are the Standard Operating Procedures that will be implemented later to support employee work and provide employees with a handle to use as a guide when working. When visitors arrive, they are assigned a queue number. Employees must adhere to a predetermined pattern or model, shave with heart, and communicate effectively if online bookings must be completed on time so as not to disrupt the Tanaka barbershop queue. Tanaka Barbershop is responsible for the safety of its employees and customers. Return appropriate cutting tools to their original positions. Every Friday morning, Communication is essential in the workplace. Tanaka Barbershop is responsible for the safety of its employees and customers. Return appropriate cutting tools to their original positions. Every Friday morning breathe.

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