

THE DESIGN OF STANDARD OPERATING PROCEDURE IN CLEANING SERVICE RESIDENTIAL

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Abstrak

Permasalahannya adalah bahwa CSR tidak memiliki Standar Operasional Prosedur yang kuat untuk menetapkan standar dan mengatur karyawan yang ada, pada akhirnya menurunkan kualitas pelayanan dan kepuasan pelanggan perusahaan. Tujuan dari riset ini adalah merancang standar operasional prosedur untuk memperbaiki performa dari CSR dan meningkatkan kualitas pelayanan dan kepuasan pelanggan CSR. Riset ini menggunakan metode kualitatif deskriptif, dimana menggunakan metode pengumpulan data berupa wawancara yang mendalam, observasi, dan dokumentasi. Riset ini menyimpulkan bahwa standar operasional prosedur dibutuhkan oleh semua jenis usaha khususnya usaha yang menggunakan banyak sumber daya manusia untuk berkembang dan mengatur standar yang akan ditetapkan. Dengan adanya Standar Operasional Prosedur yang dirancang, CSR diharapkan dapat memperbaiki masalah yang ada dan meningkatkan performa perusahaan.

Kata kunci: *Standar Operasional Prosedur, Riset Kualitatif, Home Cleaning, Kinerja UKM*

BACKGROUND

Standard operating procedures needed by the employees as a reference to be professional and reliable. For companies who do not know the importance of SOP, they will consider it only as a rigid rule that would interfere work flexibility. Actually SOP have many benefits for the company's business growth such as identifying the necessary changes and evaluate the operational performance (Developing standard operating procedures in Wildland Fire Management cited by Setiawati, 2015)

Jones (2010), stated that SOP is a part of the written rules that help to control the behavior of members of the organization. Purnamasari (2015), standard operating procedure (SOP) is a working procedure which made in detail and specified for all employees to carry out the work as well as possible in accordance with the mission, vision and purpose of an institution, agency, or corporation. In the other source, standard operating procedure is a guide to identify the necessary changes, describes desired performance, and evaluate the operational performance for increased operational efficiency, accountability, and improved security (Setiawati, 2015). One of the most important things in a service company is SOP. With rigid SOP the job will be more

structured. Moreover, it will also make the job more effective and efficient which lead to the increase of service quality. Quality of service or services is a measurement of how good a level of service given that is able to conform to the expectations of consumers (Tjiptono and Chandra, 2012). With good quality of service means that the customer is satisfied more than they expect the service could be.

According to Kotler cited by Tjiptono (2012) customer satisfaction is the level of someone's feelings after comparing the performance (or results) that he perceive compared to expectations. The conclusion is, to improve the company service quality and customer satisfaction which is the company mission; the company has to be concern in making a good and structured SOP.

CSR as the abbreviation of Cleaning Service Residential is a company that provides cleaning service mainly in houses, apartments, offices, etc. Built in February 26, 2013, by a group of 3 students of Universitas Ciputra Surabaya. This company is 1.5 years old. In October 2015 CSR have a total of 16 workers divided into 4 groups, and the rest 2 workers for reserve, and the other 2 workers for