ABSTRACT

CREATING THE STANDARD OPERATING PROCEDURES AS AN OPERATIONAL QUALITY CONTROL TOOL AT BROTHER BARBERSHOP

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This study aims to develop and implement Standard Operating Procedures (SOPs) as an operational quality control tool at Brother Barbershop. Through the establishment of SOPs, it is expected to provide clear and structured work guidelines for all employees, enabling work processes to become more efficient, orderly, and consistent. These SOPs also aim to minimize errors or negligence in service delivery, enhance work discipline, and improve the internal work system that previously lacked proper documentation. Furthermore, the existence of these SOPs is expected to strengthen the professional image of Brother Barbershop in the eyes of customers and ensure that the quality of services provided becomes more standardized and accountable.

This study employs a descriptive qualitative method to clearly describe the operational conditions and issues at the Brother Barbershop. Data were obtained from two sources: primary data from direct observation and interviews with the manager and employees, and secondary data from relevant documents and literature. Data collection techniques included field observation, structured interviews, and document review to support the development of SOPs as an operational quality control tool.

The results of this study indicate that the creation and implementation of SOPs have proven effective in improving operational efficiency and service quality. Previously, fieldwork activities lacked clear written guidelines, which often led to irregularities and suboptimal service. With the development, approval, and dissemination of eight SOP documents, a more disciplined and orderly work system has been established, enhancing employee professionalism. The implementation of SOPs also contributes to better work supervision and fosters a positive corporate image in the eyes of customers.

Keywords: Standard Operating Procedures (SOPs), Operational Quality Control, Brother Barbershop, Service Quality.

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