

ABSTRAK

Skripsi dengan judul “Kontribusi Sumber Daya Manusia, Persediaan Bahan Baku, Kualitas Pelayanan dan Kualitas Produk di Pertumbuhan Usaha Criping UD MAKMUR Kabupaten Trenggalek Pasca Pandemi Covid-19 dalam Perspektif Islam” ini disusun oleh Fara Cahyaningtyas NIM 12402183434 pembimbing Dr. Binti Nur Asiyah, M.Si.

Penelitian ini dilatar belakangi oleh pertumbuhan usaha pasca pandemi covid-19 di Kabupaten Trenggalek dalam memenuhi kebutuhan konsumen, sehingga menimbulkan kontribusi di pertumbuhan usahanya. Oleh karena itu, setiap perusahaan harus menerapkan upaya-upaya untuk membangkitkan usahanya setelah adanya covid-19 lalu. Fokus penelitian yaitu: (1) Bagaimana kontribusi sumber daya manusia di pertumbuhan usaha criping UD MAKMUR pasca pandemi covid-19; (2) Bagaimana kontribusi persediaan bahan baku di pertumbuhan usaha criping UD MAKMUR pasca pandemi covid-19; (3) Bagaimana kontribusi kualitas pelayanan di pertumbuhan usaha criping UD MAKMUR pasca pandemi covid-19; (4) Bagaimana kontribusi kualitas produk di pertumbuhan usaha criping UD MAKMUR pasca pandemi covid-19. Penelitian ini bertujuan untuk mengetahui bagaimana kontribusi di pertumbuhan usaha criping UD MAKMUR setelah pandemi covid-19 berakhir dalam perspektif Islam.

Jenis pendekatan yang digunakan adalah penelitian kualitatif dengan metode studi kasus. Data-data yang digunakan dalam penelitian ini adalah data primer, data ini diperoleh peneliti melalui wawancara dan dokumentasi.

Dari hasil penelitian ini menunjukkan bahwa: (1) Kontribusi sumber daya manusia pasca pandemi covid-19 di pertumbuhan usaha criping UD MAKMUR terkait tenaga kerja, jumlah pekerja yang meningkat dan kualitas pekerja yang mampu meningkatkan usaha; (2) Kontribusi persediaan bahan baku pasca pandemi covid-19 di pertumbuhan usaha criping UD MAKMUR terkait kualitas bahan baku dan bahan mentah yang mampu meningkatkan persediaan bahan baku, sehingga mempercepat proses pembuatan; (3) Kontribusi kualitas pelayanan pasca pandemi covid-19 UD MAKMUR terkait kepercayaan konsumen dan konsumen baru yang mampu meningkatkan kepuasan konsumen karena pihak usaha selalu memberikan pelayanan yang terbaik untuk semua para konsumen; (4) Kontribusi kualitas produk pasca pandemi covid-19 UD MAKMUR terkait produk baru dan harga produk yang di tetapkan sehingga mampu menyeimbangkan dengan kualitas produknya. Produk criping UD MAKMUR menggunakan bahan komposisi yang aman sudah terdaftar di BPOM sehingga sudah ada label halal.

Kata kunci: Kontribusi Sumber Daya Manusia, Persediaan Bahan Baku, Kualitas Produk, Kualitas Pelayanan, Pasca Covid-19, Perspektif Islam.

ABSTRACT

The thesis entitled "The Impact of Human Resources, Raw Material Supply, Service Quality and Product Quality on the Growth of the Crippling Business "UD MAKMUR" in Trenggalek Regency after the Covid-19 Pandemic in an Islamic Perspective" was compiled by Fara Cahyaningtyas NIM 12402183434 supervisor Dr. Binti Nur Asiyah, M.Si.

This research is motivated by the post-covid-19 pandemic business growth in Trenggalek regency in meeting consumer needs, thereby contributing to business growth. Therefore, every company must implement efforts to revive it's business after the last covid-19. The focus of the research is: (1) How is the contribution of human resources to the growth of the UD MAKMUR crippling business after the covid-19 pandemic; (2) How does the supply of raw materials contribute to the growth of the UD MAKMUR crippling business after the covid-19 pandemic; (3) How does the quality of service contribute to the growth of the UD MAKMUR crippling business after the covid-19 pandemic; (4) How does product quality contribute to the growth of the crippling business UD MAKMUR after the covid-19 pandemic. This study aims to find out how it contributes to the growth of the UD MAKMUR crippling business after the covid-19 pandemic ends from an Islamic perspective.

The type of approach used is qualitative research with the case study method. The data used in this study are primary data, this data was obtained by researchers through interviews and documentation.

The results of this study indicate that: (1) The contribution of post-covid-19 human resources to the growth of the UD MAKMUR crippling business is related to the workforce, the increased number of workers and the quality of workers who are able to increase business; (2) The contribution of post-pandemic raw material supplies to the growth of the UD MAKMUR crippling business is related to the quality of raw materials and raw materials which can increase raw material supplies, this speeding up the manufacturing process; (3) UD MAKMUR post-pandemic service quality contribution related to consumer trust and new consumers who are able to increase consumer satisfaction because businesses always provide the best service for all consumers; (4) UD MAKMUR post-pandemic product quality contribution related to new products and product prices that are set so as to be able to balance with the quality of the product. UD MAKMUR's crippling products use safe composition ingredients that are already registered with BPOM so they already have a halal label.

Keywords: Human Resources, Raw Material Inventory, Product Quality, Service Quality, Post Covid-19, Islamic Perspective.