

ABSTRAK

Skripsi dengan judul “Kontribusi Strategi Bisnis Dalam Upaya Meningkatkan Pengendalian Manajemen Pada Perusahaan Jasa Hotel Sakinah Family *Residence*” yang ditulis oleh Apriliasari Tri Wulandari NIM 12405193065, jurusan Manajemen Bisnis Syariah, fakultas ekonomi dan bisnis Islam Universitas Islam Sayyid Ali Rahmatullah Tulungagung, dibimbing oleh Risdiana Himmati, M.Si.

Skripsi ini dilatarbelakangi oleh tingkat okupansi yang terjadi dalam suatu hotel. Salah satunya yaitu hotel Sakinah Family *Residence* yang mana mengalami tingkat okupansi sebesar 24%. Tingkat okupansi ini dipengaruhi oleh strategi bisnis yang dijalankan oleh pihak hotel, salah satunya bagaimana sistem pengendalian manajemen yang dijalankan oleh hotel Sakinah Family *Residence*. Fokus penelitian ini adalah 1) bagaimana penerapan perencanaan sistem pengendalian manajemen pada perusahaan jasa hotel Sakinah Family *Residence*. 2) bagaimana pelaksanaan sistem pengendalian manajemen pada perusahaan jasa hotel Sakinah Family *Residence*. Tujuan penelitian ini adalah : 1) untuk mendeskripsikan penerapan perencanaan sistem pengendalian manajemen pada perusahaan jasa hotel Sakinah Family *Residence*. 2) untuk mendeskripsikan pelaksanaan sistem pengendalian manajemen pada perusahaan jasa hotel Sakinah Family *Residence*

Penelitian ini termasuk penelitian studi kasus dengan pendekatan kualitatif deskriptif. Data bersumber dari data primer dengan teknik pengumpulan data terdiri atas wawancara, dan dokumentasi. Teknik analisis data dilakukan dengan reduksi data, penyajian data, dan penarikan kesimpulan. Informan penelitian terdiri dari Manajer utama Sakinah Family *Residence*, karyawan Sakinah Family *Residence*.

Hasil penelitian menunjukkan bahwa (1) pelaksanaan sistem pengendalian manajemen yang terjadi pada hotel Sakinah Family *Residence* bisa dikatakan cukup baik. Hal ini dilihat dari faktor internal dan eksternal dari sistem pengendalian manajemen yang berjalan pada Sakinah Family *Residence*. Sakinah Family *Residence* memiliki 4 karyawan dengan bonus bisa didapatkan karyawan berupa uang bonus, sembako, dan jaminan kesehatan. Sakinah Family *Residence* juga memanfaatkan jaringan informasi seperti Traveloka, Tiket.com, dan Agoda untuk pemesanan kamar.(2) penerapan sistem pengendalian manajemen dimulai dari perencanaan strategis yang dijalankan Sakinah Family *Residence* berupa kerja sama dengan aplikasi OYO serta kerja sama dengan beberapa hotel, kemudian penganggaran, pengawasan, dan evaluasi kerja.

Kata Kunci : Kontribusi, Strategi Bisnis, Sistem Pengendalian Manajemen.

ABSTRACT

The thesis entitled “Contribution Of Business Strategy In An Effort To Improve Management Control At The Sakinah Family Residence Hotel Service Company” was written by Apriliasari Tri Wulandari NIM 12405193065, Department in Sharia Business Management, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah Islamic University Tulungagung, supervised by Risdiana Himmati, M .Si.

This thesis is motivated by the occupancy rate that occurs in a hotel. One of them is the Sakinah Family Residence Hotel, where the hotel occupancy rate has increased. The increase in occupancy is influenced by the business strategy implemented by the hotel, one of which is how the management control system implemented by the hotel runs well. The focus of this research is 1) how to implement management control system planning at the Sakinah Family Residence hotel services company. 2) how to implement the management control system at the Sakinah Family Residence hotel services company. The objectives of this research are: 1) to describe the implementation of management control system planning at the Sakinah Family Residence hotel services company. 2) to describe the implementation of the management control system at the Sakinah Family Residence hotel services company

This research includes case study research with a descriptive qualitative approach. Data comes from primary data with data collection techniques consisting of interviews and literature with documentation research instruments. Data analysis techniques are carried out by data reduction, data presentation, and drawing conclusions. The research informants consisted of the main manager of the Sakinah family residence, employees of the Sakinah family residence.

The results of the research show that (1) the implementation of the management control system at the Sakinah Family Residence Hotel can be said to be quite good, This is seen from the internal and external factors of the management control system that runs at Sakinah Family Residence. Sakinah Family Residence has 4 employees with bonuses that employees can get in the form of bonus money, basic necessities and health insurance. Sakinah Family Residence also utilizes information networks such as Traveloka, Tiket.com, Agoda for room bookings. (2) implementing a management control system starting from strategic planning carried out by Sakinah Family Residence in the form of collaboration with the OYO application as well as collaboration with several hotels, then monitoring budgeting, and job evaluation.

Keywords: *Contribution, Business Strategy, Management Control System.*