

## ABSTRAK

Skripsi dengan judul “Manajemen Usaha dalam Meningkatkan Kepuasan Pelanggan Bale Nyawidji Tulungagung” ini ditulis oleh Erinna Alda Fuadiyah, NIM. 1860405222151, dengan pembimbing Fitrianatsany, S.Sos., M.A.

**Kata Kunci:** strategi manajemen usaha, kepuasan pelanggan, kualitas pelayanan.

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan dalam industri kuliner yang menuntut setiap pelaku usaha untuk menerapkan strategi manajemen yang efektif dalam meningkatkan kepuasan pelanggan. Bale Nyawidji Tulungagung sebagai usaha kuliner bernuansa tradisional menghadapi tantangan dalam menjaga kualitas pelayanan, kualitas produk, serta menciptakan pengalaman yang memuaskan bagi pelanggan. Selain itu, penerapan nilai-nilai bisnis syariah dalam pengelolaan usaha juga menjadi aspek penting dalam menjaga loyalitas pelanggan dan keberlangsungan usaha di tengah persaingan bisnis kuliner yang semakin berkembang.

Tujuan penelitian ini diharapkan dapat: (1) mendeskripsikan strategi manajemen usaha yang diterapkan di Bale Nyawidji Tulungagung, dan (2) menganalisis peran manajemen usaha dalam meningkatkan kepuasan pelanggan pada Bale Nyawidji Tulungagung.

Metode penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Lokasi penelitian dilakukan di Bale Nyawidji Tulungagung. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data dilakukan melalui kondensasi data, penyajian data, dan penarikan kesimpulan. Adapun pengecekan keabsahan data dilakukan melalui triangulasi sumber, triangulasi teknik, dan triangulasi waktu.

Hasil penelitian ini menunjukkan bahwa; (1) Strategi manajemen usaha Bale Nyawidji dijalankan melalui kerangka POAC secara adaptif dan informal. Perencanaan bersifat responsif tanpa dokumen formal, pengorganisasian berbasis keluarga dilandasi nilai amanah, pengarahan melalui keteladanan pemilik yang diperkuat nilai ihsan, pengendalian dilakukan secara situasional melalui *Google Review*, dan pemasaran berjalan organik tanpa iklan berbayar selaras prinsip shidq dalam manajemen bisnis syariah. (2) Manajemen usaha Bale Nyawidji terbukti berperan dalam meningkatkan kepuasan pelanggan meskipun tanpa SOP tertulis. Kepuasan pelanggan lebih dominan dibentuk oleh experiential value berupa suasana alam dan nuansa tradisional Jawa yang melampaui ekspektasi pelanggan. Kelima dimensi *SERVQUAL* terpenuhi secara natural melalui keterlibatan langsung pemilik dan budaya kekeluargaan yang mencerminkan nilai ihsan.

## ABSTRACT

This thesis entitled “Business Management in Improving Customer Satisfaction at Bale Nyawidji Tulungagung” was written by Erinna Alda Fuadiyah, Student ID Number 1860405222151, under the supervision of Fitrianatsany, S.Sos., M.A.

**Keywords:** business management strategy, customer satisfaction, service quality.

This research is motivated by the increasingly intense competition in the culinary industry, which requires every business actor to implement effective management strategies to improve customer satisfaction. Bale Nyawidji Tulungagung, as a traditionally-themed culinary business, faces challenges in maintaining service quality, product quality, and creating satisfying experiences for its customers. In addition, the application of Islamic business values in business management is an important aspect in maintaining customer loyalty and business sustainability amid the growing competition in the culinary sector.

This research aims to: (1) describe the business management strategy implemented at Bale Nyawidji Tulungagung, and (2) analyze the role of business management in improving customer satisfaction at Bale Nyawidji Tulungagung.

This research employs a qualitative approach with a descriptive research type. The research was conducted at Bale Nyawidji Tulungagung. Data were collected through observation, interviews, and documentation. Data analysis was carried out through data condensation, data presentation, and conclusion drawing. Data validity was checked through source triangulation, technique triangulation, and time triangulation.

The results of this research indicate that: (1) The business management strategy of Bale Nyawidji is carried out through the POAC framework in an adaptive and informal manner. Planning is responsive without formal documentation, organizing is family-based and grounded in the value of amanah (trustworthiness), directing is done through the owner's direct role modeling reinforced by the value of ihsan (excellence in service), controlling is carried out situationally through Google Review, and marketing runs organically without paid advertising in accordance with the principle of shidq (honesty) in Islamic business management. (2) The business management at Bale Nyawidji has proven to play a role in improving customer satisfaction despite the absence of written Standard Operating Procedures (SOPs). Customer satisfaction is predominantly shaped by experiential value, namely the experience of enjoying the natural rice field scenery and traditional Javanese atmosphere that exceeds customer expectations. All five SERVQUAL dimensions are fulfilled naturally through the owner's direct involvement in daily operations and a family-oriented work culture that reflects the value of ihsan.