

ABSTRAK

Skripsi dengan judul “Implementasi Kualitas Pelayanan pada Penerapan Standart Operasional Prosedur (SOP) Frontliner di BMT Sinar Amanah Boyolangu-Tulungagung” ini ditulis oleh Lala Febrina Erliyanto, NIM 1741143193, pembimbing Ahmad Budiman, M.S.I.,

Penelitian ini di latar belakang karena BMT Sinar Amanah Boyolangu-Tulungagung terdapat permasalahan yaitu pelayanan yang kurang prima pada *frontliner* disebabkan standar operasional prosedur yang masih belum maksimal, sehingga karyawan merangkap tugas. Fokus masalah bagaimana kualitas pelayanan yang ada pada BMT Sinar Amanah Boyolangu-Tulungagung dan bagaimana penerapan standart operasional prosedur (SOP) frontliner di BMT Sinar Amanah Boyolangu-Tulungagung, bertujuan untuk mengetahui kualitas pelayanan yang ada pada BMT Sinar Amanah Boyolangu-Tulungagung dan penerapan standart operasional prosedur (SOP) frontliner di BMT Sinar Amanah Boyolangu-Tulungagung.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Dengan jenis penelitian study kasus, dimana peneliti mempelajari secara intensif tentang latar belakang keadaan sekarang dan interaksi lingkungan, lembaga, maupun masyarakat yang diteliti melalui beberapa teknik pengumpulan data. Adapun sumber data yang digunakan adalah data-data primer dan sekunder. Adapun teknik pengumpulan data dalam penelitian ini meliputi metode Observasi, wawancara dan dokumentasi.

Dari hasil penelitian ini ditemukan: 1) Kualitas pelayanan yang ada pada BMT Sinar Amanah Boyolangu-Tulungagung yaitu dengan memberikan pelayanan prima seperti halnya mengucapkan salam, berperilaku yang sopan, berbicara kepada nasabah dengan baik dan juga sabar pada saat melayani nasabah. Selain itu juga membiasakan dengan budaya 5S (Senyum, Sapa, Salam, Sopan dan Santun) untuk membarikan perhatian dan kenyamanan kepada nasabah, selain itu juga memberikan suasana yang baik yang kekeluargaan. 2) Penerapan standart operasional prosedur (SOP) frontliner di BMT Sinar Amanah Boyolangu-Tulungagung yaitu masih adanya perangkapan dalam bertugas seperti halnya teller merangkap sebagai customer servis, meskipun tugas dan tanggungjawab setiap bagian sudah terlaksana.

Kata kunci : kualitas pelayanan, standart operasional prosedur frontliner

ABSTRACT

Thesis entitled "Service Quality Implementation on Implementation of Standard Operating Procedure (SOP) Frontliner in BMT Sinar Amanah Boyolangu-Tulungagung" was written Lala Febrina Erliyanto, NIM 1741143193, mentor Ahmad Budiman, M.S.I.,

This research is in the background because BMT Sinar Amanah Boyolangu-Tulungagung there are problems that are not prime services on the frontliner due to the standard operational procedures that are still not maximized, so the employee doubles the job. The focus of the problem in this research is how the quality of the BMT Sinar Amanah Boyolangu-Tulungagung and how to use the frontliner standard operating procedures (SOP) at BMT Sinar Amanah Boyolangu-Tulungagung, the purpose is to find out the quality of services available at BMT Sinar Amanah Boyolangu-Tulungagung and the implementation of standard operating procedures Frontliner (SOP) at BMT Sinar Amanah Boyolangu-Tulungagung.

This research uses descriptive qualitative approach. With this type of case study research, the researchers studied intensively about the background of the current state and the interaction of the environment, institutions, and communities that were examined through several data collection techniques. Data source used is primary and secondary data. The data collection techniques in this study include observation methods, interviews and documentation.

From the results of this study found: 1) The quality of service available at the BMT Sinar Amanah Boyolangu-Tulungagung is by providing excellent service such as saying greetings, behaving politely, talking to customers well and being patient while serving customers. Besides that, it is also accustomed to the 5S culture (Smile, Greetings, Greetings, Polite and Courteous) to provide attention and comfort to customers, while also providing a good atmosphere of kinship. 2) Implementation of frontliner standard operating procedures (SOP) at BMT Sinar Amanah Boyolangu-Tulungagung, namely the existence of double in duty as well as the teller concurrently as customer service, even though the duties and responsibilities of each part have been carried out.

Keywords: service quality, standard operating procedures frontliner