

ABSTRACT

This final project is entitled "Implementation of Service Excellent Soup for Sogo Galaxy Mall Surabaya Customers". This research is a qualitative descriptive study that discusses the application of standard operating procedures (SOP) to customer service at SOGO Galaxy mall Surabaya.

Standard operating procedures (SOP) serve as guidelines for employees in carrying out their respective duties so that the company can run optimally and as desired. In providing services, especially SOGO employees are expected to provide the best service by carrying out their duties in accordance with standard operating procedures (SOP). The purpose of this study is to determine the application of standard operating procedures (SOP) to customer service at SOGO Galaxy mall Surabaya.

Based on the results of this study, it shows that SOGO employees in carrying out their duties are in accordance with the standard operating procedures (SOP) that exist at SOGO Galaxy Mall Surabaya. Such as customer service standards, service time standards, telephone communication standards, and appearance standards are in accordance with standard operating procedures (SOP) so that SOGO employee service is excellent.

Keywords: Standard Operating Procedure (SOP), Service, Customer.

ABSTRAKSI

Tugas akhir ini berjudul “Penerapan SOP Pelayanan Prima untuk *Customer* Sogo Galaxy Mall Surabaya”. Penelitian ini merupakan penelitian Deskriptif Kualitatif yang membahas mengenai Penerapan Standar Operasional Prosedur (SOP) Terhadap Pelayanan Prima untuk *Customer* Pada SOGO Galaxy mall Surabaya.

Standar operasional prosedur (SOP) menjadi pedoman para karyawan dalam menjalankan tugasnya masing-masing agar perusahaan dapat berjalan dengan maksimal dan sesuai yang diinginkan. Dalam memberikan pelayanan, khususnya karyawan SOGO diharapkan memberikan pelayanan yang terbaik dengan cara menjalankan tugasnya sesuai dengan standar operasional prosedur (SOP). Tujuan penelitian ini yaitu untuk mengetahui Penerapan Standar Operasional Prosedur (SOP) Terhadap Pelayanan Prima *Customer* Pada SOGO Galaxy Mall Surabaya.

Berdasarkan hasil penelitian ini menunjukkan bahwa karyawan SOGO dalam menjalankan tugasnya sudah sesuai dengan standar operasional prosedur (SOP) yang ada pada SOGO Galaxy Mall Surabaya. Seperti standar melayani *customer*, standar waktu pelayanan, standar komunikasi melalui telepon, dan standar penampilan sudah sesuai dengan standar operasional prosedur (SOP) sehingga pelayanan karyawan SOGO menjadi prima.

Kata Kunci: Standar Operasional Prosedur (SOP), Pelayanan, *Customer*.