

# Standard Operating Procedures in The Selling Area at X-Sha Supermart

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**Abstract:** *X-Sha Supermart is a growing retail company, but faces challenges in managing operations efficiently and consistently. One of the problems faced is the lack of well-structured and documented standard operating procedures (SOPs). The purpose of this community service is to develop SOPs as a guide in running daily operations, which can increase efficiency and reduce the potential for errors in the work process. The methods used are direct observation of existing business processes, interviews with staff and managers, and analysis of relevant company documents. Furthermore, the community played an active role in designing, compiling, and documenting SOPs for several key operational areas, such as stock management, customer service, and financial management. Important findings in this service show that with clear and structured SOPs, companies can improve coordination between departments, reduce operational errors, and increase customer satisfaction. In conclusion, the preparation of good and appropriate SOPs is very important for retail companies to achieve operational efficiency and service consistency, and support the company's future growth.*

**Keywords:** *Internship project, Standard Operating Procedure, X-Sha Supermart.*

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## Introduction

According to Herlina et al. (2022), community service is a tangible form of mutual contribution between the target community to carry out their missions and achieve the goals of each party. According to Chaniago et al. (2022), community service activities are also an application of scientific knowledge that needs to be taught in higher education to provide the greatest benefit to society. These activities should always be focused on actions that have a real benefit and whose impacts can be felt directly by the community. This program not only provides solutions to the challenges faced but also encourages the development of the community and organizations towards better sustainability. In this context, educational institutions often play a strategic role in bridging the needs of the business world with available resources, such as expertise, scientific insights, and innovative labor.

X-Sha Supermart, as one of the major retail companies operating in the Tasikmalaya area, has become the center of the surrounding community's needs by providing a variety of daily products. However, along with the increasing popularity and the need for more optimized services, the company is facing a number of operational challenges. Based on identification with management, the main problems include delays in recording goods in the dashboard system, ineffectiveness of equipment maintenance and cleanliness by the cleaning service team, lack of work schedule management by visual merchandisers, sub-optimal fruit storage resulting in spoilage, and weak counter leader supervision of operational activities in the store area. These problems create an urgency to be addressed immediately, because if left unchecked, they can have a negative impact on the company's service quality. Realizing this, the community service program comes as a serious response to this urgent need. This program not only aims to help X-Sha Supermart solve the problems faced, but also ensure that the solutions provided can be implemented in a sustainable manner. Solutions provided can be implemented in a sustainable manner. One of the concrete steps taken is the preparation of a Standard Operating Procedure (SOP) specifically designed to answer specific problems in the company.

The development of this SOP aims to create clear work standards, improve operational efficiency, and support the long-term growth of the company. In the process, program participants are actively involved in activities such as problem analysis, procedural document drafting, implementation simulation, and employee training to ensure the effectiveness of the solution. employee training to ensure the effectiveness of the solution. With this approach, the

service program not only has a positive impact on the company, but also becomes a learning tool for participants to develop practical skills, critical thinking ability, and adaptation in real situations.

Through this program, it is expected that X-Sha Supermart can better address its operational challenges while increasing its competitiveness in an increasingly competitive market. In addition, the success of this program also reflects the good synergy between the world of education and the business world in creating solutions that are relevant and have a real impact on society. The following is the USG (Urgency, Seriousness, and Growth) method for problems that exist at X-Sha Supermart. According to Fauzi et al., the urgency element in the USG method reflects how urgent the issue is to discuss and find a solution, while seriousness describes the consequences that may occur if the problem is not addressed immediately (Fauzi et al., 2021). This is in line with the explanation of Naser et al., which states that the use of the USG matrix aims to determine priority problems that require immediate action (Naser et al., 2022).

The following is the USG method matrix in table 1.

Table 1. USG method matrix

No.	Problems	U	S	G	Total
1	Delay in recording goods in dashboard system	5	5	5	15
2	Ineffectiveness of equipment maintenance and cleanliness by the cleaning service team	3	2	3	8
3	Lack of work schedule management by visual merchandiser	4	4	4	12
4	Less than optimal fruit storage so that it is easily rotten.	5	5	4	14
5	Weak supervision of counter leaders of operational activities in the store area.	4	4	3	11

Judging from this USG matrix, it can be concluded that the most urgent problem is the delay in recording goods in the dashboard system with a total calculation of 15. This shows that this problem is very urgent, serious, and has a major impact on the growth of the company. Top priority should be given to solving this problem as it directly affects operational efficiency.

## Methods

The location of this service is X-Sha Supermart which is located in Tasikmalaya, Garut-Tasikmalaya cintaraja street. The implementation time of this PKM is in June-August. The research method used is PAR (Participatory Action Research). According to Magwenya and Ross (2022) Participatory Action Research (PAR) is a research approach that involves active collaboration between researchers and participants in the research process. PAR aims to empower communities and individuals by identifying problems, planning actions, implementing interventions, and evaluating the results together. This approach emphasizes participation, collaboration, and reflection as integral parts of the research process, resulting in knowledge that is relevant and applicable for positive social change. The main goal of PAR is to bring about real change that meets the needs of the community while developing new knowledge. The subjects targeted for data collection are employees of X-Sha Supermart, and the way data is

collected is by interview and observation in the X-Sha Supermart area. The data obtained is qualitative data in the form of information about the problems faced by employees. After obtaining the information needed through interviews and observations, the following analysis scheme follows:

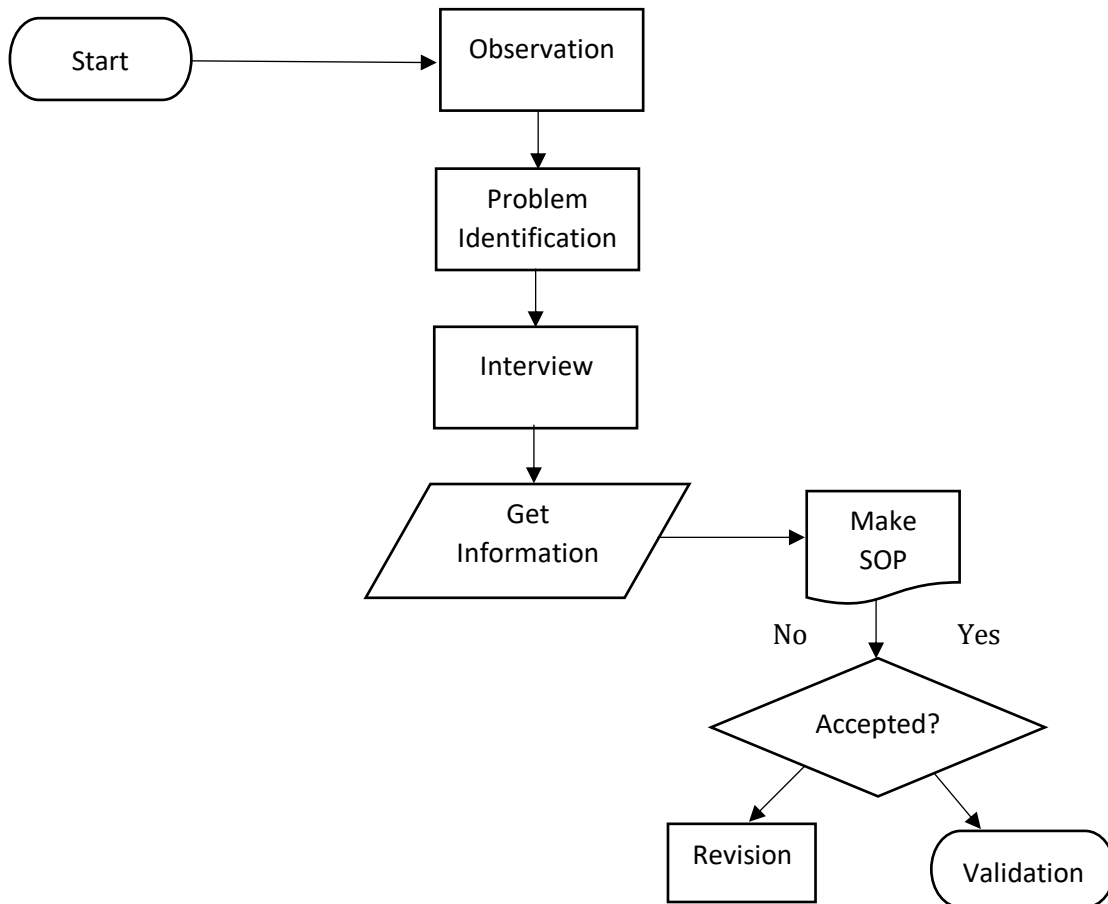


Figure 1. Schematic Analysis of SOP Making

The scheme in the figure shows the workflow process of making Standard Operating Procedures (SOP) starting from the initial steps to the validation stage. The following is an explanation of each step in the scheme:

#### 1. Start

The process begins with determining the need to create or improve SOPs, based on operational needs or previous evaluations.

#### 2. Observation

This stage involves direct observation of a specific work situation or activity to understand how the process works. These observations are important to identify areas that require improvement.

#### 3. Problem Identification

Based on the observation results, an analysis is carried out to find the main problems faced. Problem identification becomes the basis for determining the points that must be regulated in the SOP.

#### 4. Interview

To complement information from observations, interviews are conducted with related parties, such as employees, supervisors, or managers. Interviews aim to explore their views and experiences related to the problems faced.

#### 5. Obtaining Information

After data from observations and interviews are collected, this information is processed into material for designing SOPs. The information obtained must be relevant and specific to answer the problems that have been identified.

#### 6. Creating an SOP

Based on the information collected, a draft SOP is made. SOP document

is designed in a clear format, including work steps, responsibilities, and standards that must be followed.

#### 7. Accepted?

SOPs that have been designed go through an evaluation or review process to determine whether they are appropriate and applicable and ensure that it meet the needs and can be implemented.

If not accepted, the SOP needs to be revised according to the input provided.

#### 8. Revision

At this stage, improvements are made to the draft SOP based on the previous evaluation so that it meets the criteria and operational needs.

#### 9. Validation

After the SOP is accepted, validation is carried out to ensure that the SOP is finalized and ready to be implemented in the work environment.

### **Results and Discussion**

X-SHA is a shopping mall that provides items such as mattresses and carpets, skincare, cosmetics, women's clothing, men's clothing, lingerie, hijab, electronics, children's clothing, and FMCG. X-Sha was founded by H. Andi Ramadan and Hj Teti Nurhayati in 2006. Starting from a shop in Singaparna Market that sold carpet products, in 2007 they opened an additional shop that specialized in selling headscarves. The business grew and eventually opened X-Sha Supermart in 2019. X-SHA Supermart is a retail company that provides home supplies, skincare and cosmetics, and FMCG.

As a fast-growing retail company, X-Sha Supermart adopts a B2C (Business to Consumer) business model that reaches out directly to consumers through physical retail outlets and, also provides a shopping from home feature by calling the X-Sha Supermart number to place an order. With the increase in household needs, and daily needs products, X-Sha Supermart has successfully attracted the attention of local consumers as a complete and convenient shopping center.

In the early days of operations, X-Sha Supermart focused on stocking goods from leading suppliers. As the business has grown, they now also work with local suppliers to support locally-made products and strengthen relationships with local businesses. X-Sha Supermart has also expanded its marketing by utilizing social media as a promotional medium and whatsapp as an ordering medium, making it more accessible to a wider range of customers, especially during the pandemic when online shopping behavior is increasing. Interested parties in X-Sha Supermart's business consist of primary *stakeholders*, namely product suppliers (household needs, skincare and cosmetics, and FMCG), customers, and competitors; and secondary *stakeholders*, namely the surrounding community and business support partners, such as logistics companies and financial service providers.

X-Sha Supermart runs its business by prioritizing strong business ethics principles, both in interactions with consumers and fellow business actors. Towards consumers, X-Sha Supermart always tries to provide friendly and professional services. Customer complaints and questions are handled swiftly, thus building trust and satisfaction. In , X-Sha Supermart ensures that all products sold are of high quality and have passed a rigorous checking process, maintaining a commitment to always present goods that are suitable for consumption.

In dealing with fellow business people, X-Sha Supermart is committed to healthy competition. Marketing campaigns or promotions launched remain distinctive in accordance with X-Sha's identity. X-Sha Supermart also fosters good relationships with suppliers, including local suppliers, to build mutually beneficial cooperation. Through this partnership, X-Sha Supermart also supports the local economy by helping to introduce regional products produced by local MSMEs to a wider range of consumers.

As part of its social responsibility, X-Sha Supermart always makes donations to communities affected by natural disasters and creates jobs for local people by recruiting local staff for store operations, as well as ensuring all employees work in a safe environment. During the COVID-19 pandemic, X-Sha Supermart implemented strict health protocols to keep consumers and employees safe, giving people a sense of security when shopping. Through the implementation of this business ethic, X-Sha Supermart has succeeded in building a positive image as a retail company that is not only profit-oriented, but also cares about the community and contributes to the socio-economic progress of Tasikmalaya.

### **1. Business Process of X-Sha Supermart**

According to Maulana (2023) Business processes are a series of interrelated activities to support the achievement of organizational goals. Business processes that run well X-Sha Supermart's retail business processes include efficient and effective activities, which in turn have an impact on increasing productivity, optimizing human resources, making better decisions, improving performance, and can bring profits to the organization. X-Sha Supermart's retail business process manages the supply chain and product distribution in a structured manner to ensure stock is always available and quality is maintained. X-Sha Supermart works with various suppliers to fulfill the needs of home supplies, skincare and cosmetics, and *fast-moving consumer goods* (FMCG) products. X-Sha Supermart's procurement team selects products that suit the market needs and discusses with suppliers the quality and specifications of the desired products. Product selection also takes into account market trends and customer preferences, so that the goods provided can attract consumers.

Once the required products are agreed upon, the goods are sent to X-Sha Supermart's HO warehouse and delivered to GDSP for storage before being distributed to the sales shelves in the stores. At this stage, the storage team checks the quality and quantity of the products to ensure there are no damages or discrepancies before the products go into the retail inventory. The next stage is product marketing, where the marketing team creates visual content and promotions on social media to introduce new products or special promotions to customers. X-Sha Supermart actively utilizes social media platforms, especially Tiktok, Instagram, Whatsapp, and Facebook, to share information about new products, discounts, and loyalty programs. In , X-Sha supermart provides delivery services to reach a wider range of consumers, especially customers who are more comfortable shopping online.

On certain promotional days, X-Sha Supermart often launches promotional campaigns on certain festive days to create enthusiasm and increase purchase rates. After the customer places an order online, X-Sha Supermart employees prepare the ordered items and X-Sha Supermart's logistics team begins to carefully process the packaging to keep the products safe during shipment. Once the packaging is complete, the products are delivered to the customer by X-Sha Supermart's logistics team. With an efficient supply chain management system and attractive marketing strategies, X-Sha Supermart manages to maintain smooth business operations and meet customer needs, both in physical stores and online.

## 2. Operational Management Function of X-Sha Supermart

### 1. Organization Structure

According to Nurlia (2019), organizational structure is a representation of the division of tasks, authority, and responsibility, as well as vertical and horizontal relationships in an organization to carry out its activities. X-Sha Supermart uses a line organizational structure, where the company owner is at the top of leadership and has a dominant role in decision making. As the leader, the owner also participates in significant operational aspects. This organizational structure allows for clear lines of communication, making it easier for employees to understand their roles, and perform tasks optimally.

### 2. Management Functions

According to Dakhi (2016), POAC (*Planning, organizing, actuating, and controlling*) include:

- *Planning*

X-Sha Supermart's planning consists of systematic short and long term planning. For the short term, they develop a daily activity schedule made by the store manager, supervisor or counter leader and agreed upon by employees during the morning briefing, as well as monthly sales targets. In the long term, X-Sha Supermart targets market expansion by opening new branches in various regions or cities and increasing online sales services to expand reach, to meet the needs in the Tasikmalaya area and its surroundings. Budget planning, policies, and work procedures are also developed to ensure operations run smoothly and in accordance with company standards.

- *Organizing*

X-Sha Supermart employees are grouped according to their experience and abilities. For example, the *counter area* that sells skincare and makeup is placed by female employees who know about skincare and cosmetics. Each employee coordinates directly with the store manager, supervisor, and counter leader if there are obstacles in carrying out their duties, ensuring effective communication and optimal job execution.

- *Actuating*

X-Sha Supermart owners, store managers, and supervisors actively coordinate with employees, provide direction, and motivate them to create a positive and productive work environment. With inclusive approach, employees feel engaged and motivated to perform better. X-Sha Supermart's innovative sales system, wide range of products, and friendly employee service keep the store busy with customers. This success is the result of interdivisional synergy led by a management that is able to effectively mobilize all divisions.

- *Supervision (Controlling)*

Supervision of X-Sha Supermart is carried out on a daily basis by the Store manager, supervisors, and counter leaders to ensure that each division is working in accordance with applicable regulations. The owner also provides direction and motivation to keep performance steady and, if possible, exceed expectations. This concern for service quality is implemented with the expectation that all employees are committed to achieving high standards of work, ensuring operations run smoothly and professionally every day.

## 3. Project Results

The implementation of the service at X-Sha Supermart resulted in the preparation of a number of Standard Operating Procedures (SOPs) that play an important role in improving workflow, efficiency, and service quality at X-Sha Supermart, Tasikmalaya. According to Chaniago (2021) an SOP, or Standard Operating Procedure, is a document that contains detailed,

step-by-step written instructions for performing a specific task consistently. SOPs are designed to ensure that processes are carried out in a uniform manner, thereby reducing variation in the execution of repetitive tasks and improving the quality of resulting product or service. According to Akib, SOPs serve to minimize errors and improve operational efficiency in various organizational contexts Akib (2023).

The SOP aims to provide clear guidelines for employees so that the company can reduce operational errors, improve efficiency, and maintain quality standards consistently. The SOPs compiled consist of flowcharts and descriptions. Some of the SOPs that have been made include the SOP for Fruit Shelf Labeling, SOP for Goods Transfer and Goods Mutation Claims, SOP for Cleaning Service and Equipment Maintenance at Singaparna Plaza, SOP for Price of Paper Creation Schedule by Visual Merchandiser, and SOP for Counter Leader X-Sha Supermart.

#### 1. Fruit Age Shelf Life Labeling SOP

An important finding of the Fruit Shelf Life Labeling SOP is the improved accuracy in displaying information on the shelf life of fruit products, which is essential for maintaining product quality. Based on the implementation results, proper marking of each type of fruit has a positive impact on consumer perception of product quality and freshness. The SOP also comes with a predetermined fruit withdrawal schedule according to the fruit labeling type code. This also reduces the number of products discarded due to damage, thus providing cost efficiency for the company.

#### 2. SOP for Goods Transfer and Goods Mutation Claims

In the SOP for Goods Transfer and Goods Mutation Claims, a more detailed procedure developed regarding the process of moving goods from one HO warehouse to GDSP, and from GDSP display to sales shelves. Previously, there was often a discrepancy between the stock of goods recorded in the system and the physical goods in the field, which caused difficulties in stock management. With clear documentation and confirmation of each transfer process, stock control becomes easier and more transparent.

#### 3. SOP Cleaning Service and Maintenance Equipment at Singaparna Plaza

This SOP emphasizes the importance of maintaining and cleaning the store environment to create a comfortable shopping experience for consumers. Previously, the scheduling of cleaning and maintenance of operational equipment was not standardized, so the quality of store cleanliness was sometimes inconsistent. After the implementation of the Cleaning Service and Maintenance Equipment SOP, X-Sha Supermart employees have become more consistent in maintaining and cleaning the store.

#### 4. SOP for Price of Paper Creation Schedule by Visual Merchandiser

Price of Paper (POP) creation that was previously done without a clear schedule has now become more structured. Based on this SOP, Visual Merchandisers are instructed to update prices and product information regularly according to a schedule that has been developed. This SOP aims to reduce errors in price information and maintain the consistency of price displays on the shelves. With this SOP, the price updating process becomes more efficient and can be done consistently.

#### 5. SOP Counter Leader X-Sha Supermart

Counter Leader SOP is designed to optimize the roles and responsibilities of Counter Leaders in managing operational supervision and supervision of customer service by employees. Counter Leader has an important role in organizing and coordinating the staff of salespersons, cashiers, customer relations, visual merchandisers, cleaning service, etc. Through this SOP, the Counter Leader's duties and responsibilities are explained in detail, including supervising and managing employees, resolving customer complaints, and coordinating .

Overall, the implementation of these SOPs has had a positive impact on X-Sha Supermart's operations. With clear guidelines in place, business processes become more efficient, employees can work more effectively, and the quality of service to consumers improves. The findings of this program show that good standard procedures can help overcome internal problems that previously disrupted smooth operations. According to Aprianis (2021), the implementation of SOPs not only helps organizations manage and run workflows, but also serves as a guide to achieve the work results expected by the organization. Based on the SOPs that have been made, the SOPs are most needed at X-Sha Supermart are SOPs regarding SOPs for transfer of goods and claims for mutation of goods.

#### 4. Benefits of Community Service

Benefits for the Company (X-Sha Supermart):

- Structured SOPs for various operational processes, such as stock management, counter leader coordination, and cleaning and equipment maintenance, provide clear and systematic guidance for employees. This helps the company to improve work efficiency, service quality, and ensure that every operational activity runs according to predetermined standards.
- More organized operational processes, including item management and product shelf-life monitoring, reduce the potential for errors such as overstocking, understocking, or expired products. With better management, the risk of loss can be minimized, allowing companies to save costs and allocate resources more effectively.
- The implementation of SOPs that focus on aspects of cleanliness, product arrangement, and customer service has a positive impact on consumers' shopping experience. Increased customer satisfaction not only encourages loyalty, but also enhances the company's reputation, thus attracting more customers to shop at X-Sha Supermart.
- New perspectives and innovative ideas applied to business processes bring renewal to the company's operations. This approach allows the company to continuously adapt to market dynamics and customer needs, making it more competitive in the retail industry.
- The identification of high-potential individuals who already understand the company's operational system provides an advantage in the recruitment of prospective employees. Hands-on experience in X-Sha Supermart's working system makes them more prepared, competent, and contribute significantly when joining as part of the company's team.
- Through the efficient implementation of SOPs, companies can create a more organized work environment, increase employee productivity, and encourage the creation of a more professional work culture, supporting the development of the company in the long run.



The implementation of Standard Operating Procedure (SOP) has various significant benefits for organizations, both in the context of business, health, and public services. One of the main benefits of implementing SOPs is increased consistency and efficiency in task execution. With a clear SOP, employees can follow predetermined steps, thereby reducing variations in the way of working and minimizing errors. This is in line with the research conducted by Soediro, which shows that the implementation of SOPs is consistent and efficient. Proper SOPs can help employees work in a consistent and standardized manner, especially in the pandemic-affected restaurant industry Soediro (2021).



Figure 2. X-Sha Supermart Standard Operating Procedure

- Prosedur:**
1. Pada pukul 08.30-12.00 WIB, para PIC per kategori atau pramuniaga yang membutuhkan barang mengajukan permintaan barang ke bagian gudang atau tim DC.
  2. Staf Gudang atau Tim DC mencari dan memverifikasi barang yang diminta. (Jika barang yang dibutuhkan ada dan tersedia maka akan dilakukan langkah selanjutnya, bila tidak ada permintaan akan ditolak.)
  3. Bila stok barang ada di gudang DC, admin transfer barang berkoordinasi dengan tim DC untuk membantu dan menyiapkan barang yang akan dilakukan pengambilan barang fisik dan transfer sistem.
  4. Setelah itu mutasi invoice diprint oleh DC yang berisi rincian nama barang dan jumlah barang yang ditransfer.
    - Admin transfer barang mencocokkan mutasi invoice dengan transfer barang fisik yang ada.
    - Jika barang tidak ada dan tidak sesuai dengan mutasi invoice, maka dilakukan penolakan dan transfer ulang atau transfer balik selisih item tersebut.
  5. Setelah itu, admin transfer barang menginformasikan mutasi faktur kepada staf atau PIC per kategori yang membutuhkan barang bahwa transfer barang tersebut perlu ditindaklanjuti untuk keperluan displayer atau stok.
  6. Admin transfer barang memberikan cap "Telah diperiksa boleh keluar" pada mutasi invoice tersebut.
  7. *Displayer*: Staf pramuniaga atau PIC per kategori barang hanya boleh mengambil setelah mutasi invoice tersebut setelah diberikan cap.
  8. *Stacking*: Menunjuk staf pramuniaga untuk melakukan penataan tempat penyimpanan barang dengan konsep yang telah disusun dan menyimpan barang sesuai tempatnya.
  9. Pada pukul 13.00-15.00 WIB admin transfer barang melakukan klaim mutasi di *dashboard* majoo.
    - Admin transfer barang mencocokkan mutasi invoice dengan *dashboard* majoo dan transfer barang fisik yang ada.
    - Jika barang tidak ada dan tidak sesuai dengan mutasi invoice, maka dilakukan penolakan dan transfer ulang atau transfer balik selisih item tersebut dan mencatat selisih atau kelebihan barang tersebut.
  10. Setelah admin transfer barang melakukan mutasi klaim di *dashboard* majoo, admin transfer barang harus memberikan cap di invoice mutasi "Telah diperiksa dan diklaim".

Figure 3. SOP for mutation claims and transfer of goods

The picture above is the realization of the problems faced by the Company. Making standard operating procedures that are used as a guidebook for companies so that their operational activities run according to established standards.

## Conclusion

The implementation of PKM at X-Sha Supermart has resulted in a structured and comprehensive set of Standard Operating Procedures (SOPs). These SOPs are designed to improve operational efficiency, maintain customer service quality, and minimize errors in various business activities. Consistent implementation of SOPs is expected to increase employee productivity, reduce operational costs, and strengthen the company's image. X-Sha Supermart is positive in the eyes of consumers in Tasikmalaya. The SOP preparation process reflects the ability to analyze business processes, design effective work procedures, and collaborate with various parties in the company. In the periodic evaluation of the effectiveness of SOPs that have been implemented is an important step to ensure that work procedures remain relevant and in accordance with company needs. Measured and customized SOP updates in line with business developments will support the company's sustainability and competitiveness in the retail industry.

### Advice

It is recommended that the SOPs in the selling area of X-SHA Supermart be continuously updated in accordance with the development of the company's environment. Regular training in accordance with SOP updates for staff is essential to ensure a deep understanding of their duties and responsibilities in accordance with the established SOPs. Periodic evaluation in accordance with the SOP updates is also necessary to ensure that the procedures are running according to standards and provide optimal results. In addition, the implementation of this SOP is expected to be used uniformly in all X-SHA branches and can strengthen service consistency and increase customer satisfaction.

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