

Implementation of Quality of Service and Management of Expenditure Reports in SMEs Convection Embroidery Indah Collection

Ari Soeti Yani¹, Indah Eka Liana^{2*}

^{1,2} Prodi Manajemen, Fakultas Ekonomi Bisnis dan Ilmu Sosial, Universitas 17 Agustus 1945 Jakarta

* Corresponding Author:

Email: indahekaliانا@gmail.com

Abstract.

This study aims to test and analyze the application of service quality and management of shopping reports to UMKM beautiful embroidery convection collections. This study uses data collection through observation, namely data collection trying to observe the social situation in the field. The results of this study indicate that through observation, namely data collection trying to observe the social situation in the field, the quality of service is able to satisfy the wants and needs of the community, the management of expenditure reports can be managed or recorded properly and correctly will provide business benefits and can provide development in its business. The results of this study recommend that if you want to create good MSME implementation, the priority strategy applied is to have quality service in order to create sustainable customers.

Keywords: Application; Management; and Embroidery Convection.

I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) currently have a very important role in economic growth throughout the country. MSMEs are also an important part in advancing the national economy and have great potential to improve people's welfare. The contribution of MSMEs to the Indonesian economy is able to absorb 97% of the workforce and can generate 60.4% of the total investment (Sasongko, 2020). The contribution of MSMEs also influences GDP, with a total of 61.97% or IDR 8,573.89 trillion. The development of MSMEs today cannot be denied. MSMEs are able to generate many opportunities for the community to be able to produce something and also work so that people can meet their needs. In this era of globalization, people realize how few jobs there are, so they are required to have the ability to create Micro, Small and Medium Enterprises (MSMEs) and also be able to open jobs for people in need. To face business competition in the era of globalization, companies are required to increase competitiveness so as to maintain the viability of the company so that the goals of the company are achieved (Yıldırım, 2018). For survival in facing business competition, especially in the field of embroidery convection, innovation is needed in the development of MSMEs, especially in the field of embroidery, one of the innovations needed is quality service. To be able to understand consumer behavior in the process of meeting consumer needs and satisfaction, companies can influence consumers, so that consumers can later use their products (Haziza & Udayana, 2022). In business, there must be challenges, including dealing with customers by prioritizing company innovation and creativity. Quality of service is a specialty in a production or service that can provide the ability to satisfy the wants and needs of the community (Ali et al., 2023).

In the Indah Collection Embroidery Convection, it applies the concept of service, namely function and technicality, where the Indah Collection Embroidery Convection handles customer orders directly contact preferably using 5 S (Salam, Smile, Greet, Polite and Polite). From a technical point of view, the Embroidery Indah Collection convection prioritizes fast, neat, timely service, affordable prices and results in accordance with the desired order. This is a benchmark for the Embroidery Indah Collection convection in serving everyday customers (Ali et al., 2023). Expenditure reports have many benefits, financial reports can be managed or recorded properly and correctly will provide business benefits and can provide development in their business. Financial reports can also be a reference for viewing financial conditions and can be used in determining business performance (Education, 2023). (Adella et al., 2022) Expenditure management and business development carried out by MSMEs, namely financial management behavior that is still simple,

seen from the method of financial recording that does not meet standards, while in developing business opportunities there are quite large strengths and opportunities for MSMEs. (Mirza Hedismarlina Yuneline, 2022) Important financial management is applied to the industrial world (MSMEs) which can improve the financial conditions of industry and society, as well as bring about healthy business competition.

Table 1. Service concept & management of embroidery convection shopping reports

Concept	Target	Result
Function Services	Customer	Customers feel attracted because of friendly service
Technical Service	Customer	Customers are satisfied with the results of orders received
Expenditure Report Management	Business	Know expenses for production operations

Source: Data Processed by the Author (2023)

The results of the table above explain that the concept of service and management of expenditure reports shows that customers feel interested because the production results carried out by Indah Collection are very good and the managed expenditure reports have a positive impact on the business being run because they can find out production operational expenditures in a structured way. Business actors are the most important component in the production process where Indah Collection products are in the form of logos or text embroidered with good and high quality. In carrying out production activities using automatic embroidery machines because the processing time is shorter and the results obtained are satisfactory for customers. So the question formulated by the author is how the quality of service and management of shopping reports at Indah Collection.

II. METHODS

The method for carrying out this activity takes place on September 12 – December 17 2022. This method of implementation uses the observation method. The data collection obtained was carried out using data collection techniques through observation, namely data collection trying to observe the social situation in the research field. Data collection techniques by observation are used in relation to processes, practices, and the effects of management implementation. (Bungdiana & Lukman, 2023) Data collection techniques through observation, researchers' efforts to obtain and collect complete information directly from the research site (Production et al., 2023). Documentation in this study includes the process of document recording and data processing, such as the results of financial management. As explained during the implementation of the research, it is used as a support so that the information received is more valid and factual and the documentation received can be in the form of photos and other evidence. When conducting analysis in research this model is interactive and continuous until completion.

III. RESULT AND DISCUSSION

MSME competition, especially in the embroidery convection industry, is required to provide satisfactory service to customers so that customers are interested in using the services of the Beautiful Embroidery Embroidery Collection. In providing the best service, Indah Collection has Standard Operating Companies (SOP), namely:

Function Services

- Greetings, if a customer wants to order a logo or writing, they are required to greet the customer.
- Greet, if a customer wants to order a logo or text, they are required to greet the customer
- Polite, if a customer wants to order a logo or writing, it requires maintaining behavior towards customers
- Polite, if a customer wants to order a logo or writing that speaks well and clearly to the customer
- Smile, if a customer wants to order a logo or writing, it requires a smile and is not indifferent to the customer.

Technical service

In providing technical services at Indah Collection, if a customer wishes to order a logo or writing, it will be on time, at an affordable price, with satisfactory results. So that customers will come back to make the next order.



Fig 1. Service Indah Collection shopping report management reports Initial capital: Rp. 3.000.000

Table 2. Record of Raw Material Expenditure Reports

No.	Initial Expenditure	Information	Total
1.	Thread	40 pcs	Rp 600.000
2.	Needle	10 Pcs	Rp 130.000
3.	Embroidery Paper	5 Pcs	Rp 900.000
4.	Spoiled Yarn	2 pcs	Rp 156.000
5.	Packaging Plastic	100 Pcs	Rp 13.000
6.	Electricity	1 bulan	Rp 100.000
7.	Scissors	12 pcs	Rp 60.000
8.	Embroidery Machine Oil	2 Liter	Rp 100.000
Total			Rp 2.059.000

Source: Data Processed by the Author (2023)

Remaining initial capital : Rp 3.000.000 – Rp 2.059.000
: Rp 941.000

From the table above, management of expenditure reports is needed in order to find out the purchases purchased and the quantity of goods purchased. So knowing the price of each of these items as well as this shopping report can make it easier to record items that have run out and also items that are still available. Later it can make it easier to minimize shopping expenses for purchasing raw materials for the Embroidery Indah Collection convection business.

IV. CONCLUSION

Based on the discussion of the results of the description regarding the implementation of activities in the field regarding Service Quality and Management of Expenditure Reports at the Indah Embroidery Convection Collection, the research can conclude, among others:

1. The human resource development strategy carried out by the Embroidery Indah Collection convection in increasing competitive advantage is with a mature service concept and financial reports.
2. The product development strategy carried out by the Embroidery Indah Collection convection in an effort to increase competitive advantage in tight competition is to have its own way of presenting an appropriate product so that it can be responded to and accepted by consumers, namely by planning,

analyzing and implementing this program using a mapping strategy The right approach focuses on customer-centered product development then synchronization and synergy of all related departments based on operational teams in order to obtain effectiveness and efficiency, then consistently develops products in a systematic and sustainable manner.

Based on the description of the results of the discussion and conclusions that have been presented, the author can provide a few suggestions which if they provide changes and benefits for the research that has been carried out are as follows:

1. In order for business operations to continue to increase, the authors suggest that it is necessary to prioritize attention and careful consideration regarding the strategy for developing human resources and products at the Embroidery Indah Collection convection.
2. Indah Collection's operational system is advised to continuously improve its more optimal performance by focusing on maintaining productivity stability, integrity, trust and harmony in order to create a healthy work environment atmosphere so that loyalty is maintained.

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