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Developed Standard Operating Procedures for Work Discipline and Customer Service at UMKM Milan Collection

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Abstract

UMKM Milan Collection faced several operational problems, such as inconsistent employee discipline and different ways of serving customers because there were no written guidelines. These issues affected the daily workflow, service quality, and made it difficult for the owner to supervise employee performance. To solve these problems, the project used the PDCA (Plan–Do–Check–Act) method and carried out observations, interviews, document analysis, and direct evaluations. As a result, two important Standard Operating Procedures (SOPs) were created: the Work Discipline SOP and the Customer Service SOP. These SOPs provide clear rules for attendance, work ethics, customer interactions, handling complaints, and transaction procedures, so that all work activities become more consistent and transparent. After socializing the SOPs and implementing them on-site, the business saw many improvements. Employees became more disciplined, followed work schedules, and delivered more consistent service to customers. The owner also found it easier to supervise the team. Customers received more professional and uniform service. Overall, the results show that SOPs play an important role in improving operational efficiency, strengthening professionalism, increasing customer satisfaction, and supporting long-term stability for small businesses like Milan Collection.

Keywords: Standard Operating Procedures, Work Discipline, Customer Service

Introduction

Milan Collection is a small fashion business that sells various products such as clothes, bags, shoes, perfumes, and accessories. Even though the business has been operating for many years, it still faces several problems in daily activities. The main issues are that employees do not follow work discipline consistently and customer service is not the same between one employee and another. These problems happen because there are no written rules or clear guidelines that all employees can follow. As a result, employees often work based on their own understanding, which causes confusion, mistakes, and different ways of serving customers.

In the past, the owner attempted to address these issues by giving direct instructions, reminders, and corrections during daily work. However, these efforts were not effective because there were no formal written procedures to guide employees consistently. As a result, many employees continued to arrive late, provide inconsistent information to customers, and complete tasks in different ways. Until now, no external party has assisted the business in preparing Standard Operating Procedures (SOPs), making it difficult for the owner to supervise employees and evaluate their performance fairly. Previous studies also highlight that Standard Operating Procedures play a crucial role in maintaining consistency and operational stability in small businesses by ensuring that employees follow clear and standardized workflows (Rambe *et al.*, 2023).

The purpose of this project is to develop and implement two simple and easy-to-understand SOPs: the Work Discipline SOP and the Customer Service SOP. These SOPs outline rules regarding attendance, work behavior, customer greeting standards, service steps, complaint handling, and transaction procedures. With these SOPs, employees are expected to work more consistently, while the owner can manage and monitor daily operations more effectively.

Based on observations and interviews, the main issues found include inconsistent employee attendance, variations in customer service approaches, and the owner's difficulty in evaluating performance due to the absence of written guidelines. These findings indicate that Milan Collection urgently needs clear SOPs to improve discipline, service quality, and overall business operations.

Methods

The data collection techniques used in this project were direct observation at UMKM Milan Collection and interviews with the owner. These methods were used to obtain accurate information about employee work discipline, the customer service system, and the problems faced by the store in its daily operations.

1. Observation

Observation is a data collection technique carried out by directly observing the object or activity being studied to obtain real information that matches actual field conditions (Pratiwi et al., 2023). In this project, direct observations were carried out at the Milan Collection store to examine how employees performed their tasks, interacted with customers, and managed daily operations. The observation focused on employee discipline, attendance patterns, customer service practices, and overall store workflow. This process helped identify inconsistencies in work behavior and service quality.

2. Interviews

Interviews are a data collection method conducted through direct interaction between the researcher and respondents to obtain in-depth information about their

experiences, perspectives, or the situation being studied (Rahmawati *et al.*, 2024). In this study, interviews were conducted directly with the store owner and several employees to gather deeper insights. The purpose of the interviews was to understand the existing policies, the challenges in maintaining work discipline, and the expectations for customer service.

3. Attendance Data Collection

Employee attendance records for May 2025 were collected and analyzed to measure discipline levels, including lateness, absences, and leave usage. This data helped support the identification of problems related to work discipline and staffing issues during busy hours.

4. Document Analysis

Existing informal guidelines and verbal instructions were reviewed to understand how the business had been operating. Since the business did not have written SOPs, this analysis helped identify what procedures needed to be formalized.

5. SOP Development

Based on the findings from observation, interviews, and data analysis, two Standard Operating Procedures (SOPs) were developed: the Work Discipline SOP and the Customer Service SOP. These SOPs were designed to be simple, clear, and suitable for the needs of a small retail business.

6. Implementation and Review

After the SOPs were created, they were introduced to the employees through a short explanation session. Employees were guided on how to follow the new procedures. Early feedback was collected to make sure the SOPs were easy to understand and apply. Adjustments were made when needed to improve clarity and effectiveness.

Results and Discussion

The implementation of the new Standard Operating Procedures (SOPs), the Work Discipline SOP and the Customer Service SOP has brought clear positive changes to the daily operations of UMKM Milan Collection. The results show improvements in employee discipline, service consistency, and the owner's ability to supervise work.

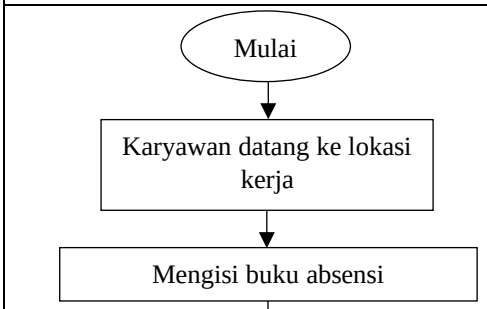
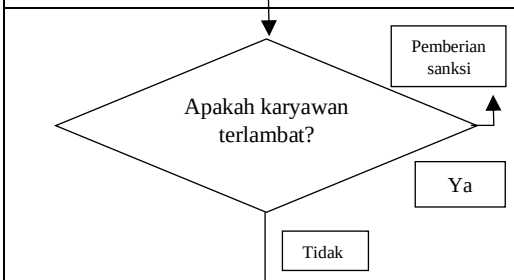
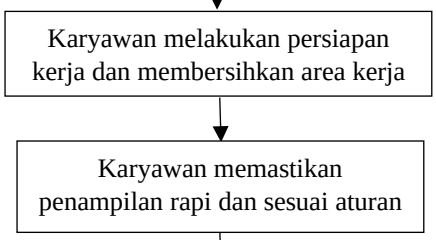
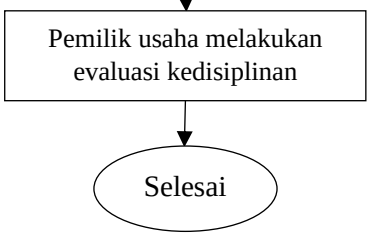
The attendance data for the period from 15 October to 15 November indicates a strong level of work discipline among the employees of Milan Collection. Out of 28 effective working days, most employees were present for 25 to 26 days. There were almost no unexcused absences, and instances of lateness were very limited. This pattern shows that employees have begun to comply with the Work Discipline SOP, including arriving 10 minutes before opening, recording attendance correctly, and adhering to the established working-hour standards.

These improvements demonstrate that the implementation of the SOP not only clarifies the expected work behaviors but also fosters a greater sense of responsibility among employees. In addition, the SOP allows the business owner to monitor employee performance more effectively, as attendance-related activities become more structured and easier to track. These findings are consistent with (Rahareng, 2021), who stated that the application of SOPs has a positive and significant impact on employee performance, as clear operational procedures reduce errors and enhance service productivity.

In addition, the flowcharts included in each SOP such as the flowchart for attendance, customer service, transactions, and complaint handling helped employees understand the work process more clearly. The visual steps made the SOP easier to

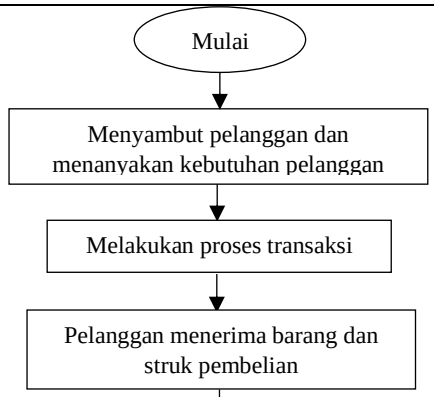
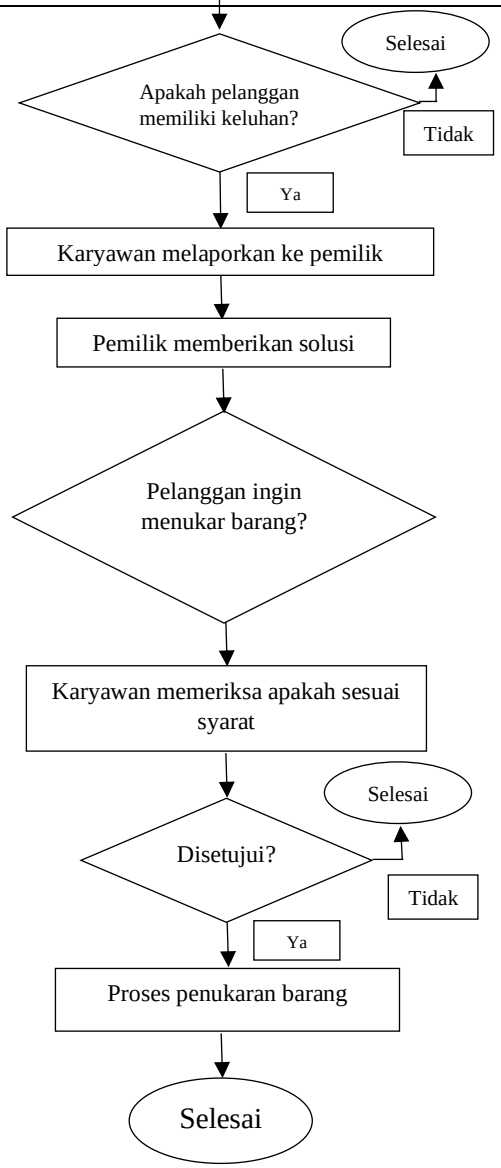
follow, reduced confusion, and ensured that every employee carried out their tasks in the same way. The flowcharts also helped the owner check whether all steps were done correctly during evaluations

Table 4.1 Flowchart of the Work Discipline SOP for Employees of UMKM Milan Collection

Proses	Pelaksana	Tanggung Jawab	Waktu Pelaksanaan
	Karyawan	1. Karyawan datang tepat waktu, minimal 10 menit sebelum jam kerja	<10 menit
		1. Karyawan mengisi buku absensi sebagai bukti kehadiran	3 menit
	Pemilik Usaha	1. Jika keterlambatan >10 menit atau tidak disiplin waktu, proses sanksi akan dijalankan	>10 menit
		1. Pemilik usaha memberikan teguran atau sanksi sesuai aturan kedisiplinan	10 menit
	Karyawan	1. Memastikan area kerja bersih dan rapi sebelum memulai aktivitas pelayanan	10 menit
		1. Memastikan pakaian rapi dan sopan	5 menit
	Pemilik Usaha	1. Mengevaluasi kedisiplinan harian berdasarkan absensi dan pakaian kerja	10 menit

Source: Author (2025)

Table 4.2 Flowchart of the Customer Service SOP for Employees of UMKM Milan Collection

Proses	Pelaksana	Tanggung Jawab	Waktu Pelaksanaan
	Karyawan	1. Menyapa pelanggan dengan ramah dan menanyakan kebutuhannya	2 menit
		1. Melayani transaksi pembelian sesuai SOP dan memastikan harga dan barang benar	10 menit
		1. Menyerahkan barang dan struk pembelian kepada pelanggan	5 menit
	1. Pelanggan 2. Karyawan	1. Jika pelanggan memiliki keluhan, karyawan mendengarkan keluhan tersebut	10 menit
	Karyawan	1. Melaporkan masalah pelanggan kepada pemilik usaha untuk penanganan lanjutan	5 menit
	Pemilik Usaha	1. Menentukan solusi terbaik untuk penyelesaian masalah	5 menit
	Pelanggan	1. Menyampaikan permintaan penukaran barang jika diperlukan	10 menit
	Karyawan	1. Memeriksa dan memastikan apakah memenuhi syarat penukaran	5 menit
	Pemilik Usaha	1. Memberikan persetujuan/penolakan terhadap permintaan penukaran barang	10 menit
	Karyawan	1. Melakukan penukaran barang	5 menit
	Pemilik Usaha	1. Memberikan penjelasan kepada pelanggan terkait alasan penolakan	5 menit

Source: Author (2025)

During field implementation, employees began applying SOPs in their daily tasks. They arrived on time, greeted customers in a consistent manner, explained products more clearly, and followed the correct steps when handling complaints. Customers also experienced more uniform and professional service. The owner reported that misunderstandings between employees decreased because everyone now followed the same written and visual guidelines.

Overall, the results indicate that the SOPs and their flowcharts effectively improved employee discipline, service consistency, and daily store operations. They also contributed to higher customer satisfaction and made supervision more manageable for the owner. These findings highlight that having clear and structured SOPs is essential for small businesses like Milan Collection to maintain consistent service quality and support sustainable operational growth.

Conclusions

Based on the creation and implementation of the Work Discipline SOP and the Customer Service SOP at UMKM Milan Collection, this project has successfully improved the store's daily operations. These SOPs were developed based on real problems found in the field, especially inconsistent employee discipline and different ways of serving customers. The Work Discipline SOP helps improve order by providing clear written rules about working hours, attendance, leave, work behavior, and consequences for violations. With these rules, employees can better understand what is expected from them, and the owner can evaluate performance more fairly. The Customer Service SOP also helps create more consistent friendly, and professional service. This reduces misunderstandings and improves customer satisfaction. Overall, the SOPs have brought visible improvements in employee behavior, punctuality, workspace organization, and the quality of customer service. They also make supervision easier for the owner. To keep these improvements going, the SOPs should be applied consistently every day. Regular performance checks, ongoing employee training, and occasional updates to the SOPs are also recommended to ensure the procedures remain suitable and effective. Giving appropriate sanctions for violations and appreciation for good performance will help build a positive and productive work environment. This conclusion is supported by (Windarko *et al.*, 2023), who emphasized that employee performance and business productivity improve when SOPs are consistently applied and followed with discipline. If implemented continuously, these SOPs are expected to provide long-term benefits and support the growth of Milan Collection in the future.

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