

Development of work Standardization and Measurement of Employee Satisfaction to Support Business Management in Beverly Florist MSMEs

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ABSTRACT

In running its business, an SME needs to pay attention to several management aspects, one of which is human resource management. The aim of this activity is to develop work standardization and measure employee satisfaction to support business management at Beverly Florist. The method used is providing knowledge in the form of employee job desks, preparing effective picket schedules, and measuring employee job satisfaction. The results of these activities show that the development of human resource standardization at Beverly Florist has increased as indicated by more structured operational effectiveness.

INTRODUCTION

The ornamental plant industry currently has good prospects for development because ornamental plant commodities have high economic value, especially cut flowers. Cut flowers are often used as room decoration materials, to decorate tables, flower vases, and as flower arrangements. According to Ridhawardani (2017), various types of cut flowers have high enough economic and social value to be used as trade and commercial commodities. The aesthetic value of cut flowers will attract consumers to buy cut flower products in the form of flower arrangements. The florist business or flower business is a sector that not only provides a touch of visual beauty to various events, but also summarizes emotional stories and deep symbolism. As society increasingly appreciates the aesthetics and meaning behind every moment, the florist business has become an important element in weddings, birthday celebrations, graduations and moments of mourning.

The beauty and diversity of flowers creates opportunities to express feelings, strengthen relationships, and create unforgettable memories. The florist business, with its essence beyond just selling products, is an intermediary between natural beauty and human expression. In a fast-paced and often digitally connected world, the presence of flowers brings a nuance of authenticity and intimacy that many people are increasingly looking for (Nurmalinda & A. Yani, n.d.). The florist business not only keeps up with aesthetic trends, but also witnesses changes in consumer preferences for the shopping experience. Customers are not only looking for visually beautiful flowers, but also want a shopping experience that is personal, creative and has deep meaning. In this context, florist business people must not only understand market dynamics and design trends, but also have skills in communicating and understanding the unique needs of each customer in order to influence consumers in purchasing flower arrangements (Ardelia & Handayani, n.d.).

Meanwhile, challenges also arise in running a florist business. Increasing competition, seasonal fluctuations in demand and inventory management challenges are factors that need to be addressed for businesses to remain competitive. The ability to adapt to market changes, maintain the quality and availability of fresh flowers, and understand consumer needs are critical steps in facing these business dynamics. In the context of Human Resources (HR) management, it not only includes aspects of creativity in designing and arranging flowers, but also involves effective management of the workforce which is the main factor in operational success. In an era where people are recognized as the most valuable asset in an organization, florist businesses must understand that success depends not only on the beauty of flower arrangements, but also on the quality, motivation and satisfaction of employees.

Human resource management is an important component for the success of a business, including SME Beverly Florist. Beverly Florist is an SME that operates in the florist services sector and is quite well known in Yogyakarta. The business is located on Jalan Selokan Mataram, Karang Gayam, Caturtunggal, Depok District, Yogyakarta City, DI Yogyakarta. The products and services offered to consumers are flower arrangement products with various types of flowers and

shapes with superior quality. Beverly Florist is a business that operates in the flower and ornamental plant industry. The vision of Beverly Florist itself is to become a florist who can continue to innovate in the art of flower arrangements, provide happiness and be part of that happiness through its flower arrangements.

The following are examples of products and business activities at Beverly Florist.

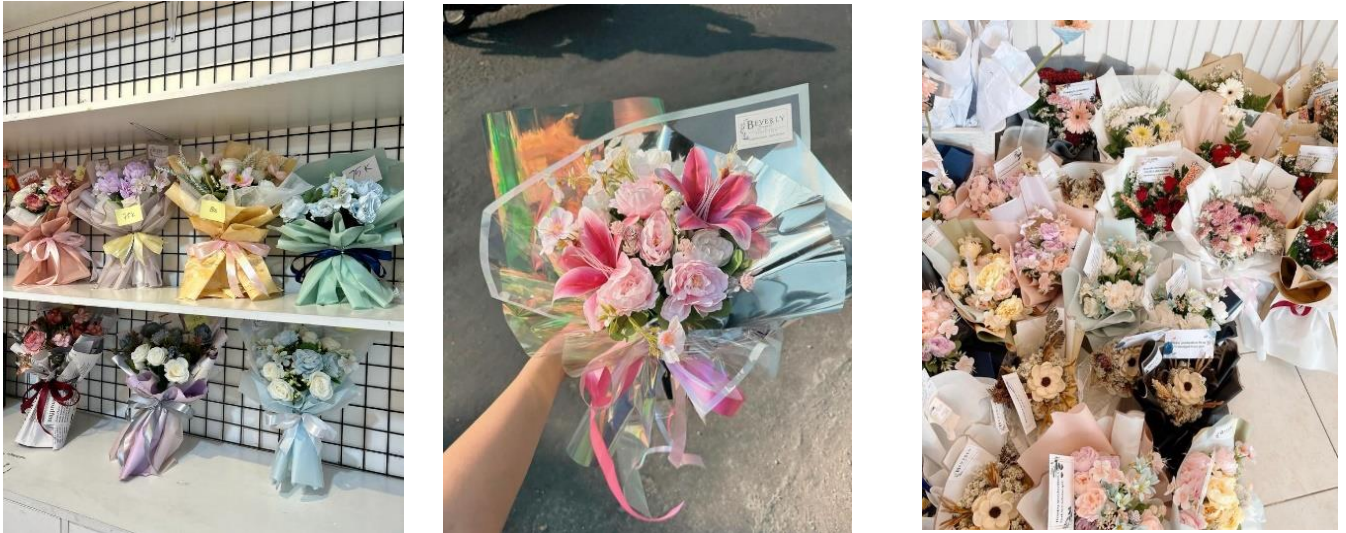


Figure 1. Beverly Florist Products



Figure 2. Business activities at Beverly Florist

Beverly Florist was founded on 2018 by Rosalina Wahyudi and currently has 10 employees placed in the admin, cashier and florist departments. The types of employees employed are divided into two categories, namely part time and full time employees. The characteristic of this business is that it has the motto "You bring the love, we bring you a flowers", where the meaning of this motto is that Beverly Florist wants to give happiness and be part of someone's happy moments.



Figure 3. Employees at Beverly Florist

Marketing its products is done online via social media such as Instagram and Tiktok. Apart from that, promotions are also carried out through word of mouth such as recommendations from friends, recommendations from loyal customers, and from Beverly Florist employees themselves.

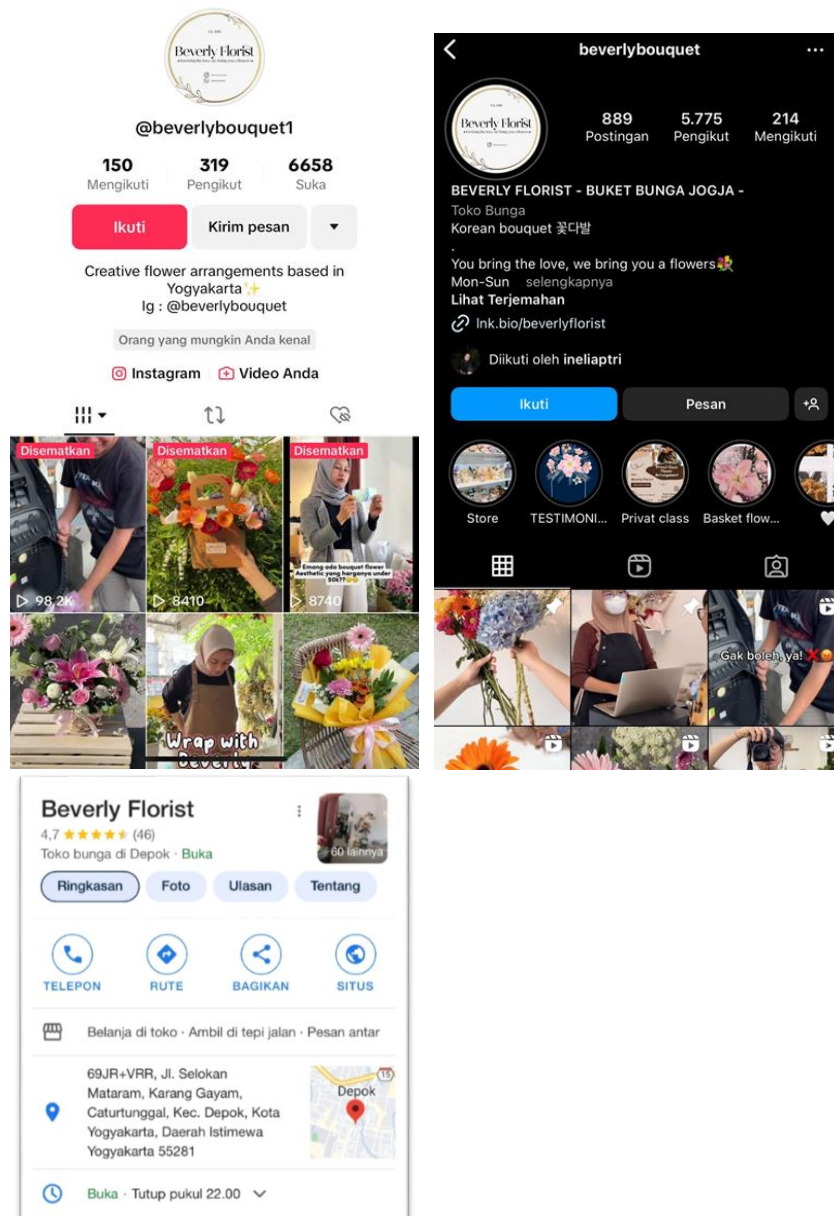


Figure 4. Promotion Via Social Media

In carrying out its business activities, Beverly Florist is quite good, this is also shown by the number of sales and the number of customers which on average increases every day. However, based on observations and interviews with the owner of Beverly Florist, it can be seen that there are still problems faced in the human resources aspect. The problems are: (1). There is no SOP as a basis for implementing work at the cashier and florist departments, (2). The cleaning officer's picket schedule is not yet available, and (3). There is no measurement of employee job satisfaction so it cannot be used as a basis for human resource development.

To overcome a number of these problems, the activity program implemented is in the form of:

1. Develop SOP, description of responsibilities and duties for the cashier and florist,
2. Make a cleaning and surveillance picket schedule
3. Develop a questionnaire instrument measuring employee job satisfaction.

The main objective of implementing this activity is to increase operational efficiency, improve the cleanliness and safety of the work environment, and increase employee job satisfaction. Specifically, the aim of this activity is to create a work environment that supports the progress of human resources.

IMPLEMENTATION AND METHODS

The method of implementing activities at Beverly Florist includes a number of stages as follows:

1. Observation and Interview

The observation method was carried out by directly observing business activities at Beverly Florist to identify a number of human resource problems faced at Beverly Florist. In this activity, interviews were also carried out with the HR division of Beverly Florist to gather information related to business developments and activities in the HR field. Based on the results of the interview, it can be explained that the main problem at Beverly Florist is the lack of structure and operational policies.

2. Job Internship

Activities carried out during work internships are preparing SOPs and descriptions of work responsibilities, preparing picket schedules, and preparing employee job satisfaction questionnaire instruments. In carrying out these activities, supervision is carried out from the manager and HR division Florist to monitor that the activities carried out are running well.

RESULTS AND DISCUSSION

This work internship was carried out at UKM Beverly Florist which is located on Jalan Selokan Mataram, Karang Gayam, Caturtunggal, Depok District, Yogyakarta City, Special Region of Yogyakarta on 25 October 2023 - 24 November 2023. The results of the program implementation are described as follows:

1. Prepare SOP, Description of Responsibilities and Duties

According to Ekotama (2015), Standard Operating Procedures (SOP) is a system prepared to make work easier, tidy and orderly. According to Purmasari (2015), SOPs are work procedures that are created in detail and in detail for all employees to carry out work as well as possible in accordance with the vision, mission and goals of an institution or agency (Muhaling et al., 2021).

This activity determines the main processes or functions that will be explained in the SOP and identifies the roles or departments involved. In preparing the SOP, the description of responsibilities and tasks includes a number of stages as follows:

- Studying processes or functions. In this stage, carry out an in-depth analysis of the processes or functions that will be regulated in the SOP.
- Identify the divisions involved. In this stage, determine and identify the role of each division in the process or function.
- Write a description of responsibilities and tasks for each division involved, and ensure that the description includes main responsibilities and daily tasks.
- Determine the authority and responsibility of each division involved and explain the boundaries and authority of each division.
- Determining detailed process steps including workflow and rules that must be followed.
- Provides to superiors for correction and validation, and receives feedback and corrections if necessary.

The following is documentation for preparing SOPs, a description of the responsibilities and duties of each division of Beverly Florist.

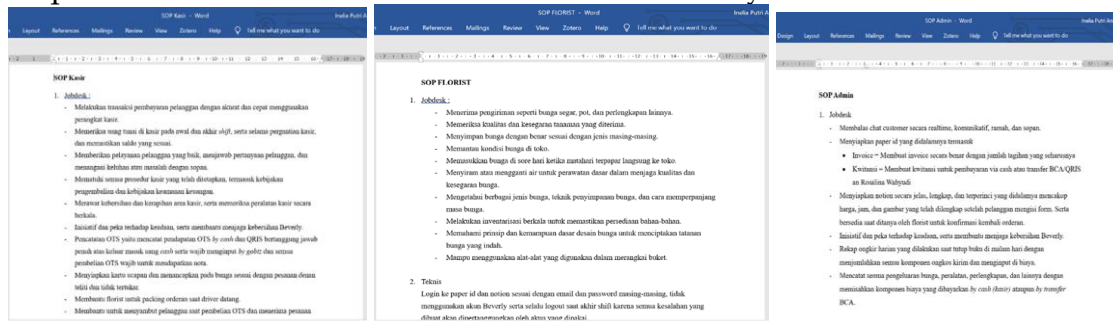


Figure 5. Preparation of SOP, Description of Responsibilities and Tasks

2. Make a Cleaning and Surveillance Picket Schedule

The picket schedule is part of the employee's or employees' activities which are divided into individuals or groups in carrying out their respective tasks given at the workplace (Amani & Solikin, n.d.). Surveillance is a behavior monitoring activity with the aim of influencing, protecting and directing. Making a cleaning and surveillance picket schedule goes through the following stages:

- Identifying needs such as determining areas or facilities that need to be monitored, and establishing picket schedules that are in accordance with monitoring needs such as admin work space, florist work space, bathrooms and fans.
- Identify the number of employees needed each shift.
- Determine the length of time the picket and surveillance sessions will take place.
- Adjust employee picket schedules to their work shift schedules each week.
- Consider picket rotation or a fair number of employee pickets to prevent burnout.
- Determine the job desk or tasks of each section, namely the admin section and the florist section.
- Using Microsoft Excel to make it easier to prepare picket and surveillance schedules.

- h. Provides to superiors for correction and validation, and receives feedback and corrections if necessary.



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Figure 6. Picket and Surveillance Schedule Format

3. Preparation of Employee Job Satisfaction Questionnaire Instruments

Job satisfaction or job satisfaction is a positive attitude or negative attitude that individuals have towards their work. This is the employee's perception of their work. High satisfaction will lead to low turnover and absenteeism rates because individual employees feel satisfied and motivated to work better because their needs are met (Bora et al., 2021).

The preparation of the employee job satisfaction questionnaire instrument went through the following stages:

- Identify dimensions of job satisfaction, namely important aspects of work that want to be evaluated, such as work environment, team performance, employee feedback, salary and bonuses, work facilities, communication and involvement, and employee welfare.
- Design statements for each dimension that has been identified and ensure each statement only measures one aspect to avoid confusion.
- Determine and use the appropriate type of measurement scale, namely the Likert scale.
- Provide clear instructions on how to fill out the questionnaire.
- When creating a questionnaire, consider choosing the language used so that it is easy to understand and appropriate to the employee's background.

- f. Add demographic questions such as age, gender, title or position, and length of service.
- g. Ensure the layout of the questionnaire is easy for respondents to read and fill out.
- h. Develop and include instructions and explanations to help respondents understand statements and how to fill out the questionnaire.
- i. Determine the data collection method, namely online surveys or online via Google Form.
- j. Plan how to analyze the data after the questionnaire has been collected.

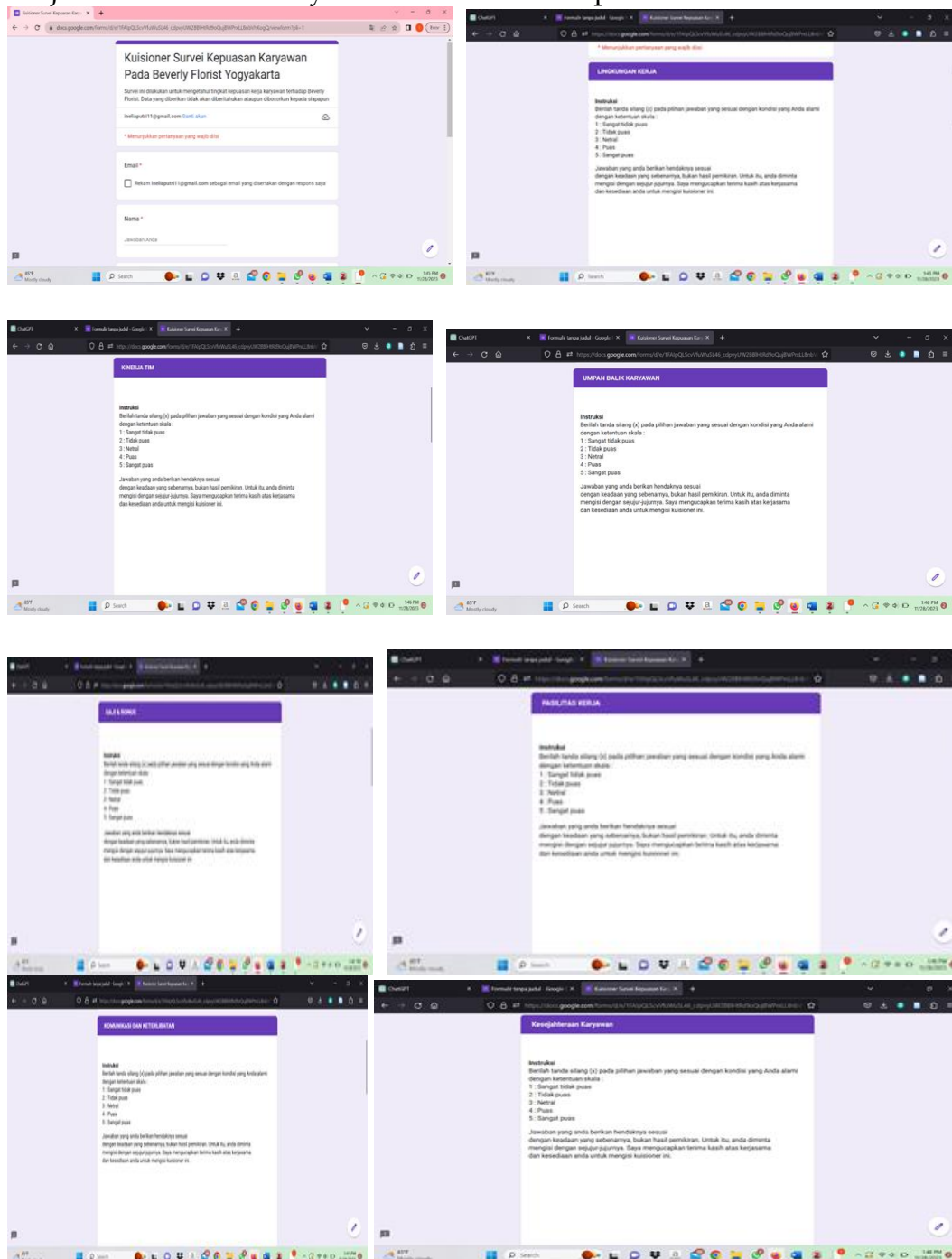


Figure 7. Employee Job Satisfaction Questionnaire

CONCLUSIONS AND RECOMMENDATIONS

Human resources are the most important assets that can influence the performance and success of a business. Human resource management is an important component that needs to be considered because it is an approach or process for managing human resources to achieve optimal organizational performance through effective management of the workforce. Through the program of preparing SOPs, descriptions of responsibilities and duties, making cleaning and surveillance picket schedules, and preparing employee job satisfaction questionnaire instruments, it is able to have a positive impact on human resource management at UKM Beverly Florist.

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