



## **Implementation of Sharia-Based Service Quality in Employee Performance Improvement at PT. Findora Internusa Cirebon**

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### **ABSTRACT**

Rattan handicrafts and furniture are one of the superior products of Cirebon district, most of which are exported to the United States, Europe, Asia and Australia. This study aims to determine the implementation of sharia-based service quality in improving employee performance at PT. Findora Internusa. This research method uses qualitative methods, with data collection used are observation, interviews and documentation. Based on the results of the research conducted, it shows that improving employee performance is effective and efficient after the implementation of sharia-based management, namely justice, trustworthiness and responsibility as well as communicative. This can produce maximum production of rattan handicrafts and have an impact on company finances, the effect of which is to increase employee welfare.

**Keywords:** *service quality, sharia, employee performance*

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### **INTRODUCTION**

Rattan handicrafts and furniture are one of the superior products of Cirebon district. These products are mostly exported to the United States, Europe, Asia and Australia. Around 80% of handicrafts and rattan furniture in the world come from Cirebon district (Gifar, 2015). From the number of companies and home industries, production and exports as well as workers in the rattan processing industry sub-sector are currently experiencing an increase. Increased production volume to meet market demand. This business opportunity made from rattan can be seen from the increase in the volume of production of rattan handicrafts. The production and export of these handicrafts is very balanced to continue to encourage the production of rattan handicrafts in the Plumbon area (Maryana, 2010)

Rattan handicraft production is a craft production activity made from rattan, the availability of domestic raw materials with very limited suppliers. Due to the decreasing amount of rattan raw materials, the price of rattan raw materials is getting higher, resulting in many rattan processing industries being closed due to high production costs. The availability of raw materials will affect the smooth production process which is expected to produce the required number of products. but if production is hampered the resulting product will be disrupted. As a result, finished products that are ready to be sold are not available, buyer orders are not fulfilled and as a result the level of sales decreases. The supply of raw materials is very important for the continuity of production and sales. In connection with the cause of the decline in the rattan industry is the lack of supply of raw materials. So the government issued a policy of banning the export of rattan raw materials. This aims to be able to utilize rattan in a sustainable manner and maintain the availability of raw materials for the rattan product industry. In addition, as an effort to improve and develop the national rattan industry.

Based on the Law of the Republic of Indonesia No. 5 of 1984, what is meant by industry is an economic activity that processes raw materials, raw materials, semi-finished goods or finished goods into goods with a higher use value, including industrial engineering. In the Law of the Republic of Indonesia No. 5 of 1984, it is stated that in order to achieve the development goals in the economic sector in national development, industry plays a decisive role and therefore needs to be developed in a balanced and integrated manner by increasing the active role of the community and optimally utilizing all available natural, human and natural resources.

In every industrial company, the role of human resources, namely the workforce, occupies a very strategic position because however the success of a company or industry in realizing its goals is highly dependent on the capabilities of its human resources. A company or industry requires factors of production, one of the most important factors is labor compared to other factors. Humans are an important resource in a company because whatever activities and goals a company wants to achieve, it cannot be separated from its human resources. What if the human resources already have the qualifications required by the company. So it can be said that a condition for the success of the company is still fulfilled. This is in accordance with the opinion of Sondang (2001: 25) that the challenge in the future is to create an increasingly diverse organization that demands more efficient, effective and productive management. So it depends on the organization of human resource management which is getting higher and higher. Therefore it cannot be denied that the main attention should be given to increase the contribution of human resources to organizational success.

From the information above, it can be concluded that the ability of employees is an asset for the company so that the ability of employees to produce with the inputs used is needed, an employee can be said to be productive if he is able to produce what is

expected in a short and precise time. This is in accordance with research conducted by Muizu, W. O. Z., Kaltum, U., & Sule, E. T. (2019) that management and leadership can have an impact on employee performance as well as research by Putra, R. P., & Herianingrum, S. (2014) on the Effect of Islamic service quality on customer satisfaction and loyalty of Bank BRI Syariah Surabaya that Islamic services affect satisfaction and loyalty. Or research conducted by rahmwanti (2014) which states that employee performance is influenced by a conducive work environment.

Based on observations made at PT. Findora Internusa stated that the services applied to the company can be broadly categorized as sharia-based services because the company implements Islamic values more or less in serving its employees so that employee performance increases. This is what is interesting to study more deeply about sharia-based services so that the title of this research is taken with the title "Implementation of Sharia-Based Service Quality in Improving Employee Performance at PT. Findora Internusa Cirebon".

## **METHODOLOGY**

In this study the type of method used is a qualitative method. (Prasetyo & Jannah, 2005) explained that the qualitative method resulted from the data collection process carried out by using a list of several questions that were posed to the informants as questions in interviews and using data triangulation. The data collection used in this study used observation, interviews and documentation. This is done to dig up information related to sharia-based management by PT. Findora Internusa in improving employee performance.

## **RESULTS AND DISCUSSION**

In simple terms the definition of quality or quality is a dynamic condition related to products, human services, processes, and the environment that meet or exceed the expectations of those who want it (Boediono, 2003:113). produce:

1. Products that meet or exceed customer expectations.
2. Services that meet or exceed customer expectations.
3. A process that meets or exceeds customer expectations.
4. An environment that meets or exceeds customer expectations.

Quality is very important in making a work or craft. On the sub-player PT. Findora Internusa has its own standard in determining the quality so that the product is worthy of acceptance. If there is a product that does not meet the standard then the product must be repaired. Products or services produced by the rattan craft industry may not directly fall into the hands of buyers or consumers without good quality, many rattan craft industry players are trying to improve the competitiveness and quality of handicrafts for export scale. In an effort to increase the volume of exports, producers in marketing their products or services must have a marketing strategy plan that is able to increase sales of their products. Therefore, it is imperative for the rattan craft

industry to implement the right strategy in order to meet effective targets, one of which is by building good quality.

Quality of rattan processing PT. Findora Internusa wants its products to be accepted by the community and industrial activities such as innovation, employees, design, production activities, marketing and services must be able to excel in the competition that will be offered to the public. The biggest competitor for the Indonesian rattan handicraft industry from outside is the Philippines because they have a large enough supply of rattan raw materials and the price of rattan handicrafts they offer is relatively cheaper in the market. In addition, China has produced handicraft products made of willow, the product almost resembles rattan, but the texture of the material is more flexible when compared to rattan

In the internship activity of approximately 30 days at PT. Findora Internusa, the target for the achievement of activities, many things have been found and seen in real terms, both from the system and in practice. Routine activities in carrying out internships are very important activities for students in finding facts, because facts will not be enough just to sit, study and be active in college, but must be proven by going directly into the field and facing real things. already known and studied so that the focal point can be seen between the material obtained on campus and the reality on the ground. All series of internship activities provide additional knowledge which is very important for individuals, because the activities at the internship location are not in doubt when implementing sharia systems and concepts. The form of daily activities starts from time discipline, praying before starting work.

Quality provides an impetus to consumers to establish a strong relationship with the company. Quality services are services that can provide satisfaction to customers and remain within the limits of meeting service standards that can be accounted for and must be carried out continuously. Based on interviews, that there is a positive and significant relationship between service quality and customer satisfaction at PT. Findora Internusa.

In a book entitled "HR Management" (1995) according to Henry, employee performance is the degree to which employees achieve job requirements. Performance is a real behavior that is displayed by everyone as work performance produced by employees according to their role in the agency. So in conclusion, employee performance is the results and outputs produced by an employee in accordance with his role in the organization in a certain period. Good employee performance is one of the most important factors in the agency's efforts to increase productivity. The performance of an employee is an individual thing, because each employee has a different level of ability in doing their job

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accordance with his role in the organization in a certain period. Good employee performance is one of the most important factors in the agency's efforts to increase productivity. The performance of an employee is an individual thing, because each employee has a different level of ability in doing their job. Based on interviews at PT. Findora Internusa there are still employees who do not comply with regulations, for example there are raw materials that are not suitable for processing but there are employees who continue to process them so that the product is not up to standard and must be repaired so that it becomes a standard product. This is very influential because employee performance is still not good and needs to be addressed.

Based on the results of research conducted by interviewing employees of PT. Findora Internusa shows that improving employee performance is effective and efficient if the quality of sharia-based services is applied, namely justice, trust, responsibility and communicativeness that can improve employee performance. The description of this sharia-based service is explained as follows:

1. Fairness, the purpose of this justice is that the company applies justice to all employees in accordance with the jobdesk that has been determined and applies fair wages to all employees according to the length of service, educational background and professionalism of each employee
2. Trust and responsibility, the company and employees jointly hold responsibility for each assigned job desk so that they can make a major contribution to the progress of the company which has an impact on mutual trust and trust between the company and employees
3. Communicative, this model is applied to ensure coordination and communication between employees and the company so as to get maximum production from the performance of employees who are trustworthy and responsible.

Based on the explanation, it can be analyzed that PT. Findora Internusa applies sharia-based service quality to improve employee performance so that it can produce maximum rattan handicraft production and have an impact on company finances, the effect of which is to increase employee welfare

## **CONCLUSION**

Based on the results of research conducted at PT. Findora Internusa regarding Implementation of Sharia-Based Service Quality in Improving Employee Performance at PT. Findora Internusa Cirebon shows that improving employee performance is effective and efficient after the implementation of sharia-based management, namely justice, trustworthiness and accountability as well as communicativeness. This can produce maximum production of rattan handicrafts and have an impact on company finances, the effect of which is to increase employee welfare.

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