

## RINGKASAN EKSEKUTIF

Makalah berjudul "Evaluasi Penerapan Sistem Kontrol Terhadap Kualitas Pelayanan di Damai Indah Golf, PIK Course" oleh Rachel Pricillia Angel dan Vedry Fatahwa Putra mengevaluasi implementasi sistem kontrol untuk meningkatkan kualitas layanan di Damai Indah Golf, PIK Course. Penelitian ini mengidentifikasi beberapa masalah utama, termasuk karyawan yang kurang konsisten dalam menjalankan SOP, tantangan dalam pemeliharaan preventif, dan belum terealisasinya program pengembangan kompetensi karyawan. Dalam Departemen Golf Operation dan F&B, ditemukan ketidakdisiplinan dalam melaksanakan SOP yang mengakibatkan ketidakpuasan pelanggan. Departemen Maintenance mengalami kendala dalam penjadwalan program perbaikan lapangan yang mengganggu pengalaman pemain. Sedangkan Departemen Mechanical & Electrical kesulitan memprioritaskan pemeliharaan preventif, dan Departemen HR & General Affairs menghadapi hambatan dalam mengimplementasikan program pelatihan. Metodologi kualitatif digunakan dalam penelitian ini, meliputi observasi langsung, wawancara semi-terstruktur, dan survei. Analisis menggunakan alat seperti Fishbone Diagram dan SIPOC mengungkap akar masalah dan mengusulkan solusi berupa sistem kontrol terintegrasi dan pelatihan konsisten. Dalam pendekatan konsep DMAIC (*Define, Measure, Analyze, Improve, Control*), masalah didefinisikan, diukur, dianalisis, diperbaiki, dan dikontrol untuk memastikan perbaikan berkelanjutan. Kesimpulannya, penerapan kontrol yang baik

dan pelatihan yang efektif dapat meningkatkan kualitas layanan secara signifikan, dengan rekomendasi pengembangan rencana aksi untuk setiap departemen dan prioritas pada pemeliharaan preventif serta perbaikan berkelanjutan. Peningkatan kualitas layanan ini diharapkan dapat meningkatkan kepuasan pelanggan, menjaga loyalitas mereka, dan pada akhirnya berkontribusi pada peningkatan pendapatan dan keberhasilan operasional Damai Indah Golf, PIK Course secara keseluruhan. Implementasi sistem kontrol yang lebih baik dan program pelatihan yang berkesinambungan menjadi kunci untuk mencapai tujuan tersebut.



## **EXECUTIVE SUMMARY**

*The paper titled "Evaluation of the Implementation of Control Systems on Service Quality at Damai Indah Golf, PIK Course" by Rachel Pricillia Angel and Vedry Fatahwa Putra evaluates the implementation of control systems to enhance service quality at Damai Indah Golf, PIK Course. The study identifies several key issues, including inconsistencies in following SOPs, challenges in preventive maintenance, and the unrealized employee competency development programs. In the golf operations and F&B departments, a lack of discipline in adhering to SOPs was found, leading to customer dissatisfaction. The maintenance department faced challenges in scheduling field repair programs, disrupting player experiences. The mechanical & electrical department struggled to prioritize preventive maintenance, and the HR & General Affairs department encountered obstacles in implementing training programs. This study employed a qualitative methodology, including direct observations, semi-structured interviews, and surveys. Analysis tools such as Fishbone Diagrams and SIPOC were used to uncover root causes and propose solutions, including an integrated control system and consistent training. Using the DMAIC (Define, Measure, Analyze, Improve, Control) approach, problems were defined, measured, analyzed, improved, and controlled to ensure continuous improvement. In conclusion, the implementation of effective control and training can significantly enhance service quality. The study recommends developing action plans for each department,*

*prioritizing preventive maintenance, and continuous improvement. This improvement in service quality is expected to increase customer satisfaction, maintain their loyalty, and ultimately contribute to the overall revenue and operational success of Damai Indah Golf, PIK Course. Better control systems and ongoing training programs are key to achieving these goals.*

