

ABSTRAK

Produktivitas karyawan menjadi salah satu faktor penting dalam keberhasilan suatu usaha, termasuk pada sektor kuliner berbasis syariah. Berbagai permasalahan produktivitas kerja masih ditemukan, seperti kurangnya disiplin, rendahnya tanggung jawab, serta belum optimalnya kualitas pelayanan. Islam memandang etos kerja sebagai bagian dari ibadah yang mengajarkan nilai kejujuran, amanah, disiplin, kerja keras, dan tanggung jawab. Penerapan etos kerja Islam diyakini mampu meningkatkan produktivitas kerja karyawan.

Penelitian ini dilakukan di Ayam Geprek Sa'i Cabang Ploso yang merupakan usaha kuliner berbasis syariah dan menerapkan nilai-nilai Islami dalam lingkungan kerjanya. Penelitian ini bertujuan untuk mengetahui dampak implementasi etos kerja Islam terhadap produktivitas karyawan serta mengetahui persepsi karyawan terhadap penerapan etos kerja Islam di Ayam Geprek Sa'i Cabang Ploso Jombang. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari supervisor, kasir, bagian dapur, dan pelanggan. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan uji keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa implementasi etos kerja Islam di Ayam Geprek Sa'i Cabang Ploso telah diterapkan dengan cukup baik melalui nilai-nilai seperti niat bekerja sebagai ibadah, kejujuran, amanah, disiplin, kerja sama, dan penerapan kegiatan religius dalam lingkungan kerja. Penerapan nilai-nilai tersebut memberikan dampak positif terhadap produktivitas karyawan, yang terlihat dari meningkatnya kualitas kerja, kuantitas hasil kerja, efisiensi waktu pelayanan, dan kepuasan pelanggan. Selain itu, karyawan juga memiliki persepsi positif terhadap lingkungan kerja Islami karena dianggap mampu menciptakan suasana kerja yang nyaman, disiplin, dan penuh tanggung jawab.

Kata Kunci: Etos Kerja Islam, Produktivitas Karyawan, Usaha Kuliner Syariah.

ABSTRACT

Employee productivity is one of the important factors in the success of a business, including in the sharia-based culinary sector. Various problems related to work productivity are still found, such as lack of discipline, low responsibility, and less-than-optimal service quality. Islam views work ethic as part of worship that teaches the values of honesty, trustworthiness, discipline, hard work, and responsibility. The implementation of an Islamic work ethic is believed to improve employee productivity.

This research was conducted at Ayam Geprek Sa'i Cabang Ploso, which is a sharia-based culinary business that applies Islamic values within its work environment. This study aims to determine the impact of the implementation of Islamic work ethic on employee productivity and to identify employees' perceptions of the implementation of Islamic work ethic at Ayam Geprek Sa'i Cabang Ploso. This study used a qualitative method with a descriptive approach. Data collection techniques were carried out through interviews, observations, and documentation. The research informants consisted of supervisors, cashiers, kitchen staff, and customers. Data analysis was conducted through data reduction, data presentation, and conclusion drawing, while the validity of the data was tested using source triangulation.

The results of the study indicate that the implementation of Islamic work ethic at Ayam Geprek Sa'i Cabang Ploso has been implemented quite well through values such as the intention to work as a form of worship, honesty, trustworthiness, discipline, cooperation, and the implementation of religious activities in the workplace. The application of these values has had a positive impact on employee productivity, as reflected in the improvement of work quality, quantity of work results, service time efficiency, and customer satisfaction. In addition, employees also have positive perceptions of the Islamic work environment because it is considered capable of creating a comfortable, disciplined, and responsible work atmosphere.

Keywords: Islamic Work Ethics, Employee Productivity, Sharia Culinary Business.