ABSTRACT

Role in the process of Analysis Factors Affecting Implementation Evektifitas SOP (standard operating procedure) at the Warehouse Mc Donald's very important for a standard or a regulation that applies in the company's storage products in the running process is often done. It aims to mngetahiu a standard or regulations that apply disebuah company mainly Mc Donald's. By using procedures which are expected to assist companies in determining the expected level of product quality and can match the demands of consumers are very demanding about the quality of the products sold.

This study aimed (1) Knowing what problems that often occur in the warehouse, and how to address the problems that often occur in warehouses Mc Donalad's King's Plaza? (2) Determine employee understanding of the SOP (standard operating procedure) contained in the warehouse Mc Donald's King's Plaza? (3) Knowing how the application of SOP (standard operating procedure) for goods to be stored in the warehouse, which made Mc Donald's King's Plaza? (1) How the Company Mc Donald's can meet the demand from consumers. (2) How companies can pay attention to Mc Donald's Quality Control system to existing products.

Based on the analysis conducted on the factors that influence evektifitas implementation of the SOP (standard operating procedure) at the warehouse Mc Donald's then than it is standard to the warehouse that there must be observed and executed according to the procedure, in order to get quality warehouse as a repository of good as well as expected.

Therefore, the quality of the raw product is still stored in warehouse is also very important role to the quality of finished products and ready to be consumed. Because the quality of a product that is properly stored and ditanganin can affect the profit. A store can be said to be a successful product must meet certain conditions and in accordance with presedur handling SOP (standard operating procedure) in effect at the Mc Donald's.
Keywords: Warehouse, SOP (standard operating procedure).