

***THE EFFECT OF STANDARD OPERATING
PROCEDURES (SOP) IMPLEMENTATION ON
SUSTAINABLE ECOTOURISM PERFORMANCE
THROUGH WORK EFFICIENCY AND QUALITY
CONTROL AT PERHUTANI KPH GARUT***

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ABSTRACT

This study aims to analyze the effect of Standard Operating Procedure (SOP) implementation on sustainable ecotourism performance through work efficiency and Quality Control at Perhutani KPH Garut. The research method used is a quantitative. Data were collected through questionnaires to respondents involved in ecotourism management, then analyzed using Structural Equation Modeling (SEM-PLS). The results of the study indicate that work efficiency and Quality Control are able to significantly mediate the effect of SOP on sustainable performance. The implications of this study confirm that the implementation of effective SOPs can improve operational efficiency and quality control, thereby encouraging the achievement of sustainable ecotourism performance. These findings provide theoretical and practical contributions in the development of ecotourism governance based on standardized operational management.

Keywords: Standard Operating Procedures (SOP), Work Efficiency, Quality Control, Sustainable Performance, Ecotourism.