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ANALYSIS OF HUMAN RESOURCES PERFORMANCE: IMPLICATIONS ON PRODUCTIVITY AND GROWTH

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ABSTRACT

Human resources play an important role in every business because having adequate human resources will make it easier for a company to achieve its goals. This goal can be achieved if there is a good level of human resources to show the level of effectiveness and efficiency of each employee. Good human resource management allows companies to retain good employees and significantly increase productivity. The type of research used is qualitative descriptive research. The data collection methods used in this study are observation and interviews. The results of this study related to human resource management by PT Pandawa Cakra Tujuh Bogor, Indonesia are by developing an organizational culture, providing incentives, establishing good relations between employees and suppliers, paying attention to the leadership style used, orientation, training, and development, reward systems, recruitment and selection, and appointment and placement of employees.

Keywords: Performance, Management, Human Resources.

ABSTRAK

Sumber daya manusia memegang peranan penting dalam setiap bisnis karena dengan adanya sumber daya manusia yang memadai akan memudahkan suatu perusahaan dalam mencapai tujuannya. Tujuan tersebut dapat tercapai apabila terdapat sumber daya manusia yang baik untuk menunjukkan tingkat efektivitas dan efisiensi dari setiap karyawan. Pengelolaan sumber daya manusia yang baik memungkinkan perusahaan dapat mempertahankan karyawan yang baik dan meningkatkan produktivitas secara signifikan. Jenis penelitian yang digunakan adalah penelitian deskriptif kualitatif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah observasi dan wawancara. Hasil penelitian ini terkait dengan pengelolaan sumber daya manusia oleh PT Pandawa Cakra Tujuh Bogor, Indonesia yaitu dengan mengembangkan budaya organisasi, memberikan insentif, menjalin hubungan baik antara karyawan dengan supplier, memperhatikan gaya kepemimpinan yang digunakan, orientasi, pelatihan dan pengembangan, sistem penghargaan, rekrutmen dan seleksi, serta pengangkatan dan penempatan karyawan.

Kata Kunci: Kinerja, Manajemen, Sumber Daya Manusia



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1. INTRODUCTION

The development of the business world is increasingly competitive, so companies are required to prepare strategies to deal with various problems through good human resource management will facilitate the achievement of company goals. Human resources play an important role in all fields because they affect the level of success that a company can achieve. If an organization does not have good HR management, the output produced cannot run optimally (Lestari et al., 2023). In addition, good HR shows the level of effectiveness and efficiency of each employee. A process of organizing, planning, controlling, directing, controlling, developing, and dismissing employees to achieve targets is also known as human resource management (Aprianto, 2020)

Performance is one of the benchmarks of success for every company in achieving its business goals. If the performance of each employee is poor, it can hamper the company's operational activities. Performance is defined as a measuring tool used to assess the quality of work of each employee based on their competencies (Fauzi & Nugroho, 2020). Another definition of performance can also be interpreted as a parameter used by companies to measure work indicators in the form of output, input, impact, benefits, and results (Aprianto, 2020). Increasing performance productivity is a highly desirable goal in many contexts: at the individual, team, and organizational levels, as well as on a larger scale, such as the national economy. Work is only effective when there is cooperation between coworkers. In an organizational context, improving performance refers to increasing productivity, efficiency, and effectiveness in achieving organizational goals.

PT Pandawa Cakra Tujuh Bogor, which was established on February 18, 2023, known as (CR Seven Sports Center) is located on Jalan Pendidikan, Rawakalong Village, Gunungsindur District, Bogor. Its presence is to meet the needs of the community by providing sports facilities that almost every day always provide services and adequate equipment infrastructure. CR Seven Sports Center not only provides a soccer field, but there are also several other sports facilities, including Badminton, Basketball, Volleyball, and Fitness centers. CR Seven Sport Center, although not yet a year old, has been able to attract public interest in using sports infrastructure services. With a strategic location, CR Seven Spot Center is also one of the sports places that is quite neat and provides modern facilities. With these facilities, PT Pandawa Cakra Tujuh Bogor is committed to being able to compete with other sports infrastructure rental service places.

This research is motivated by previous research put forward by Khaeruman (2023). Human resource management is very important for a company to determine the needs of each employee based on their ability to increase productivity. The same is true for Andayani & Hirawati (2021), namely, Human resource management can develop the quality of employee performance through training and strategic planning.



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According to Rangkuti (2019:34), SWOT Analysis is an instrument for identifying various factors that are formed systematically which are used to formulate marketing strategies. This analysis approach is based on logic that can maximize strengths and opportunities while minimizing weaknesses and threats. SWOT stands for internal strengths and weaknesses, and external opportunities and threats faced in the business world.

Based on the identification of existing problems and limitations, the following problems can be formulated:

1. How to improve employee performance at PT Pandawa Cakra Tujuh Bogor?
2. What are the supporting performance indicators in improving employee performance at PT Pandawa Cakra Tujuh Bogor?

2. THEORETICAL FRAMEWORK

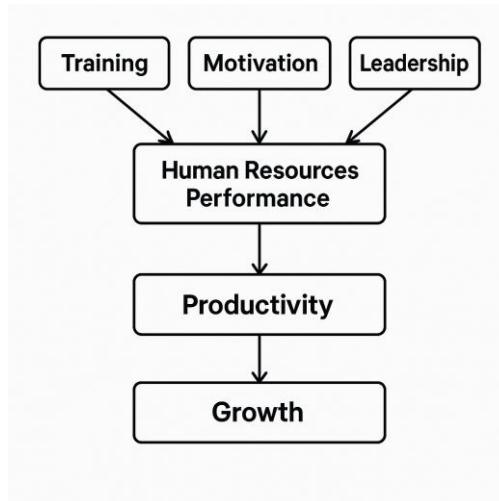


Figure 1. Theoretical Framework

The performance of human resources is a critical factor in determining the productivity and growth of an organization. Human resources performance is shaped by various supporting elements, notably training, motivation, and leadership. Effective training programs enhance employee skills and competencies, ensuring they are better prepared to meet job demands. Motivation, both intrinsic and extrinsic, encourages employees to perform their duties with greater enthusiasm and commitment. Meanwhile, strong leadership provides the necessary guidance and support, fostering a conducive work environment that promotes high performance.

When these factors are optimized, human resources performance improves significantly, leading to increased organizational productivity. High productivity is characterized by greater efficiency, better quality of work, and the achievement of organizational goals using minimal resources. Furthermore, improvements in productivity contribute directly to organizational growth, which can be seen through indicators such as revenue increases, market expansion, innovation capability, and long-term sustainability.



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Thus, the conceptual framework of this research illustrates a linear and causal relationship where training, motivation, and leadership enhance human resources performance, which in turn positively impacts productivity, leading ultimately to organizational growth. Strengthening these fundamental aspects is essential for any organization aiming to achieve sustainable success in a competitive business environment.

3. RESEARCH METHOD

This study uses a qualitative method. The data used are not in the form of numbers but rather the data comes from or is obtained through interviews, field notes, personal notes, and other official documents. The purpose of this qualitative research is to describe the actual events that occur in the company. Therefore, the qualitative approach in this study is a study that produces descriptive data in the form of words or spoken words from people and observed behavior.

According to Rangkuti (20019:34), development or organizational performance can be determined by a combination of internal and external factors. Both factors must be considered in a SWOT analysis. SWOT analysis compares external factors that are opportunities and threats with internal factors that are strengths and weaknesses. SWOT analysis is a systematic identification of various factors to formulate a strategy. This analysis is based on the relationship or interaction between internal elements, namely strengths and weaknesses, to external elements, namely opportunities and threats. It can be concluded that SWOT analysis is the development of relationships or interactions between internal elements, namely strengths and weaknesses, to external elements, namely opportunities and threats. The factors that are determined are then applied in the form of a SWOT matrix, the application of which is:

1. How strengths can take advantage of existing opportunities?
2. How to overcome weaknesses that prevent the advantage of existing opportunities.
3. How can strengths deal with existing threats?
4. How to overcome weaknesses that can make threats real or create a new threat.

According to Sugiyono (2019:244) "Data analysis is the process of systematically searching for and compiling data obtained from interviews, field notes, and documentation, by organizing data into categories, describing them into units, synthesizing, arranging them into patterns, choosing what is important and what will be studied, and making conclusions so that they are easily understood by oneself and others. Data analysis in qualitative research is carried out before entering the field, during the field, and after the field"

4. DATA ANALYSIS AND DISCUSSION

In this discussion, the researcher will present the results of the interview to find out the description of employee performance at PT. Pandawa Cakra Tujuh by referring to 5 performance indicators:

1. Quality

Quality of work is how well an employee does what should be done. The author obtained information that the quality of employee performance at PT. Pandawa Cakra Tujuh is good, but there are some that need to be improved so



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that all marketing, financial and service targets are achieved. There will be several programs or plans that have been planned by management to improve that.

2. Quantity

Quantity of work is how long an employee works in one day. This quantity of work can be seen from the speed of work of each employee. The accuracy in completing the work is also considered quite good, although some employees still need to improve because many marketing targets are considered inappropriate for what is being done. So this will be material to improve the quantity of employee performance at PT. Pandawa Cakra Tujuh.

3. Implementation of Tasks

Implementation of tasks is how far employees can do their work accurately or without errors. In terms of carrying out their duties, employees have done it well. They carry out their duties under the SOP of the Company. So that until now, it is considered sufficient in the implementation of tasks, but there will still be something that management does for something.

4. Cooperation

Cooperation is the willingness of employees to participate with other employees vertically and horizontally, both inside and outside of work so that the work will be better. Current employees are considered good in terms of cooperation in doing a job or project carried out by the company. Therefore, the output of a project is good because there is communication that is in line with what has been planned. So that everything goes well, although there are some things that need to be fixed for the future.

5. Responsibility

Responsibility for their work is the awareness of the employee's obligation to carry out the work given by the company. The company must really evaluate and review. At this time, there are several problems with the responsibility of employees in their performance. Some are good, and some are still not fulfilled. Therefore, management will use various ways or plans to improve employee performance responsibility for the common interest. So that the Company continues to develop in a better direction.

SWOT Analysis

1. Strengths

Based on the results of the interview above, Performance at PT. Pandawa Cakra Tujuh has advantages in several aspects such as responsibility, cooperation between divisions, discipline and quality in completing its work. Of course this is an advantage because to achieve the target, employees there must utilize all of that as much as possible.

2. Weaknesses

Performance at PT. Pandawa Cakra Tujuh has weaknesses in terms of communication which is sometimes still missed. Therefore, there are many jobs



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that are not optimal because good communication has not been running within the team or between divisions.

3. Opportunities

According to what was conveyed by the Company's leadership, there are many opportunities that they will take advantage of to be able to improve the performance of their employees, both in teams and individual quality. In addition to utilizing the era of technology, Management will also run several seminars, training, and programs that will later improve and boost performance at PT. Pandawa Cakra Tujuh to continue to improve and produce something of quality

4. Threats

There are various threats that management is worried will disrupt performance at PT. Pandawa Cakra Tujuh. For example, the influence of the external environment which will later damage the mentality of employees. In addition, there are various threats that will later affect performance, including competition between venue providers, the influence of personal problems that are sometimes brought into work.

5. CONCLUSION & SUGGESTION

Based on the research that has been conducted, several conclusions can be drawn as follows:

1. Employee performance at PT. Pandawa Cakra Tujuh at this time can be said to be good but there are some that need to be improved. Because to achieve the desired target, for now aspects such as employee quality in their performance are quite good, employee performance quantity is good, communication is running, responsibility for their work is quite good, then the above aspects are often the spearhead in management efforts to achieve the desired target.

2. To improve employee performance at PT. Pandawa Cakra Tujuh, there are various programs planned by management. To improve employee performance both individually and as a team. Management has prepared various training and seminars to hone the quality of employees individually, this will improve the quality and integrity of employees who will later take part in the training. Then management has prepared various bonding activities that will later hone employee cooperation in a team. That's where communication and cooperation between individuals will be improved. This effort will certainly be a management effort in their mission to achieve the desired target.

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