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JL. Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : [humanisproceedings@gmail.com](mailto:humanisproceedings@gmail.com)



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## Effect of Location, Price and Quality of Human Resources on Competitiveness in PT. Freetrend Balaraja in Tangerang District

Gerlin Yudia Permata

*Pamulang University, Indonesia*

E-mail: [gerlinyudia@gmail.com](mailto:gerlinyudia@gmail.com)

**Abstract:** The research objectives are as follows: 1) To determine the effect of location on competitiveness at PT. Freetrend Balaraja in Tangerang Regency. 2) To determine the effect of price on competitiveness at PT. Freetrend Balaraja in Tangerang Regency. 3) To determine the effect of the quality of human resources on competitiveness at PT. Freetrend Balaraja in Tangerang Regency. 4) To determine the effect of location, price and quality of human resources together on the competitiveness of PT. Freetrend Balaraja in Tangerang Regency. The data analysis tool used is Multiple Linear Regression Analysis with SPSS 20 tool. The population studied were employees of PT. Freetrend Balaraja in Tangerang Regency. The sampling technique used is simple random sampling, a sample of 83 consumers of PT. Freetrend Balaraja in Tangerang Regency as respondents in this study. The results of this study indicate: 1) There is an influence of location on competitiveness. 2) There is an effect of price on competitiveness. 3) There is an influence of the quality of human resources on competitiveness. 4) There is an influence of location, price and quality of human resources which together affect competitiveness.

**Keywords:** Location, Price, Quality of Human Resources, Competitiveness.

### INTRODUCTION

PT. Freetrend is a company engaged in the manufacture of sports shoes. Accurate inventory data collection is the main thing and becomes a goal that must be achieved in order to provide satisfaction and convenience in obtaining the information needed by employees and their superiors. PT. Fretrend is a company engaged in the manufacture of NB (New Balance) shoes ordered by consumers.

The interesting thing about PT. Fretrend is offering various models of shoe products at affordable prices, which have good product quality and can meet consumer needs. This factory produces new balance ori export quality shoes. These shoes are exported to more than 20 countries around the world, and the only official outlet for these shoes is Jakarta. This is a big enough opportunity for PT. Fretrend to work on market share as much as possible by creating good quality and highly competitive production.

In the competition that occurs in companies, many factors are found that affect competitiveness, these factors are location, price, quality of human resources and so on.

In the midst of increasingly competitive conditions in the service and manufacturing sectors, it requires organizations to continue to improve services for their customers. One way that can be used to win the competition is to improve service, because service

encourages customers to remain loyal to the products and services of an organization so that it has an impact on increasing the market share of a product.

In building a business, it is necessary to have a place where the company will be located. Location is a very important factor in the retail mix, choosing the right and strategic location in an outlet or store will be more successful than other outlets that are less strategically located (Berman & Evans in Ma'ruf 2006:113).

The problem of choosing the right business location is one of the factors supporting the success of a business. In choosing the right business location, it is necessary to consider the right objective and subjective factors. This problem will arise when humans are faced with several alternative locations and several location parameters that accompany these alternative locations. Therefore, a strategic business location will make it easier for consumers to get access. Therefore, service providers must really consider, select and choose locations that are responsive to possible changes in the economy, demographics, culture, competition, and regulations in the future.

In addition to location, competitive prices or tend to be cheaper also play a role in attracting consumers. Price is the value of goods or services expressed in rupiah or other currency units. In this case the selling price is something that is used to get a number of goods and services and services. Prices can be expressed in various terms, namely, fees, rates, rent, interest, premiums, commissions, wages, salaries, honorariums, tuition fees, and so on. The set price level affects the quantity sold.

Seeing the importance of the quality of human resources today, demands good quality of human resources. In order for the quality of human resources to be good and organizational goals to be achieved, it is necessary to have good management as well. The increasing level of business competition in the world of work demands quality human resources who are reliable and able to compete with other companies.

One of the factors causing the limited human resources is the implication of weak integrated quality management. The existing locations are less qualified and the lack of information about the location makes it difficult for consumers to reach.

Based on this, this research was compiled with the title "The Influence of Location, Price and Quality of Human Resources on the Competitiveness of PT. Freetrend Balaraja in Tangerang Regency".

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### Competitiveness

According to Ralph C. Davis (Hasan, in Ajeng A. Puspitasari, 2014) provides a definition or understanding of decisions as a result of solving problems they face firmly.

According to Mary Follet (in Ajeng A. Puspitasari, 2014) provides a definition or understanding of the decision as a situation or as a law. If all the facts of the situation can be obtained and all involved, both supervisors and implementers are willing to obey the sentence or its provisions, then it is not the same as obeying orders. Authority remains exercised, but it is the authority of the law of the situation.

Based on the description above, it can be concluded that competitiveness is the result of the advantages possessed and added value by a company to produce something, either in the form of services or goods. Excellence comes from work processes carried out with good quality and professional management concepts accompanied by the contribution of the best resources, adequate finance, human resources and support from sophisticated technology.

### Competitiveness Indicator

The competitiveness of a country can be achieved from the accumulation of the strategic competitiveness of each company. Meanwhile, at the company level, competitiveness is formed by carrying out the process of value added creation on an ongoing basis. According to Michael A. Porter in Fred R. David (2011:145) there are 3 dimensions and indicators of competitiveness, namely: 1) Low (cost leadership), such as consumers who are relatively easily affected by price shifts and use price as a decision-making factor. 2) Product differentiation strategy (differentiation), such as product

uniqueness (goods or services), physical properties and attributes, product or experience satisfaction, convenience, building competitive advantage. And 3) Focus Strategy (Focus), such as serving the needs of consumers and their decision making to buy is relatively not influenced by price.

## **Location**

Location according to Tjiptono (2015:345) Location refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to Kotler and Armstrong (2014: 76) "place includes company activities that make the product available to target consumers". Then according to Lupiyoadi and Hamdani (2011: 92) "location is a decision made by a company or agency with regard to where its operations and staff will be placed"

According to Ratih Hurriyati (2015: 56) it is said that place is defined as a place of service, related to where the company must be headquartered and carry out operations or activities. According to Heizer & Render (2015) location is a cost and revenue driver, so location often has the power to make a company's business strategy. The strategic location aims to maximize the benefits of the company's new location.

## **Location Indicator**

Location indicators according to Fandy Tjiptono (in Kuswatiningsih, 2016:15) are as follows:

1. Access
2. Visibility
3. Traffic (traffic)
4. Ample parking space
5. Expansion
6. Environment
7. Competition (competitor location)
8. Government regulations

## **Price**

The definition of price according to Tjiptono (2007: 151) is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of an item or service. Another opinion according to Fandy Tjiptono (2008:151) states that price is the only element of the marketing mix that provides income or income for the company.

According to Kotler and Keller (2009:67) price is one element of the marketing mix that generates revenue, other elements generate costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time. Meanwhile, according to Kotler & Armstrong (2011) the notion of price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service.

## **Pricing Strategy and Factors**

Pricing can also be determined based on value (value-based pricing), which is setting prices based on the buyer's perceived value, not the seller's costs. Pricing based on value is divided into two types, namely:

1. Good value pricing: which offers the right combination of quality as well as good service at a reasonable price.
2. Value-added pricing: Embeds value-added features and services to differentiate the company's offerings and to support higher pricing.

## **Quality of Human Resources**

According to Pasolong (2013: 5) suggests that: The quality of human resources is a workforce that has high knowledge, skills and moral competence. According to Galuh Fajar Delanno (2013) states that the quality of human resources is the ability of human resources to carry out the tasks and responsibilities given to them with adequate education, training and experience.



According to Tjiptoherijanto (in Febriady, 2013: 2) the quality of human resources is the main supporting pillar as well as the driving force of the organization in an effort to realize the vision and mission and goals of the organization.

### Dimensions of the Quality of Human Resources

According to Doni Juni Priansa (2014:147) the quality of human resources can be measured by 3 dimensions which are seen from education, training and experience. These dimensions can be explained as follows:

1. Education
2. Training
3. Experience

### METHODS

The analytical technique used in this study is a quantitative analysis technique using statistics. Furthermore, to obtain and speed up data input, statistical software is used to support this research. The software used to support this research is the SPSS (Statistical Product and Service Solutions) version 20 programme.

### Hypothesis Testing Techniques

The t-test and F-test were used to test the hypothesis, the hypothesis testing technique in this study used the assistance of the Statistical Product and Service Solutions (SPSS) Version 20 for Windows program. Test statistics used as follows:

#### a. t test

To test the significance of a correlation coefficient, you can use student t test statistics with the following formula:

$$t = \frac{r \sqrt{n-2}}{\sqrt{1-r^2}}$$

Source: Sugiyono (2022)

Information:

t = t test value

r = Correlation coefficient

n = Number of samples

To find out whether the hypothesis is rejected or not, Riduwan and Sunarto (2013) reveal the rules used in testing the research hypothesis as quoted below:

- 1) If t count < t table, then H0 is rejected which means it is significant.
- 2) If t arithmetic > t table, then H0 is accepted meaning that it is not significant.

#### b. F Uji test

The F test is used to find out whether there is a simultaneous influence between the independent variables on the dependent variable. The F test formula according to Sugiyono (2014) is as follows:

$$F = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

Information:

F = F value (F count)

R2 = Multiple correlation coefficient

K = Number of independent variables

n = Sample size

The basis for making the decision is as follows:

- 1) If Fcount < Ftable, then H0 is accepted.
- 2) If Fcount > Ftable, then H0 is rejected.



## Coefficient of Determination (KD)

The coefficient of determination is used to determine the effect between the two variables (X1, X2, X3, and Y), how much influence is there between the two variables studied, then the coefficient of determination (Kd) is calculated assuming other factors outside the variable are considered constant or fixed ( *ceteris paribus*).

## RESULT AND DISCUSSION

Table 1. table t-test

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.530	4.244		-.832	.408
1 Lokasi (X1)	.193	.066	.212	2.941	.004
Harga (X2)	.347	.084	.340	4.129	.000
Kualitas Sumber Daya Manusia (X3)	.574	.113	.449	5.072	.000

a. Dependent Variable: Daya Saing (Y)

Source of data: research data processed by yourself 2022

a. The Effect of Location (X1) on Competitiveness (Y)

Based on the coefficients table above, the tcount value for Workability (X1) is 2,941 while the ttable value for n = 83 is 1,989. So 2,941 > 1,989, then H0 is rejected and Ha is accepted, it can be stated that Location (X1) has an effect on Competitiveness (Y) at PT. Freetrend Balaraja in Tangerang Regency.

b. Effect of Price (X2) on Competitiveness (Y)

Based on the coefficients table above, the tcount value for the period of service (X2) is 4,129 while the ttable value for n = 83 is 1,989. So 4.129 > 1.989, then H0 is rejected and Ha is accepted, it can be stated that Price (X2) has an effect on Competitiveness (Y) at PT. Freetrend Balaraja in Tangerang Regency

c. The Influence of Human Resources Quality (X3) on Competitiveness (Y)

Based on the coefficients table above, the tcount value for Leadership Style (X3) is 5,072 while the ttable value for n = 83 is 1,989. So 5.072 > 1.989, then H0 is rejected and Ha is accepted, it can be stated that the Quality of Human Resources (X3) has an effect on Competitiveness (Y) at PT. Freetrend Balaraja in Tangerang Regency.

Tabel 2. Table F-test

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2196.333	3	732.111	52.698	.000 <sup>b</sup>
Residual	1097.522	79	13.893		
Total	3293.855	82			

a. Dependent Variable: Daya Saing (Y)

b. Predictors: (Constant), Kualitas Sumber Daya Manusia (X3), Lokasi (X1), Harga (X2)

Source of data: research data processed by yourself 2022

Based on the results of the analysis in the table above, namely the ANOVA test, the Fcount value is 52.698 while the Ftable ( $\alpha$  0.05) for n = 83 is 2.48. So Fcount > from Ftable ( $\alpha$  0.05) or 52.698 > 2.48, with a significant level of 0.000 because 0.000 < 0.05, it can be said that Location (X1), Price (X2) and Quality of Human Resources (X3) are together affect the Competitiveness (Y).



## Model Summary

Table 3

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 <sup>a</sup>	.667	.654	3.72729

a. Predictors: (Constant), Kualitas Sumber Daya Manusia (X3), Lokasi (X1), Harga (X2)

b. Dependent Variable: Daya Saing (Y)

Source of data: research data processed by yourself 2022

Based on the Model Summary table which produces an Adjusted R Square value of 0.654, this shows that 65.4% of the Location variable (X1), the Price variable (X2) and the Human Resources Quality variable (X3) simultaneously (together) affect the variable Competitiveness (Y) and the remaining 34.6% are related to other factors not examined in this study.

### The Effect of Location on Competitiveness

In this study, location has a significant positive effect on competitiveness, this study is in line with research conducted by Ozy, Liboviyanda (2016) which states that the location selection factor variable has a significant influence, then the differentiation strategy variable has a positive and significant effect on competitive advantage.

### The Influence of Price on Competitiveness

In this study, price has a significant positive effect on competitiveness, this research is in line with research conducted by Muslim Andika Putra, Emilia and Candra Mustika (2019) which partially states that price has a positive and significant effect on competitiveness.

Based on table model summary that produces the value of adjusted r square as much as 0.654, this showed that as much as 65.4 % variables location (X1), Variable of prices (x2) and variable the quality of x3 enter the city simultaneously variable effect by the competitiveness of (y) And the rest 34.6 % associated with other factors who do not investigated in this research.

### The Influence of Human Resource Quality on Competitiveness

In this study, the quality of human resources has a significant positive effect on competitiveness, this research is in line with previous research conducted by Inni Basyaroh (2016: 140) showing that the variable quality of human resources has an effect on competitiveness.

### The Influence of Location, Price and Quality of Human Resources on Competitiveness

In this study Location, Price and Quality of Human Resources have a significant positive effect on Competitiveness, this research is in line with research conducted by Haliza Deli Gayo, 2017) which states that the variables of human resources, service quality and product innovation have a significant partial effect on competitiveness. And the results of this study support research conducted by Florentina Irawati Gawe Ugha Gawe Ugha (2017) which states that the variables of price, quality and promotion have partial (respective) and simultaneous (together) effects on competitiveness.

## CONCLUSIONS

The conclusions from the results of this study are as follows:

1. There is an influence of location on competitiveness.
2. There is an effect of price on competitiveness.
3. There is an influence of the quality of human resources on competitiveness.
4. There is an influence of location, price and quality of human resources which together affect competitiveness.



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