

# Human Resource Management, Work Effectiveness Employee

Khorida AR<sup>1</sup>, Siti Nuraeni<sup>2</sup>, Reinna Devianti<sup>3</sup>, Muljadi<sup>4</sup>

Mahasiswa Pascasarjana Universitas Muhammadiyah Tangerang

Email: [kori251013@gmail.com](mailto:kori251013@gmail.com)

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## ABSTRAK

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Penelitian ini bertujuan untuk menganalisis strategi manajemen sumber daya manusia dalam meningkatkan efektivitas kerja karyawan di PT. Tranciv Global Perkasa. Efektivitas kerja karyawan merupakan salah satu faktor kunci untuk mencapai tujuan perusahaan. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif, di mana data diperoleh melalui wawancara mendalam dengan informan terkait. Hasil penelitian menunjukkan bahwa strategi manajemen sumber daya manusia yang diterapkan meliputi perencanaan, rekrutmen, seleksi, penempatan karyawan berdasarkan kompetensi, serta pengembangan karyawan melalui pelatihan dan workshop. Selain itu, pemberian penghargaan dan kompensasi berbasis kinerja menjadi salah satu kebijakan utama perusahaan untuk memotivasi dan meningkatkan loyalitas karyawan. Sistem evaluasi kinerja karyawan dilakukan secara berkala untuk memastikan efektivitas kerja yang optimal. Penelitian ini menyimpulkan bahwa manajemen sumber daya manusia yang terintegrasi dan adaptif berkontribusi signifikan terhadap peningkatan efektivitas kerja karyawan dan daya saing perusahaan.

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## ABSTRACT

This study aims to analyze human resource management strategies in improving employee work effectiveness at PT. Tranciv Global Perkasa. Employee work effectiveness is one of the key factors in achieving the company's goals. This research employs a qualitative approach with a descriptive method, where data were obtained through in-depth interviews with relevant informants. The results indicate that the implemented human resource management strategies include planning, recruitment, selection, employee placement based on competencies, and employee development through training and workshops. Furthermore, performance-based rewards and compensation policies are key measures taken by the company to motivate and enhance employee loyalty. The employee performance evaluation system is conducted periodically to ensure optimal work effectiveness. This study concludes that integrated and adaptive human resource management significantly contributes to improving employee work effectiveness and the company's competitiveness. The author suggests that performance evaluations be conducted more frequently, every three months, to monitor employee performance progress more effectively and enhance work motivation through a competitive reward system.



## INTRODUCTION

A company is an economic organization created with the aim of conducting production activities or providing goods and services. According to (Setiawan & Putri, 2024), the primary purpose of a company is to maximize its value or enhance the prosperity of its shareholders (stockholders). To achieve these objectives, effective employee performance is essential. This effectiveness reflects the capability of individuals to meet organizational goals in a manner that is both efficient and productive.(Amelia & Setyawati, 2023)

The effectiveness of employee performance plays a critical role in achieving organizational success(Usman et al., 2023). It encompasses various factors, including productivity, expertise, motivation, adaptability to changes, work quality, and teamwork. Essentially, employee effectiveness measures the extent to which employees contribute value through their daily activities(Julianto & Carnarez, 2021). Employees who work effectively significantly influence the company's success and growth.

One of the factors influencing employee motivation is leadership within the organization. Effective leadership is a key element of management that supports the company's sustainability strategy(Idrus et al., 2023). A competent leader ensures proper planning, resource allocation, and fairness, which in turn boosts employee satisfaction and improves work quality. Since human resources are pivotal to achieving organizational objectives, leaders must prioritize employee contributions to enhance organizational effectiveness. This can be achieved through active engagement and motivational efforts(Karim, 2023).

According to (Saputro, 2020) One approach to improving employee effectiveness is through performance appraisals. These assessments help leaders identify the skills and capabilities of their workforce. Human resources (HR) play a major role in determining the success of an organization, necessitating the strategic management of HR processes. Companies can enhance workforce quality through employee development, motivational programs, or by offering appropriate and agreed-upon compensation packages(Siagian, 2018).

Apart from the leadership role, workers also expect that the awards given by the Company can be felt both in financial and non-financial forms, the awards given by the Company can of course motivate employees in achieving creating their work effectiveness, the increase in work effectiveness will be directly proportional to the increase in employee productivity (Zacharias et al., 2021). The reward and punishment system implemented by the Company helps the Company in motivating employees to work better (Hanadelansa, 2023), According to Fadhila & Sulistiyani, (2021) providing rewards in the form of incentives both financially and non-financially will be able to motivate employees at work, the more motivated employees are at work, the more loyal employees will feel so that they strive to provide the best for the company

van den Broek, (2023) Describe in order to balance organizational goals with employee needs, HR management focuses on three main areas:

1. **Integrated planning** to address future challenges and opportunities, aiming to develop competitive human resources.
2. **Effective and efficient implementation** of HR functions that comply with laws and regulations, ensuring high productivity while meeting organizational and individual objectives.
3. **Evaluation of HR management policies** to determine their effectiveness and alignment with organizational goals.

## LITERATURE REVIEW

### Human Resource Management Strategy

A strategy is a creative and proactive response to significant environmental conditions, formulated based on careful, rational considerations (Dacholfany, 2017). (Safitri et al., 2024) described strategy as a broad and integrative plan designed to achieve organizational missions and create a competitive advantage amidst changing environments. HR management strategies aim to align employee management with organizational vision and mission. Sartika, (2024) highlighted that modern management practices emphasize integrating employee work

methods with the company's HR strategy to boost performance. Iswahyudi et al., (2023) describe that further explained that HR strategies involve a series of actions aimed at effectively managing and utilizing employees. Key approaches include precise recruitment, targeted training, and performance-based incentives. Sartika, (2024) emphasized the importance of adapting HR practices to organizational strategies to enhance overall performance.

Effective Human Resource Management (HRM) strategies are very important to increase employee effectiveness, including Recruiting and selecting the right employees, employee development, performance management, compensation and rewards, Employee Engagement and Motivation Improvement, organizational culture management, use of Technology, change management and focus on employee satisfaction and retention (Yulistiyono et al., 2022)

### **Work Effectiveness**

Work effectiveness relates to achieving desired outcomes. While it focuses on results, it also considers efficiency, encompassing cost, effort, and quality (Khaeruman et al., 2023). According to (Indah et al., 2020), effectiveness signifies an organization's success in implementing its plans. Achieving effectiveness requires disciplined efforts and timely task completion, which directly impacts organizational success.

There are many factors that can increase work effectiveness, namely Skills and Competencies, Motivation, Working Conditions, Management and Leadership, Labor Relations, Employee Health and Welfare, Organizational Culture and external factors such as economic conditions and government regulations or policies regarding the workforce (Sinambela et al., 2022)

Work effectiveness can be influenced by several factors including organizational characteristics, environmental characteristics, worker characteristics, work characteristics and management practices (Almanar et al., 2019). Work effectiveness can be measured by paying attention to the following indicators: adaptability, work performance, job satisfaction. Meanwhile, the

dimensions and indicators of work effectiveness include involvement, consistency, adaptation and mission(Suryani, 2018).

## METHODS

This research employs a qualitative approach with descriptive methods. (Tan, 2021) stated that qualitative research involves non-numeric data collection, often derived from interviews and observations. Qualitative research as an approach centered on natural phenomena, where researchers act as primary instruments, using triangulated data collection techniques to emphasize meaningful findings over generalizations(Murdiyanto, 2020). (Creswell, n.d.) reveals that the main approaches in qualitative research, such as: Phenomenology is the study of individual life experiences, Grounded Theory is the development of theory from collected data, Ethnography is the study of a particular culture or community, Case Study is an in-depth analysis of one case or several interrelated cases, Narrative Research is the study of individual life stories or experiences.

To analyze the existence of problems that occur in the object of the author's research using fishbone diagram analysis, Fishbone Analysis or often called Fishbone Diagram (Ishikawa Diagram) is a tool used to identify and analyze the main cause of a problem or phenomenon(Putri & Purwaningsih, 2023). According to (Azzahro & Hanoum, 2024)The main category in finding the cause or root of the problem using a fishbone diagram is to follow the 5 M and 1 E categories, namely: Men, Method, Material, Machinery, Measurement and Environmental This research was conducted on employees of PT. Tranciv Global Perkasa with a sample of 100 people with interview techniques to obtain information and data as material to support the research results.

## RESULTS

The findings of this study are based on interviews and observations with informants at PT. Tranciv Global Perkasa. The company implements strategies tailored to specific needs, such as recruiting high-quality human resources through

local selection. Competencies required include honesty, diligence, and discipline, with a preference for candidates with at least one year of experience to reduce adaptation periods. Employee placement is guided by skill, capability, and career path assessments. To enhance effectiveness, the company prioritizes consistent employee development through training and workshops aimed at boosting productivity and professionalism. Reward and compensation systems are designed to motivate and foster loyalty.

Efforts to improve employee welfare include:

1. Enhanced remuneration and access to social security programs (BPJS).
2. Education and religious support through facility provision.
3. Sports facilities and budgets to promote health and well-being.
4. Assistance for employees facing personal hardships and retirement benefits as a form of appreciation.

## CONCLUSION AND SUGGESTIONS

PT. Tranciv Global Perkasa effectively implements human resources strategies by emphasizing planning, recruitment, and development aligned with company goals. Employee evaluations are conducted annually to monitor progress. It is suggested that these evaluations be carried out quarterly to identify and address performance gaps more promptly, fostering competitiveness and motivation among employees.

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