



Human Resource Management Functions of Recruitment and Selection System to Competitive Advantage

Yusrianingsih Nuryani¹, Ahmad Zayroni², Ayyub Santoso³.

^{1,2} Department of Management, Trunojoyo University Madura

INFO ARTIKEL

Abstract

Keywords:

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management (HRM),
Competitive advantage,
Employee performance.

Human resource management (HRM) plays a strategic role in driving organizational skill development and influencing employee performance. According to research, good human resource management has a positive impact on employee productivity, especially in the areas of recruitment, selection, training and development. In addition, a good HR strategy will increase productivity and impact business performance. This research uses a qualitative method with a literature study or literature review. The aim is to compare hypotheses with existing theories in the scientific literature. Competent and well-trained workers make a significant contribution and having effective recruitment and selection methods helps companies maintain their competitive advantage. This research investigates the relationship between human resource management, recruitment, selection, training, competence and competitive advantage in the current corporate climate. The re-maceration method was used to create the ethanol extract from butterfly pea flowers, and a fixed-dose method was used for the acute toxicity testing. The research results showed that the butterfly pea flower extract with a dose of 2000mg/kgBW did not exhibit any symptoms of acute toxicity. The LD50 value for a dose of 2000mg/kgBW was classified as moderately toxic, and there was a significant impact on bilirubin levels with a significance value (2-tailed) of <0.05, which is 0.003, whereas SGOT and SGPT levels did not show a significant impact with values >0.05, which are 0.759 for SGOT and 0.324 for SGPT.

Email:

¹ yusrianingsih99@gmail.com, zayroni93@gmail.com²,
ayyubsantoso123@gmail.com³

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INTRODUCTION

Competitive advantage is one of the important aspects of an organization's success in the era of globalization and increasingly fierce business competition. Having a qualified work team is an important factor in gaining a competitive advantage. In order to achieve this goal, organizations need to have an effective and orderly recruitment and selection system. The implementation of a maximum recruitment and selection strategy not only allows the industry to recruit talented people, but also minimizes the ability to make mistakes in the recruitment process, increase efficiency at work, and minimize the costs incurred for training and development.

Human resource management is the policy and practice of identifying the human aspect or human resources in the management role, which involves recruitment, selection, training, reward, and evaluation of employees (Dessler, 2005) in (Safrizal, 2013). Job analysis, workforce planning and candidate recruitment, candidate selection, new employee orientation and training, salary and wage management, provision of incentives and social benefits, performance appraisal, manager training and development, and increased employee engagement are part of this. Focus on technologies that enable MCS to be implemented in smart cities, such as task management, data collection, incentive systems, monitoring, and cost-saving tools (Wildan et. all, 2023). Effective human resource management requires timely and accurate information about current and prospective employees in the labor market to maintain the company's competitive advantage. The current sources of competitive advantage are innovation and creativity. (Safrizal, 2023)

Human resource management must be carefully planned and executed. "High Quality of Service and client-based communication with AI-enabled services is determined by Quality of Experience (QoE)." (Padmapriya et. all, 2022). Appropriate data sources are used to anticipate future labor supply in the required quantity and quality through strategic and careful human resource planning. While (Dabić, 2011) stated that when superior human resource management is carried out, then people will be more likely to contribute to the organization. Human Activity Recognition has been researched for the past few years (Victoria et. all, 2022) Employee performance is a stage of achievement as an employee's work achievement. (Safrizal et. all, 2020)

RESULTS

Based on the results of the article identification, this article reviews previous studies related to the research question. Table 1 provides an overview of the articles reviewed

Table 1. Review Articles

Author	Title	Results
(Sudiantini et al., 2023)	"Human Resource Management Function "Recruitment, Selection, Competence and Training System" towards Competitive Advantage"	This, among others, shows that the recruitment, selection, training and development system has a significant impact on the competitiveness of the company. Therefore, human resource management is important to develop competent and qualified human resources.

(Sudiantini et al., 2023)	"Literature Review: Questioning the Role of HR Management in the Recruitment, Selection, Training Competency System towards the Company's Competitive Advantage".	Recruitment framework, determination, preparation and ability basically affect the seriousness of an organization, either at the same time or to some extent.
(Fania Mutiara Savitri et al., 2022)	"Literature Review on Effective Human Resource Planning to Achieve Competitive Advantage"	The structuring of human assets is essential to realize the nature of human capital on which an association depends. Through ideal and successful HR arrangements, we significantly influence the development of a ruthless culture throughout the organization. Therefore, the arrangement of human assets should be regarded as an essential part of business achievement.
(Suhardoyo, 2019)	"Talent Management of Human Resource Management in Achieving Competitive Advantage in the Era of Globalization at PT. Dalim Fideta Kornosia Jakarta"	Effective human resource management is essential in today's competitive business environment. The primary objective of human resource management is to identify, attract, develop and retain talent.
(Lena Ellitan, 2002)	"Human Resource Management Practices and Sustainable Competitive Advantage"	Job security, selectivity in recruitment, high remuneration, salary incentives, employee share ownership, Information sharing, active participation, employee empowerment, self-management of teams, and training and development are various factors that provide long-term competitive advantage in human resource management. talent, use and cross-training, homogeneity, little variation in remuneration and promotion for company people.
(Dewi & Diana, 2018)	"Employee Recruitment and Selection Analysis of PT Pancaran Belantara Indah"	Both internal and external recruitment approaches are used in the employee recruitment process. Internal recruitment relies on references from current employees, while external recruitment relies on brochures. The company's selection process consists of the first stage of acceptance, selection of participants, verification of participants' references and awarding the highest direct decision.

(Kasmawati, 2018)	"Human Resources as a Source of Competitive Advantage"	Companies can achieve this in many ways, including having physical resources that their competitors do not have, financial investments, creative skills, intellectual rights, achieving economies of scale, and more. However, the competitive advantage provided by these resources and skills can only last a short time. Undoubtedly, competitors have similar advantages, thus jeopardizing the organization's serious position.
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Human resources are the main capital that must exist in the company and must be considered because they play an important role in achieving company goals (Saretta, 2019) in (Rohmah & Frianto, 2021). Globalization has led to the idea that the role of people is the main strategic goal and becomes an asset and foundation for an organization's competitive advantage. (Muliawaty, 2019). Recruitment, selection, and placement of employees are all aspects of human resource management that have the ability to boost work productivity. (Atmajati & Mansur, 2017).. Recruitment is the first stage in human resource management and is an important component. The accuracy of the recruitment process can increase operational effectiveness and efficiency, and recruitment methods can affect company production (Pranoto et al., 2017). (Pranoto *et al.*, 2016)..

To gain a competitive advantage, it is important to build an effective recruitment and selection strategy. Here are some reasons why: Today's positions are more demanding and diverse than at any other time. Associations must ensure that they have the expected capabilities to fulfill these increasingly competent assumptions. (Bakar *et al.*, 2023).

Companies must pay attention to the competence of their human resources in addition to recruitment and selection efforts. Competence is a set of attributes of a person that directly affects their skills, abilities and performance in the workplace. Qualified personnel certainly make an important contribution and boost the company's production (Jimy, 2014) in (Sudiantini et al., 2014). (Sudiantini *et al.*, 2023) On the contrary, (Rudhaliawan *et al.*, 2017) in a study found that effective training programs have long-term effects, even after the objectives are achieved. In addition, training continues to improve staff productivity, aiding business success. However, if labor productivity decreases, the company may fail to achieve its goals. Training employees motivates them to work harder and faster. Employees who are aware of their responsibilities and duties strive to improve their morale. The success of the task is determined by the employee's knowledge of the task execution. Therefore, additional skills and knowledge are required for new and old employees who take on new jobs in order to perform well. Training is important because it is a method that companies use to retain and develop employees, improve capabilities, and increase productivity.

DISCUSSION

Table 1 shows that competitive advantage is critical to the success of an organization in the era of globalization and increasingly fierce business competition. To achieve this, it is important to have a qualified workforce through effective recruitment and selection processes. Human resource management (HRM) plays a strategic role in driving organizational skill development and influencing employee performance. According to research, good human resource management has a positive impact on employee productivity, especially in the areas of recruitment, selection, training and development. In addition, a good HR strategy will increase productivity and impact business performance. "International

trade is one of the efforts to increase economic growth and development." (Priyadi et. all, 2022). Competent and well-trained workers make a significant contribution and careful recruitment and selection methods help companies to maintain their competitive advantage. This study examines the relationship between human resource management, recruitment, selection, training, competence and competitive advantage in today's business environment. Previous research found that CSR can increase company value(Tarjo et. all, 2022).

Sulistyawati & Indrayani (2012) has found that exhibiting has a direct impact on profitability. Human resource executives are very important in handling the improvement of authoritative capabilities to achieve profits for the company. (Handoko, 2012). Alsabbah & H (2014) Saying the need to create a human resource strategy as an important aspect in improving company performance is highly emphasized. Creating a detailed strategy will increase work productivity and positively improve overall company performance. Based on this data, the conclusion is that in human resource management, the recruitment system plays a very vital role, including in involving the process of searching, selecting, and integrating people into the organizational structure. (Gary, 2015).

Individuals with the required qualities and skills are provided with employment opportunities through effective recruitment procedures. (B. Setiani, 2013). Selection is a human resource management action that occurs after the recruitment process. This process involves making decisions and evaluating potential employees for the company. (Nugroho, 2021). Quality human resources (employees) can be obtained through effective recruitment and selection methods. (Nugroho, 2021). The implementation of an effective recruitment and selection system includes the identification of job vacancies and determination of the number of workers required, identification of suitable sources of candidates, and recruitment and selection of the right candidates for the position (public and private). Includes method decisions. Optimization of the supply chain network can be carried out with the aim of minimizing the distribution costs of agricultural commodities(Marita et. all, 2021). There are various steps to be taken, including deciding how to proceed with the employee selection process. As a financial institution that has an intermediary function, the role of banks is very important in the economic activities of a country, where banks become institutions that distribute funds and as a place for financial transactions, this makes banks unchanged like the pulse in the human body which is very much needed to support the smooth running of a country's economy(Ryandono et.all, 2022).

According to Billionardi (2013) in Sudiantini et al., (2023)the recruitment and selection process must be carried out systematically and impartially to ensure that it has a favorable impact on the success of the company's goals. In addition to recruitment and selection, the acquisition of skills is also important. Competence refers to an individual's ability to effectively perform various professional activities. Employees who have followed recruitment and selection procedures are certainly effective in carrying out their responsibilities. In addition, training is also needed to develop workers' abilities. Employee performance can be maximized if the employer provides appropriate training and education. (Pakpahan et al., 2014). This optimal staff performance will provide a competitive advantage for the company. Indonesia is a country that is rich in natural resources, human resources, and has land and seas that stretch geographically (Wildan et. all, 2021).

CONCLUSIONS

The employee selection system is an important part of human resource management, starting with the identification of new employees. Candidates with skills and abilities that match the job requirements are offered opportunities through an effective recruitment process. Even if it occurs after recruitment, selection involves decision-making steps aimed at selecting candidates who can be integrated into the company. Implementing effective recruitment and selection

procedures can improve staff quality. Identifying vacancies, establishing the number of workers required, selecting relevant sources of candidates, and using open and private methods to fill vacant positions are steps towards a successful recruitment and selection strategy. This includes adopting and evaluating acceptable applicant recruitment and selection techniques.

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