

The Influence of Human Resource Management (SDM) on Improving Employee Performance Services at PT. Matahari Department Store

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Abstract: *The purpose of this study was to determine whether Human Resource Management (SDM) influences Employee Performance at PT Matahari Department Store. The data used were qualitative and quantitative, and the data sources were obtained from primary and secondary sources. The population of Intan Building Center employees was 30, and the sample size for this study was simple random sampling. Data collection methods included observation, interviews, and questionnaires. The data analysis tool used was descriptive linear regression analysis. The results of the study using simple linear regression calculations yielded $Y = 20.186 + 0.155X$. The correlation coefficient was 0.917, indicating a very strong relationship between Human Resource Management (X) and the dependent variable, Employee Service Performance (Y). The coefficient of determination, 0.947, indicates that compensation, work discipline, and work motivation contribute 94.7% to improved performance. Based on the results of the hypothesis test, HRM significantly influences employee service performance at PT. Matahari Department Store, the value obtained is $2.490 >$ the probability value of significance of 0.000 with a level of 0.05. So the human resource management variable has a significant effect on employee service performance*

1. Introduction

Human resources (HR) play a crucial role in national development, despite the country's abundant natural resources. The quality of HR significantly impacts the progress of educational institutions and organizations in general. According to Hasibuan & Rahmawati (2022), qualified educators are key to achieving educational goals. Avanti (2018) explains that work volume can be measured through employee performance and punctuality in completing tasks. Workplace discipline is considered to increase productivity by ensuring workers follow rules and procedures, as evidenced by Pinkan et al. (2017).

Factors influencing productivity include internal factors (such as skills and motivation) and external factors (such as the work environment). A comfortable work environment can increase employee comfort and, ultimately, productivity. Conversely, a poor work

environment contributes to low productivity, negatively impacting the organization. For example, PT Matahari Department Store, one of the largest retail companies in Indonesia, faced problems with poor service and low customer satisfaction, caused by a lack of employee performance evaluation and poor discipline.

Interviews with HR staff at PT Matahari Department Store Buton Tbk indicate that employee performance remains unsatisfactory, with discipline and adherence to regulations neglected. Observations indicate a mismatch between service delivery and customer expectations, with a lack of discipline and dissatisfaction with the work environment contributing to low employee motivation and productivity.

This research will focus on the role of HR management in improving employee service performance at PT Matahari Department Store, as well as the relationship between discipline and the work environment and employee productivity. Prioritizing scientifically sound and valid principles is crucial for this analysis, particularly in assessing the cost-effectiveness, timeliness, and accountability of HR practices..

2. Literature Review

Human Resource Management Concept

Human resources (HR) in an organization encompass all the efforts, skills, and competencies of the individuals working within it, whether they are employees, staff, or workers. HR management plays a crucial role in ensuring optimal performance for the benefit of both the organization and the individual through a strong relationship between the HR department and employees. HR managers are responsible for developing and implementing strategies to improve the quality of HR. Their primary duties include training, recruitment, development, and evaluation of HR, as well as ensuring appropriate wages and employee protection. Human resource development is an integral part of HR management aimed at improving employee performance and their contribution to organizational goals. Steps include identifying HR management needs, searching for suitable candidates, training to understand job roles, and evaluating performance as a basis for promotions or demotions. Within the context of HR management functions, there are five primary functions that managers must address: planning and programming, attracting the right people, evaluating performance, improving the quality and conditions of work, and building effective working relationships. Planning involves analyzing the number and quality of workers needed, while recruitment focuses on selecting candidates who meet predetermined criteria.

Performance evaluations are conducted to ensure that each individual meets established standards and to identify areas for improvement. Management must also improve working conditions, both physically and in terms of health and safety, and build positive workplace relationships by respecting workers' rights and establishing procedures for handling grievances. Overall, human resource management focuses on creating a mutually beneficial work environment, where the rights and obligations of both the company and employees are balanced. The primary goal of human resource management is to motivate and produce a qualified workforce, contributing to the achievement of the organization's primary goals while considering various factors affecting market and technological conditions..

Employee Performance Service Concept

Productivity in an organizational context is the fulfillment of job requirements reflected in the final product and linked to individual behavior in achieving organizational goals (Sedavrina, 2017; Sedarmayanti, 2017). Employee productivity is measured by task completion within a specific time period, as well as the quality and quantity of work output

(Adhari, 2020). Employee performance, which reflects the level of work results achieved, is determined by various factors, including remuneration, the work environment, and administration (Hamdia, 2016).

To improve employee performance, organizations need to implement various strategies, such as a transparent performance appraisal system, enforcement of labor rights, the influence of education and training, rewards, and building good relationships among employees. Factors influencing employee productivity can be divided into three categories: individual factors (skills and experience), psychological factors (cognition and attitude), and organizational factors (resources and work structure).

Performance indicators that can be used include productivity quality, efficiency in production quantity, meeting deadlines, and feasibility in completing tasks. In performance evaluations, assessments must be based on clear and measurable criteria, including workload, quality standards, punctuality, attendance control, and the ability to collaborate with other employees. Employee performance is also determined by several aspects, namely the quality of work performed, productivity in resource utilization, timeliness in collecting attendance data, and discipline, which is a communication tool between managers and employees to encourage compliance with company regulations. All of these aspects contribute to increased productivity and overall performance within an organization..

3. Methodology

The research at PT Matahari Department Store in Southeast Sulawesi involved 30 employees as the target population. According to Sugino (2017), a population is a group of objects and subjects with specific characteristics. The researcher used a saturated sampling method, involving all members of the population, namely all 30 employees at the company. This study applies descriptive analysis to quantitative data from questionnaires, with participants' answers analyzed as numbers or scores using a Likert measurement scale. This study applies descriptive analysis to quantitative data from questionnaires, with participants' answers analyzed as numbers or scores using a Likert measurement scale. The data analysis method in this study uses a simple regression equation to test the influence of independent variables on dependent variables.

4. Result and Discussion

Explanatory analysis of the variables influencing human resource management (X)

A worker's efficiency depends on the work they do. If they are assigned tasks that do not align with their experience and knowledge, they are unlikely to be able to work effectively. Continuity is crucial for maintaining worker productivity. Fifteen respondents (50%) stated "strongly agree" and 12 respondents (40%) stated "agree," indicating that the majority of respondents consider attendance to be a very important factor in managing and improving employee performance at Buton Matahari Lippo Plaza. However, three respondents (10%) expressed doubt, possibly because they believe attendance is not the only factor necessary for improving performance and that many other factors are necessary.

Unappropriate of working at night

The majority of respondents, 18 (60%), answered "strongly agree," and 12 (40%) answered "agree," indicating that the majority of respondents agreed with this question. This indicates that the majority of Buton Matahari Lippo Plaza employees believe that the work assigned to them is not disruptive. This indicates that the majority of Buton Matahari Lippo Plaza employees believe that their assigned work does not interfere with their work.

Working Time Discipline

Respondents' responses to these statements indicate that the majority of employees at Buton Matahari Lipo Plaza agreed that the company sets working hours in accordance with their work, with 10 (33.3%) strongly agreeing and 14 (46.7%) agreeing. This indicates that employees believe they can leave the office at a convenient time. However, six (20%) employees were hesitant, stating that they cannot leave the office at the company's designated time because they need to visit clients.

Working based on PT Matahari Trading Company standards

The majority of respondents agreed with the above question, with 22 (73.3%) respondents strongly agreeing and 8 (26.7%) respondents agreeing. This indicates that the majority of employees at Bouton Matahari Liposquare work in accordance with company standards and that all employees implement them correctly.

Work Responsibility

The majority of respondents agreed with this question: 8 (26.7%) strongly agreed and 22 (73.3%) agreed. This indicates that the majority of employees at Bouton Matahari Liposquare believe they are capable of carrying out the tasks assigned to them.

Explanatory analysis of the service efficiency variable (Y)

Professions are based on the amount of work performed by an individual or group. Each profession has specific requirements, and workers must possess relevant knowledge, skills, and competencies.

Provision of prompt service by staff.

A total of 26 respondents (86.7%) agreed, and 4 (13.7%) disagreed, indicating that the majority of respondents believe that staff at Buton Matahari Lipo Plaza Square provide prompt and unselfish service. This can be interpreted as a sign of confidence in their ability to provide service.

Employee Attitudes

All 30 respondents (100%) strongly agreed with the statement above, indicating that they expect friendly and courteous service from all employees at Buton Matahari Lipo Square.

Number of permanent staff

Respondents' responses to these statements indicated that 19 (63.3%) strongly agreed, and 11 (36.7%) agreed that the majority of employees at Buton Matahari Lipo Plaza Square consistently provide excellent service.

Number of workers reporting to work on time

The responses to the questions above indicate that the majority of workers arrive at work on time, with 20 (66.7%) stating they are always on time and 9 (30%) agreeing or strongly agreeing. However, one respondent (3.3%) stated that they are sometimes late two or more times. Tardiness can be a serious problem.

Employee Image by Customers

The majority of respondents (19 respondents, 63.7%) strongly agreed with the statement that most employees at Buton Matahari Lipo Plaza appear neat when dealing with customers, with seven respondents (23.3%) agreeing. However, four respondents (13.4%)

were unsure, stating that when there are many customers, it is difficult to change their attitude and sweat because they appear untidy.

Validity and Realibility

The SPSS validity test results indicate that all items are valid in the validity test for the questionnaire variable items. The results indicate that all items are valid. The reliability test results show the correlation coefficient between the independent variable, HRD (X) and the dependent variable, worker productivity (Y), is 0.821, indicating a strong relationship between HRD (X) and the dependent variable, worker productivity (Y). This is consistent with Sugion's (2021:248) interpretation of a very strong correlation coefficient (i.e., 0.80-1.000).

Correlation Level Test Results

Tabel 1. Uji Koefisien Korelasi
Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821(a)	.877	.748	1.00943

The table shows that the coefficient of determination (R) has a value of 0.877 or 87.7%. This means that 87.7% of the influence of HR variables on employee performance is explained by HR variables; 12.3% is due to other variables not included in this study.

Regression Calculation Test Results

Tabel 2.
Hasil Regresi Linear Sederhana
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.098	3.089		5.211	.004
	manajemen	.341	.139	.421	2.454	.000

a. Dependent Variable: layanan kinerja

Based on the regression results presented in the table above, the human resource management coefficient shows a positive and unidirectional relationship with worker productivity. This indicates that improvements in human resource management practices are associated with an increase in employee productivity. In other words, when organizations implement effective human resource policies—such as structured training programs, fair performance appraisal systems, and supportive work environments—employees tend to perform their tasks more efficiently and produce higher levels of output. Furthermore, the

positive coefficient implies that human resource management plays a strategic role in enhancing organizational performance through its influence on workers. Effective management of human resources not only improves employees' skills and competencies but also strengthens motivation, job satisfaction, and commitment. As a result, employees are more likely to contribute optimally to achieving organizational goals, reinforcing the importance of human resource management as a key determinant of sustained productivity growth.

Hypothesis Analysis

**Table 3. Hasil Pengujian Hipotesis
Coefficients(a)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (Constant)	16.098	3.089		5.211	.004
manajemen	.341	.139	.421	2.454	.000

a Dependent Variable: Kinerja Karyawan

Based on the table above, a t-test was conducted to test the hypothesis; the significance level for the HR variable is 0.000 which is less than 0.05, which means that the HR variable (X) has an influence on the employee performance variable (Y); the t-value in the t-table is 2.454 which is greater than 2.042 which means that the HR variable (X) has an influence on the employee performance variable (Y). It was found that the HR variable (X) has an influence on the employee performance variable (Y).

The Influence of Human Resource Management on Employee Performance

The research results indicate that human resource management impacts employee productivity at PT Matahari. This means that if support for human resource management is strengthened, it can influence employee productivity at PT Matahari. This is supported by research findings regarding the impact of human resource management on employee productivity. Based on the results of a simple linear regression analysis, the regression equation $Y = 16.098 + 0.341X$ was obtained, indicating that the influence of the HR variable on employee performance was 87.7 percent. Based on the t-test results, the t-statistic for the HR variable (X) had a significant impact on employee performance. The t-statistic for the HR variable (X) in relation to the service variable (Y) at the Matahari branch was 0.000 and less than 0.05, indicating that the HR variable (X) impacted employee performance. The t-table was 2.454 and greater than 2.042, indicating that HR is a system that influences employee attitudes, behavior, and performance. This indicates a strong correlation between HR (X) and the dependent variable, employee productivity (Y). This aligns with Sugion's (2021:248) definition, which states that the correlation coefficient ranges from 0.80 to 1.000.

The results of this study answer the question of whether effective human resource management practices at PT Matahari Department Store have a positive impact on employee

performance, which aligns with previous research findings regarding the impact of human resource development on employee performance (Komariah, (2017) "The Impact of Human Resource Development on Employee Performance"). This study aims to analyze the impact of education and human resource development on employee performance. Using descriptive statistical research methods, simple regression coefficients for human resource development, including education and training, were analyzed, and it was concluded that education and training have a significant impact on improving employee performance in Lapakdalam village. Debi Maharani (2019) "The Impact of Human Resource Management and Organizational Culture on the Quality of Employee Performance at the Chikuho Branch, Mazarenko Administrative District." To analyze the impact of human resource management on the quality of employee performance at the Chikuho Branch, Mazarenko Administrative District, a quantitative descriptive research method was used. To analyze the impact of organizational culture on employee performance quality, the impact of human resource management and organizational culture on employee performance quality at the Chikuho branch in the Mazarenko Administrative District was studied. The results of the study revealed that human resource management has a significant impact on employee performance quality at the Chikuho branch in the Mazarenko Administrative District, and that organizational culture has a significant impact on employee performance quality at the Chikuho branch in the Mazarenko Administrative District, indicating that human resource management and organizational culture have a significant influence on employee performance quality at the Chikuho branch in the Mazarenko Administrative District.

Dinisepti Awati (2022) The Effect of Employee Development on Labor Productivity Through Qualitative Research (Descriptive Approach) The results of the study using a descriptive approach indicate that employee development variables at PT Perkebunan Nusantara V Pekanbaru have a significant positive effect on labor productivity at PT Perkebunan Nusantara V Pekanbaru. There is a significant positive effect. The results of a simple regression analysis show that employee development variables have a significant positive effect on workforce productivity at PT Perkebunan Nusantara V Pekanbaru.

Conclusion

The results of the hypothesis test using the t-test indicate that the significance level of the influence of the HR variable (X) on the worker productivity variable (Y) is less than 0.05, and the calculated t-value of 2.454 is higher than the significance level of 2.042. Based on the research results and discussion, it can be concluded that there is a strong relationship between human resource management and employee performance at PT Matahari. The impact of the management variable on employee performance is 87.7%, while the impact of other variables not analyzed in this study is 12.3%. The t-test indicates that human resource management has a significant impact on employee performance at PT Matahari department stores. Based on the results and conclusions of this study, the following recommendations can be made The company can retain and develop PT Matahari Depo's human resources and improve employee performance. In the future, researchers will use more (and more diverse) variables to measure employee performance, with the hope that the results will be relevant to the organizational context and used in academic research.

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