

Improving Human Resources Management Services at Vivetato Langga Payung, Labuhanbatu Selatan

Olin Sarita Nasution*, Aziddin harahap, & Abd Halim

Faculty of Economics and Business, University of Labuhanbatu, Indonesia

Abstract

The role of human resource management is very influential in improving employee service at Vivetato Langga Payung, South Labuhanbatu. Apart from that, from the role of human resource management, it can be seen how much the employees are doing the job and are competent in the fields contained in the vivetato. This study aims to examine human resources that are very influential in the scope of Vivetato Langga Payung, South Labuhanbatu. The level of service of employees is very influential on the interest of consumers. Human resources are influential in improving services at Vivetato Langga Payung, South Labuhanbatu to consumers. The research design uses a qualitative test and is a survey and interview research. The population of all Vivetato Langga Payung Labuhanbatu Selatan employees is 6 people with qualitative data analysis. The results of the study show that human resources have a significant effect on the scope of Vivetato Langga Payung, South Labuhanbatu. Human resources have a significant effect on improving services at Vivetato Langga Payung Labuhanbatu Selatan. take the umbrella of South Labuhanbatu.

Keywords: Human Resources, Improving Services, Employees

1. Introduction

Human Resource Management, or abbreviated HRM is a science or method of how to optimally manage the relationships and roles of resources owned by individuals so that a goal is achieved. According to Demerouti & Cropanzano, (2010) Human Resource Management is called personnel management, namely planning, organizing, directing and terminating work relations, developing compensation, benefits, maintaining and terminating employment relations with human resources to achieve individual, organizational and community goals.

According to Hasibuan, (2014), Human Resource Management is replaced with workforce management, namely utilization, coaching, knowledge, regulation, development, elements of the workforce. Good and bad employees or employees to achieve maximum efficiency and effectiveness according to the organization. From the above understanding it can be concluded that Human Resource Management is the process of planning, organizing, implementing and controlling human resources in an organization to achieve goals effectively and efficiently (Samsuni, 2017).

Human Resources (HR) has a central position in realizing development performance, which places humans in their function as development resources. Human resources play a very important role in determining the progress of a country. The existence of the Indonesian nation in the midst of the current global era will be influenced by the ability of Indonesia's human resources, especially those characterized by the ability to master science and technology and strengthen faith and piety towards God Almighty. One of the most important resources in management is human resources (Prayoga & Pohan, 2022).

Resources that move and direct the organization, human resources must always be considered, maintained, maintained and developed by the organization Human resource management is a very important factor in an organization with a large or small scale, human resources are seen as a very decisive element in the process of organizational development because the development of service quality will be realized if it is supported by quality human resources. In these environmental conditions, management is required to develop new ways to maintain

* Corresponding author.

E-mail address: olinnasution1@gmail.com

organizational members at high productivity and develop their potential to provide maximum contribution to the organization. The problem of human resources which seems to be only an internal problem of an organization actually has a close relationship with the wider community as a public service which is measured by performance Suhartono et al., (2020). Human resources as someone who is ready, willing and able to contribute to efforts to achieve organizational goals. Every organization or company certainly has different goals, therefore the required human resource capabilities will also be different in each company. Even though human resource capabilities are flexible, the words "ready" and "want" must be the underlined points. No matter how good human resource capabilities are, they will not be able to produce maximum output if these abilities are not practical or in other words, not ready to use". In addition, ability also means nothing if individuals as human resources in a company do not want to contribute their efforts in that place (Suhartono et al., 2020).

Good service quality can affect customer loyalty directly mediated by customer satisfaction (Nasution et al., 2022). This is evidenced by research conducted by (Rasyid, 2017) showing significant results. This proves that service quality has a direct influence on consumer loyalty, which is shown through the satisfaction that consumers get. In addition to service quality, when using an item, consumers always consider the brand image of an item.

Along with the progress of civilization, human life and culture as well as the development of globalization has resulted in a shift in cultural values from social society to tend to be more individual. Busy bustle and high mobility make urban people need a place to relieve fatigue after carrying out busy daily routines due to work. A culinary business with a fast food system and providing tourist attractions for refreshments (Putera & Wahyono, 2018).

Along with the advancement of civilization, human life and culture as well as the development of globalization, there has been a shift in cultural values from social society to being more individual. Busy bustle and high mobility make urban people need a place to relieve fatigue after carrying out busy daily routines due to work. The culinary business with a fast food system appears as a solution. The lifestyle of today's society, prefers something that is fast-paced and practical, including one in meeting the needs of food and drink. Activities undertaken to relieve fatigue are usually by relaxing eating, drinking, listening to music or just gathering and chatting with relatives or community friends (Bauerová, 2018).

In the current era of globalization, Indonesian people, especially in South Labuhanbatu district, have many tourist attractions. Lots tourist attractions that have unique and different characteristics. So that there are many tourist attractions in which each tourist spot definitely requires employees to support increasing human resources in improving services in every business of these tourist attractions.

Based on the explanation, vivetato must understand well what factors can be used as a driving force in improving the service of all employees who are working, good service will also create a good perception in the eyes of the public so that it will have a good effect for both vivetato and all employees who Work.

2. Methods

This type of research is quantitative, and the place of implementation of the research is at the vivetato Brastagi langgapayung. Data collection techniques used in this study were observation, documentation and questionnaires using a Likert scale. The population contained in this study are consumer of vivetato which totaled 100 people. Samples were taken using a saturated sampling technique. Therefore, then all populations become the object of research, namely as many as 53 people. The analytical method used in this study is the validity and reliability test, the classic assumption test which includes: data normality test, heteroscedasticity test, and multicollinearity test. Multiple linear regression analysis was tested using partial (t), simultaneous (F) testing, and the coefficient of determination.

3. Result and Discussions

The data analysis technique used by the researcher is a field quantitative method, because the data obtained is information in the form of numbers. The validity test of the research variable has significant criteria > 0.5 . The validity test in this study was carried out on 10 samples carried out by the Vivetato Langga Umbrella tourist spot in South Labuhanbatu, North Sumatra Province. Ghazali (2018) states that the validity test is used as a measure of whether a questionnaire is deemed valid or not. Valid data is data that does not differ between the data reported by the researcher and the data that actually occurs in the research object. The results of the validity test of this study can be contained in Table 1.

Table 1. Validity Test Results

	Criteria Significant	Corrected Item-Total Correlation	Information Results
X1.1	0.5	0.875	Valid
X1.2	0.5	0.615	Valid
X1.3	0.5	0.702	Valid
X1.4	0.5	0.611	Valid
X1.5	0.5	0.731	Valid
Y1.1	0.5	0.802	Valid
Y1.2	0.5	0.631	Valid
Y1.3	0.5	0.790	Valid
Y1.4	0, 5	0.730	Valid
Y1.5	0.5	0.639	Valid

Description:* Criteria Sig<0.5

Source: Research Results, 2022.

Sugiyono (2017) stated that a reliability test was carried out to find out the results of consistent measurements when measuring the same measuring instrument is carried out, an indicator in the questionnaire can be accepted if the alpha coefficient has a value of > 0.6. The results of the reliability test in this study can be contained in Table 2.

Table 2. Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.790	10

Description:*Criteria CA>0.6.

Source: Research Results, 2022

Table 1 and Table 2 show that all statement items are valid and reliable. The next test uses the classic assumption test with normality. The normality test for this study is contained in Table 3 One-Sample Kolmogorov-Smirnov Test:

Table 3. One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	99
Normal Parameters.b Mean	.0000000
Std. Deviation	3.20362059
Most Extreme Absolute Positive Differences	.151
Negative	-.080
Test Statistics	.151
Asymp. Sig.(2-tailed)	.115°

Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Description:*p>0.05.

Source: Research Results, 2022.

The normality test above uses the Kolmogorov-Smirnov method with a significance value of 0.115 where the result is greater than the 0.05 significance level. So it can be concluded that the normality tests in this study were normally distributed. The following is a normality test using a p-plot graph. The results of the multicollinearity test in this study are contained in Table 4.

Table 4. Multicollinearity results

Model	Coefficients					Collinearity Statistics		
	Unstandardized Coefficients		standardized Coefficients		t	Sig.	tolerance	VIF
	B	Std. Error	Betas					
1 (Constant)	13032	1,787			7,293	.000		
HRM	.228	.109	.209		2.103	.038	1,000	1,000

a. Dependent Variable: Service

Description: *p<0.05.

Source: Research Results, 2022.

Table 4 shows that the independent variable has a VIF value <10 and a tolerance value > 0.1, which means that the data in this study do not experience multicollinearity. Testing the classical assumptions with the heteroscedasticity test with the Glesjer method in this study can be contained in Table 5:

Table 5. Heteroscedasticity Results

Model	Coefficients					
	Unstandardized Coefficients		standardized Coefficients		t	Sig.
	B	Std. Error	Betas			
1 (Constant)	1,661	.996			1667	.099
HRM	.061	.061	.101		1,000	.320

a. Dependent Variable: Absolute

Source: Research Results, 2022.

The significant value with the Glejser method is known that the Job Service variable (X1) is 0.99. The results of the research analysis by testing multiple linear analysis can be contained in Table 6:

Table 6. Partial Results (T)

Model	Coefficients					
	Unstandardized Coefficients		standardized Coefficients		Q	Sig.
	B	Std. Error	Betas			
1 (Constant)	13032	1,787			7,293	.000
HRM	.228	.109	.209		2.103	.038

a. Dependent Variable: Service

Based on Table 7, it can be seen that the results of the regression analysis obtained a t count value of $0 > t$ table 1.459. This means that the work service variable (X1) has a positive effect on the HRM variable (Y). Then significant value ie $0.006 < 0.05$ which means that the work discipline variable (X1) has a significant effect to the HRM variable (Y).

Table 8 shows the Fcount value of 4,421 with a significance value of $0.000 < 0.05$. From these results, it can be concluded that work services (X1) simultaneously have a positive and significant effect on HRM (Y).

The coefficient of determination was carried out to analyze the contribution of the independent variable, namely work discipline (X1) to the dependent variable, namely HRM (Y). The results of the test for the coefficient of determination can be contained in Table 9.

Normal PP Plot of Regression Standardized Residual

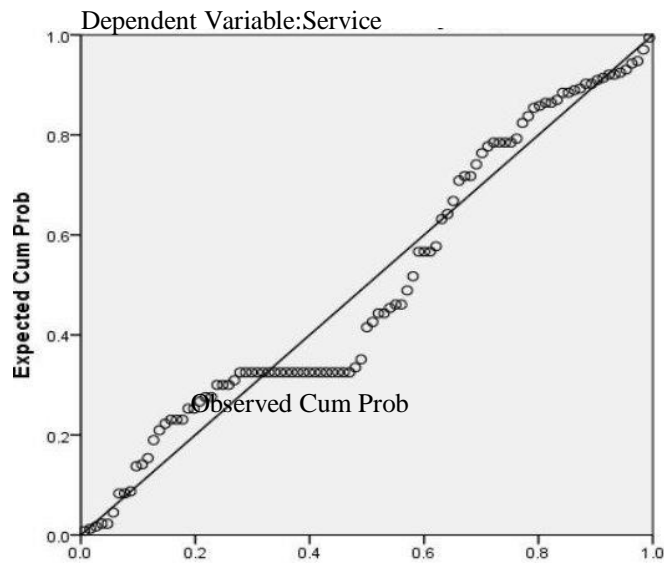


Figure 1. Normality

Table 7. F Test Results

ANOVA^a

Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	45,844	1	45,844	4,421	.038b
residual	1005,792	97	10,369		
Total	1051636	98			

Description: *p<0.05

a. Dependent Variable:Service

b. Predictors:(Constant),MSDM

Source: Research Results, 2022.

Table 8. Results of the Coefficient of Determination Test

Summary models

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.209	.044	.034	3.22009

a. Predictors:(Constant), MSDM

Description: *p<0.05

Source: Research Results, 2022.

The R Square value from the analysis of the coefficient of determination is 0.44, meaning that work productivity can be explained by the work discipline variable (X1), while the remaining 99.56% can be explained by other variables not examined in this study.

4. Conclusions

Based on the results of the research and discussion that have been described, this research is intended so that the quality of service on consumer loyalty. After the researcher got it in the form of an interview with Vivetato Langga Umbrella, the writer concluded:

- a) Job Services have a positive and significant effect on employee performance at Vivetato langga Payung, Labuhan Batu Regency
- b) Work Involvement has a positive and significant effect on employee performance at Vivetato langga Payung, Labuhan Batu Regency
- c) Work attitude has a positive and significant effect on employee performance at Vivetato langga Payung, Labuhan Batu Regency
- d) Commitment has a positive and significant effect on employee performance at Vivetato Langga Payung, Labuhan Batu Regency
- e) Work Service, Work Involvement, Work Attitude and Commitment simultaneously have a positive and significant effect on employee performance at Vivetato langga Payung, Labuhan Batu Regency

References

- Angraini, F., & Budiarti, A. (2020). Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek. *Jurnal Pendidikan Ekonomi (JUPE)*, 8(3), 86–94. <https://doi.org/10.26740/jupe.v8n3.p86-94>
- Bauerová, R. (2018). Consumers' decision-making in online grocery shopping: The impact of services offered and delivery conditions. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 66(5), 1239–1247. <https://doi.org/10.11118/actaun201866051239>
- Cardia, D. I. N. R., Santika, I. W., & Respati, N. N. R. (2019). PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI TERHADAP LOYALITAS PELANGGAN. *Manajemen*, 8(11), 6762–6781. <https://doi.org/https://doi.org/10>
- Demerouti, E., & Cropanzano, R. (2010). From thought to action: Employee work engagement and job performance. In *Work engagement: A handbook of essential theory and research*. (pp. 147–163). Psychology Press.
- Ghazali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25.0. *Universitas Diponegoro. Semarang*.
- Hasibuan, M. S. . (2014). *Manajemen Sumber Daya Manusia*. PT. Bumi Aksara.
- Nasution, A. P., Prayoga, Y., Pohan, M. Y. A., & Siregar, Z. M. E. (2022). Adoption of Fintech by Labuhanbatu Students. *International Journal of Social Science and Business*, 7(1 SE-Articles). <https://doi.org/10.23887/ijssb.v7i1.53599>
- Prayoga, Y., & Pohan, M. Y. A. (2022). Electronic Word of Mouth (eWOM): Menguji Pengaruh Pengalaman Positif, Persepsi Kualitas dan Kepercayaan. Studi Kasus: Restoran di Labuhanbatu. *J-MAS (Jurnal Manajemen Dan Sains)*, 7(1), 283–289.
- Putera, A. K., & Wahyono. (2018). *PENGARUH KUALITAS PELAYANAN, CITRA MEREK, DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN MELALUI KEPUASAN KONSUMEN*. 7(1).
- Rasyid, H. Al. (2017). Pengaruh Kualitas Layanan Dan Pemanfaatan Teknologi Terhadap Kepuasan Dan Loyalitas Pelanggan Go-Jek. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 1(2), 210–223. <https://doi.org/10.31311/jeco.v1i2.2026>
- Samsuni, S. (2017). Manajemen sumber daya manusia. *Al-Falah: Jurnal Ilmiah Keislaman Dan Kemasyarakatan*, 17(1), 113–124.
- sugiyono. (2017). Metode penelitian kuantitatif . In 2017 .

Suhartono, & Rahayu, D. (2021). Jurnal manajemen. *Manajemen*, 11(1), 64–75.

Suhartono, S., Arsyad, N., & Amelia, F. (2020). Peran kepemimpinan dalam meningkatkan kualitas sumber daya manusia (Studi pada pemerintah desa tonasa dan desa mamampang, tombolo pao). *INOBI: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(3), 336–353.

Wasiman, Slitonga, F., & Wibowo, A. E. (2020). Jurnal cafetaria. *JURNAL CAFETARIA*, 1(2), 64–73.