



The Journal of Business, Economics, and Social Science Review

Homepage: <https://jurnal.glowscien.com/index.php/JBESSR>

Vol. 1, Issue. 2, May (2024), 39-45

DOI Issue: <https://doi.org/10.58857/JBESSR.2024.v01.i02>

E-ISSN 3032-6877



Human Resources Development To Increase Customer Satisfaction With Our Trustee Services

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DOI Article: <https://doi.org/10.58857/JBESSR.2024.v01.i02.p01>

ARTICLE INFO

Historis:

Submit 9 March 2024

Review 12 April 2024

Revision 15 April 2024

Accepted 25 April 2024

Publish 3 May 2024

Keywords: HR development, satisfaction, service, HR strategy

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ABSTRACT

This research analyzes human resource development strategies to increase consumer satisfaction in a service context with a case study at Tustel Kita. This research uses a descriptive qualitative approach. This research involved three informants as sources of research data. The research results show that Tustel Kita has made various efforts to increase consumer satisfaction, such as providing high quality. However, challenges in human resource development, especially related to the limited human resources of only three people, cause problems and potentially reduce service quality. To overcome this challenge, Tustel Kita has taken simple steps such as participating in a mentoring program and making system changes within the organization. Even though it is not optimal, this research recommends a more innovative and structured strategy in human resource development, such as increasing the number of human resources partnerships and using technology to support employee learning. With solid commitment and the right strategy, Tustel Kita can achieve higher levels of consumer satisfaction and long-term success.

INTRODUCTION

In the era of globalization, business competition is becoming increasingly fierce, so consumer satisfaction has become the main focus for companies to maintain and increase market share (Rather, 2019). Services are one sector greatly influenced by consumer satisfaction because of its intangible nature and service orientation (Sari, 2017). In this regard, human resources development

within the organization is the primary key to ensuring success in meeting consumer needs and expectations (Asri, 2015). The dependence of an organization on its human resources, or people who act as actors, strategists, and planners to achieve organizational goals (Adda et al., 2020).

HR is not only seen as the most significant asset but also as a valuable resource that can be enhanced and improved. The success or failure of a company can be determined by the knowledge, abilities, skills, entrepreneurial spirit, physical and mental health, talent, work ethic, and work motivation of quality individuals. The effectiveness of an organization is greatly influenced by its HR management (Pantih et al., 2021). This proves employee performance will increase if members are highly motivated, innovative, and creative. Therefore, increasing HR skills is needed by developing and training staff and improving skills.

Human resources are a central factor in a company, so every company must get quality and productive employees to run the organization (Effendi, 2021). Employees are the spearhead in providing services to consumers, so companies must invest in developing HR skills, knowledge, and competencies to provide superior service and meet consumer expectations. (Kismono et al., 2023). Although HR development is recognized as essential in improving service quality, many companies still need help managing their HR. These challenges include talent recruitment and retention, employee training and development, performance management, and an organizational culture that supports growth and innovation.

Extensive research has helped us better understand the nature of services (Namasivayam, 2005). For companies to compete effectively, best practices experts argue that HR practices often outperform comparative practices (Baidoo, 2019). When this happens, a well-developed set of HR practices can provide an essential source of sustainable competitive advantage (Chang & Huang, 2010). Hasibuan (2017) explains that development is an important thing that must be done to improve employees' technical, theoretical, conceptual, and moral abilities to the needs of the job/position through education and training. Cashmere (2015) also explains that employee development is a process to refresh, develop, and improve employees' abilities, skills, talents, interests, and behavior. This proves that development is learning given to employees to improve their work abilities.

Development has a broader scope to improve and enhance knowledge, abilities, attitudes, and personality traits (Sunyoto & Danang, 2012). Development focuses more on long-term general needs within the organization. HR development shows that activities are carried out to prepare individuals to hold different or higher responsibilities within an organization. Consumer satisfaction is about meeting consumers' basic needs and understanding their desires and expectations. Consumer satisfaction has been proven to be a critical factor in building consumer loyalty, increasing retention, and creating positive recommendations, all of which are essential in achieving long-term success for a company. (Adda et al., 2021). HR is one of the most critical factors in a company compared to other factors such as capital, money, technology, or others; this is because humans function as a factor that controls other factors, especially those operating in the service sector. Likewise, with Tustel Kita's services, humans are complements to the company and act as movers and thinkers in implementing management functions.

The success of Tustel Kita's services is largely determined by the quality of the people working there. The intense competition demands their ability to produce good and quality work. Customers will use Tustel Kita's services again if the customer is satisfied with the services provided. The role of HR management is more than just administrative. Instead, it focuses on the ability to develop the potential of human resources to be creative and innovative to increase customer satisfaction. (Cahya et al., 2021). Customer satisfaction is the main thing that needs to be paid attention to and improved by service providers, especially Tustel Kita services. Currently, both companies and service providers are no longer oriented toward increasing sales volume but are more oriented toward satisfying customer needs (Bastiar, 2015).

This research was conducted by focusing on the research object, namely the Tustel Kita company, which is a business in the field of Product Photo and Video services, especially food and beverage products. The problem found at Tustel Kita, based on the results of initial observations and interviews, was that the number of members needed to be increased, so several times, there was a waiting list. This is most often caused when the photographer is editing. However, there is also a schedule for the photographer on the same day, so work results do not meet targets and expectations, which will affect customer satisfaction if improvements and development of human resources are not carried out. Therefore, consumer satisfaction with the services provided is paramount to maintaining a company's success because it depends on assessing consumer satisfaction.

RESEARCH METHOD

This research uses a qualitative descriptive approach, a method that utilizes qualitative data and is described descriptively (Neuman, 2014). Qualitative descriptive data analysis is often used to analyze social events, phenomena, or situations (Burriss, 2008). The data collection technique used complete participant observation and interview methods involving three company team members. Complete participant observation means that the researcher enters totally into the group being observed, is involved, and experiences the same impression as the research subject (Lofland et al., 2022). This research was conducted for four months, from October 2023 to December 2023, at the Tustel Kita company.

RESULTS AND DISCUSSION

Research has been carried out for ± 4 months regarding Human Resources Development to Increase Consumer Satisfaction of Our Tustel Services. The research results show that human resource development is essential in increasing consumer satisfaction in the service industry. This is by the informant's statement that:

"Human resource development is key for us. We ensure that our employees are continuously trained to improve their skills in serving customers better. This includes technical and non-technical training, as well as ongoing learning to ensure that they stay at the forefront of this endeavor."

(Source: Informant 1)

The informant's answers show how investing in developing employee skills, creating an organizational culture that supports growth, and the critical role of management in encouraging HR development can positively impact the consumer experience. Thus, it provides in-depth insight into the factors influencing consumer satisfaction in HR development. Apart from that, the interview results show that Tustel Kita has taken several steps to increase consumer satisfaction with its services, such as by providing higher image quality through professional touch repairs, affordable prices, and discounts to consumers who use their services repeatedly. However, several challenges related to human resource (HR) development are faced. This description is by the informant's answer that:

"We are trying to increase consumer satisfaction by providing higher image quality in photos and videos, with a food stylist touch and interesting editing. We also provide affordable prices, namely IDR 35,000 for three photos and IDR 50,000 for a 30 second video. Apart from that, we provide a 5-10% discount to consumers who use our services more than 2 times."

(Source: Informant 2)

However, Tustel Kita has yet to carry out particular and systematic HR development, and only three HR staff are available, which creates a small number of problems in providing services, such as waiting list problems. We face challenges in human resource development. This shows a need for more human resources, which can hurt business productivity. The results of the interview showed that:

“We only have three human resources, which causes waiting list problems for several consumers. One of our human resources had to combine the roles of photographer and editor, which complicated the shooting and editing schedule.”

(Source: Informant 3)

It is known that the three human resources departments have mutually agreed on job descriptions. However, due to limited human resources, one of the human resources was charged with more than one task; that is, apart from being a photographer, he was also charged as an editor, which caused waiting list problems for several consumers. Not just once, but several times, the shooting schedule coincided when editing a consumer's video, which ultimately had to be postponed, and the consumer had to wait. Of course, this can reduce consumer satisfaction with the services provided by Tustel Kita if a solution is not found immediately. However, consumer response to Tustel Kita's services is generally favorable. This shows that the efforts made by Tustel Kita to improve the quality of their services have had a positive impact on consumer experience.

About HR development, Tustel Kita carries out simple HR development, such as taking part in the independent entrepreneurial mentoring program provided by the Faculty of Economics and Business, Tadulako University, for free, looking for references on the internet, and making several system changes. Tustel Kita also provides members with the opportunity to practice direct work. However, it is essential to develop human resources in a systematic and structured manner in order to increase consumer satisfaction.

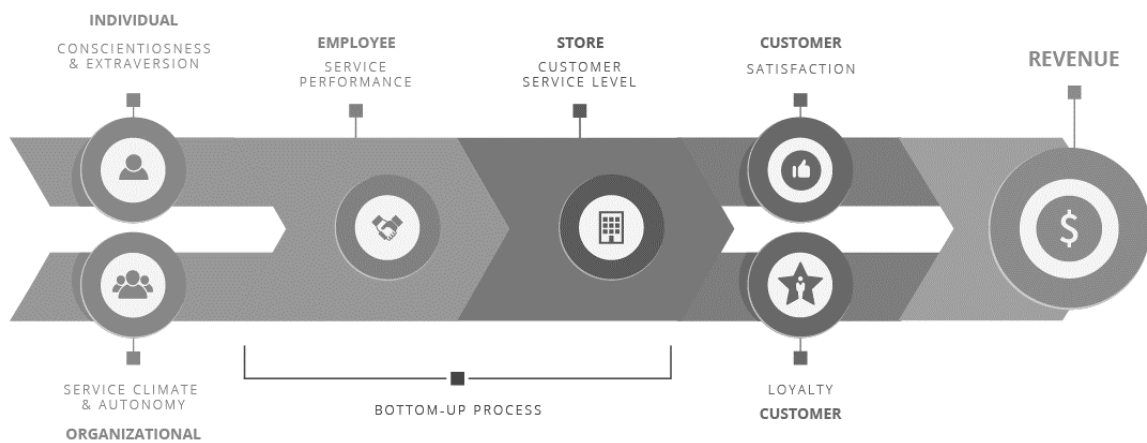


Figure 1. Recommendations for developing Tustel Kita's human resources

Employee personality is essential for a better customer experience (Jindal & Shaikh, 2017). In this context, Tustel Kita must continue evaluating its work systems and processes and consider increasing its human resources. Apart from that, they must continue developing their HR skills and knowledge through continuous training and learning. In this way, Tustel Kita can continue to improve the quality of their services and strengthen relationships with consumers, which will contribute to their business growth.

Even though we face various obstacles, Tustel Kita still has to try to overcome these challenges. Tustel Kita has made simple HR development efforts, such as participating in mentoring programs and making system changes in the organization—however, more than these efforts may be needed to address the problem completely. One possible solution is to increase the number of

human resources. However, adding team members must be done carefully, considering qualifications, abilities, and company culture. Apart from that, developing the skills and knowledge of existing human resources must also be a priority, both through internal and external training (Bos-Nehles et al., 2017).

Tustel: We can consider various strategies that are more innovative and effective. Establishing partnerships with other institutions is also expected to enable access to more comprehensive resources and structured and practice-oriented training programs (Ardianto & Asngadi, 2022). Tustel: We can also create an organizational culture that supports employee growth and development. Initiatives such as recognition, mentoring, or career-building programs can motivate employees to continue learning and growing. This is intended to restructure employee duties and responsibilities to optimize the use of existing resources. In the long term, investment in human resource development can benefit Tustel Kita significantly. Well-trained employees will improve the quality of service provided to consumers, help strengthen the company's reputation, and build long-term customer relationships.

It is important to remember that consumer satisfaction is dynamic and continues to change along with market developments and business competition (Fadhil et al., 2017). Therefore, Tustel Kita must remain flexible and responsive to consumer needs and expectations by continuing to evaluate and innovate in developing their human resources. Thus, despite facing challenges in human resource development, Tustel Kita has the opportunity to continue to improve the quality of their services and strengthen relationships with consumers. With the right strategy and strong commitment, they can achieve higher customer satisfaction levels and long-term success in a competitive era.

CONCLUSION

Tustel Kita must understand that customer satisfaction is the key to long-term success. Tustel Kita has taken positive steps to increase consumer satisfaction by investing in providing quality. These steps demonstrate the company's commitment to providing quality experiences to consumers. However, challenges in human resource development are obstacles that need to be overcome. The limited human resources affect operational efficiency, although it does not reduce the quality of service provided to consumers. Therefore, there is a need for a more innovative and structured strategy in human resource development. One solution is to increase the number of human resources or consider partnerships with educational institutions or professional training institutions. In this way, Tustel Kita can access a broader range of resources and gain access to a more structured training program.

Apart from that, technology can also be used to support human resource development. Online learning platforms, webinars, or self-paced training applications can effectively improve employee knowledge and skills flexibly and efficiently. Initiatives such as recognition, mentoring, or career-building programs can motivate employees to continue learning and growing. In the long term, investment in human resource development will not only improve the quality of service provided to consumers but will also help strengthen the company's reputation and build long-term relationships with customers. With the right strategy and strong commitment, Tustel Kita can achieve higher levels of consumer satisfaction and long-term success.

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