

The Role of Human Resource Management in Implementing a Recruitment and Selection System for Competitive Advantage

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Abstract

Butterfly pea flower has properties as an antioxidant, antidiabetic, hepatoprotective, anti-obesity, anti-inflammatory, and anticancer. To ensure the safety of the medication, toxicity testing is required. Acute toxicity testing can be used to assess the effects caused by toxicity on target organs, with the frequently observed target organ being the liver. Acute liver toxicity parameters can be observed by measuring the levels of bilirubin, SGOT, and SGPT. The purpose of this research is to look for signs of acute toxicity after the administration of ethanol extract of butterfly pea flower in test animals, determine the LD50 of the ethanol extract of butterfly pea flower in acute toxicity testing, and assess the impact of the ethanol extract of butterfly pea flower on test animals regarding bilirubin levels. 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.

Keywords

Human resource management (HRM), Competitive advantage, Employee performance

1. Introduction

Competitive advantage is an important aspect of an organization's success in the era of globalization and increasingly fierce business competition. Having a quality work team is an

important factor in gaining competitive advantage. For this goal to be achieved, organizations need to have an effective and orderly recruitment and selection system. Implementing optimal recruitment and selection strategies not only ensures that the industry can recruit talented people, but also minimizes the possibility of errors in the recruitment process, increases efficiency in work, and minimizes costs spent on training and development. In a corporate environment, management is very important. The quality of management used determines the success of a job or activity. Khamila et al., (2019), the better the management, the better the results and work order that is created. This is because there are several stages or stages that must be passed to achieve company goals. As a result, it is difficult for businesses to maintain staff continuity and growth through the management techniques they use to remain competitive and maintain sustainable performance.

Human resource management is a field that focuses on organizing and employing individual workers efficiently and effectively. Through competent management, the aim is to produce the best results for the company, employees, and society, (Bintoro and Daryanto, 2017) in (Ismawati & Anshori, 2021). Human resource management policies and actions address human factors in management positions, such as staff recruitment, selection, training, recognition, and assessment (Safrizal, 2013). This domain includes job analysis, workforce planning, candidate recruitment and selection, new employee orientation and training, salary and wage management, incentives and benefits, performance evaluation, managerial development training, and increasing employee engagement. To maintain a company's competitive advantage, effective human resource management requires accurate and timely information regarding existing and prospective employees in the labor market.

Human resource management must be planned and implemented well. Through strategic planning and effective human resource management, relevant data is used to estimate future workforce needs, both in terms of quantity and quality. Meanwhile (Dabić, 2011) states that when superior human resource management is carried out, people will be more likely to contribute to the organization. Septiana et al., (2023), human resources are very important for the growth of any company. This component is related to the interests, needs and implementation of effective human resource management to support activities aimed at increasing global competitiveness. This also contributes to the organization's competitive advantage. To obtain the desired results, two or more people must work together.

Human resources are the main capital that must exist in a company and must be paid attention to because they play an important role in achieving company goals (Saretta, 2019) in (Rohmah & Frianto, 2021). Globalization has given rise to the idea that the role of humans is the main strategic goal and is 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 which could 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 influence company production (Pranoto et al., 2016). To gain a competitive advantage, it is important to build an effective recruitment and selection strategy. Here are some of the reasons: The current position is more demanding and varied than at other

times. Associations must ensure that they have the required capabilities to meet these increasingly competent assumptions (Bakar et al., 2023).

Companies must pay attention to the competency of their human resources in addition to recruitment and selection efforts. Competencies are a set of a person's attributes that directly influence his or her skills, abilities, and performance in the workplace. Quality personnel certainly make an important contribution and boost company production (Sudiantini et al., 2023). On the other hand, (Rudhaliawan et al., 2017) in a study found that effective training programs have long-term effects, even after the goal is achieved. Additionally, training continually increases staff productivity, helping businesses succeed. However, if labor productivity decreases, the company may fail to achieve its goals. Employee training motivates them to work harder and faster. Employees who are aware of their responsibilities and duties try to increase their work morale. The success of the task is determined by the employee's knowledge of the implementation of the task. Therefore, additional skills and knowledge are needed for new and existing employees who take on new jobs to work well. Training is important because it is a method used by companies to retain and develop employees, improve capabilities, and increase productivity.

This research explores the literature on this issue to gain a better understanding of how important human resources are in building a company's competitive advantage. The main aim of this study is to assess the level of progress in this research and suggest areas that require further examination. This review explicitly aims to describe the literature in general, examine themes researched in various publications, identify research weaknesses, and consider future research opportunities in this area. This research not only examines the structure and evolution of interactions between several factors, but also introduces new ideas.

2. Research Methods

This article is qualitative research using a literature study or literature review method. The goal is to compare the hypothesis with existing theories in the scientific literature. The material used is literature from community service research that has been published in scientific journals at both national and international levels, which is relevant to the research topic. Literature sources were found through electronic search engines such as Mendeley and Google Scholar. The approach used is qualitative documentary research. This research was conducted with a qualitative approach because of its exploratory nature.

3. Results and Discussion

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

Table 1. Artikel Review

Writer	Title	Results
(Sudiantini <i>et al.</i> , 2023)	"Human Resources Management Function "Recruitment, Selection, Competency and Training	This shows that the recruitment, selection, training, and development process has a significant influence on the competitiveness of a company. Therefore,

	System" for Competitive Advantage"	human resource management is very important to produce competent and quality human resources.
(Sudiantini <i>et al.</i> , 2023)	"Literature Review: Questioning the Role of HR Management in Recruitment, Selection and Training Competency Systems on Company Competitive Advantage"	Recruitment framework, determination, preparation, and ability basically influence the seriousness of an organization, either at the same time or to a certain extent.
(Fania Mutiara Savitri <i>et al.</i> , 2022)	"Literature Review of Effective Human Resources (HR) Planning to Achieve Competitive Advantage"	Structuring human assets is very important to realize the nature of human resources which is the focus of an association. Through ideal and successful HR structuring, we significantly influence the development of a ruthless culture throughout the organization. Therefore, managing human assets should be considered an important part of business achievement.
(Suhardoyo, 2019)	"Talent Management Human Resource Management in Achieving Competitive Advantage in the Era of Globalization at PT. Dalim Fideta Korneia Jakarta"	Effective human resource management is essential in today's competitive business environment. The main goal 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, providing information, active participation, employee empowerment, managing one's own team, 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)	"Analysis of Recruitment and Selection of PT Employees. The Radiance of the Beautiful Wilderness"	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 selection process consists of the first stage of acceptance, participant selection, verification of participant references and giving the highest direct decision.
(Kasmawati, 2018)	"Human Resources as a Source of Competitive Advantage"	Companies can achieve this in a variety of 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 for a short time. So, there is

		no doubt that competitors have similar advantages, thereby seriously jeopardizing the position of the organization.
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Table 1 shows that competitive advantage is very important for the success of an organization in the era of globalization and increasingly fierce business competition. To achieve this, it is important to have a quality workforce through an effective recruitment and selection process. Human resource management (HR) plays a strategic role in encouraging the development of organizational skills 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. Apart from that, a good HR strategy will increase productivity and have an impact on business performance. Competent and well-trained workers make a significant contribution and careful recruitment, and selection methods help the company to maintain its competitive advantage. This research examines the relationship between human resource management, recruitment, selection, training, competency, and competitive advantage in the current business environment.

Human Resources, or HR, is one of the most important aspects of business operations. The better the quality of human resources has a good influence on the success and development of the company. In (Safrizal, 2013) human resources are one source of competitive advantage. HR management emphasizes several important activities that must be planned and implemented when managing a company or organization, including planning, recruitment, management, development, maintenance, and employment termination processes (Husna et al., 2021) in (Choirah et al., 2023). The aim of this series of operations is to increase the effectiveness and efficiency of the company's human resource management. Employee recruitment is an important stage in obtaining personnel who can advance a company or organization.

One of the most important components in business operations is the worker recruitment procedure. Employee recruitment and recruitment has a significant influence on a company's ability to realize its goals and vision. If the recruitment process is carried out haphazardly, the company's performance will decline. This may arise due to lack of qualifications or errors in the placement of recruited workers. As a result, most businesses employ strict selection procedures that include exams that meet predetermined criteria. The aim is to avoid recruiting people who do not meet the company's criteria.

Sulistiyawati & Indrayani (2012) have found that showing off has a direct impact on gaining profits. Human resource executives are very important in handling increasing authoritative capabilities to achieve profits for the company (Handoko, 2012). Alsabbah & H (2014) stated that 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 involving the process of search, selection, and integration of people into the organizational structure. (Gary, 2015).

Individuals with the required qualities and skills are provided with job opportunities through effective recruitment procedures (B. Setiani, 2013). Selection is a human resource management

action that occurs after the recruitment process. This process involves decision making and evaluation of potential employees for the company (Nugroho, 2021). Quality human resources (employees) can be obtained through effective recruitment and selection methods (Nugroho, 2021). Implementation of an effective recruitment and selection system includes identifying job vacancies and determining the number of workers needed, identifying suitable candidate sources, as well as recruiting and selecting the right candidates for these positions (government and private). Including method decisions. There are various steps that must be taken, including deciding how to proceed with the employee selection process.

According to Sudiantini et al., (2023), the recruitment and selection process must be carried out systematically and impartially to ensure that it has a beneficial impact on the success of the company's goals. Apart from recruitment and selection, skills acquisition is also important. Competence refers to an individual's ability to effectively perform a variety of professional activities. Employees who have followed recruitment and selection procedures are certainly effective in carrying out their responsibilities. Apart from that, 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.

4. Conclusion

The employee selection system is an important part of human resource management, starting from the identification of new employees. Candidates with skills and abilities that match the job requirements will be 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 the quality of staff. Identifying vacancies, determining the number of workers needed, selecting relevant candidate sources, 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 recruitment and applicant selection techniques.

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