

ANALISIS PENGARUH PROSES REKRUTMEN, SELEKSI, DAN PENEMPATAN TERHADAP KINERJA KARYAWAN BAGIAN PRODUKSI PT SERA FOOD INDONESIA

INTISARI

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Berkembangnya produk daging olahan di Indonesia yang semakin maju, memicu munculnya beberapa pelaku usaha baru di bidang ini. Ketatnya persaingan yang ada memicu pelaku usaha untuk meningkatkan nilai perusahaan dengan meningkatkan kualitas kinerja karyawannya. Sebagai langkah awal, maka dilakukan analisis pengaruh proses rekrutmen, seleksi, dan penempatan terhadap kinerja karyawan bagian produksi pada PT Sera Food Indonesia.

Tujuan penelitian ini adalah untuk mengetahui pengaruh proses rekrutmen, seleksi, dan penempatan terhadap kinerja karyawan bagian produksi, serta untuk mengetahui proses manakah yang paling berpengaruh terhadap kinerja karyawan bagian produksi PT Sera Food Indonesia. Variabel yang digunakan meliputi proses rekrutmen, seleksi, dan penempatan.

Metode analisis yang digunakan adalah metode analisis regresi linier berganda. Pengambilan sampel dilakukan menggunakan metode sampling jenuh dan didapatkan sampel sebanyak 90 orang. Hasil penelitian ini menunjukkan bahwa proses rekrutmen, seleksi, dan penempatan secara parsial maupun simultan berpengaruh positif dan signifikan terhadap kinerja karyawan. Didapatkan nilai koefisien determinasi sebesar 0,840 yang menunjukkan bahwa proses rekrutmen, seleksi, dan penempatan berpengaruh 84% terhadap kinerja karyawan. Persamaan regresi yang didapatkan adalah $KK = 0,136R + 0,152S + 1,273P$. pada penelitian ini, didapatkan hasil bahwa proses penempatan merupakan proses yang paling berpengaruh terhadap kinerja karyawan. Kesimpulan yang dapat diambil, yaitu penelitian ini memberi rekomendasi kepada perusahaan untuk meningkatkan proses rekrutmen, seleksi, dan penempatan sebagai langkah awal mendapatkan kinerja karyawan yang baik.

Kata Kunci : Rekrutmen, Seleksi, Penempatan, Kinerja Karyawan, Regresi Linier Berganda.

ANALYSIS THE EFFECT OF RECRUITMENT, SELECTION, AND PLACEMENT PROCESS ON EMPLOYEE PERFORMANCE OF PT SERA FOOD INDONESIA PRODUCTION DIVISION

The development of processed meat products in Indonesia has triggered the emergence of several new business actors in this field. The intense competition triggers business actors to increase the value of the company by improving the quality of the performance of its employees. As a first step, this study analyze the effect of the recruitment, selection, and placement process on the performance of production employees at PT Sera Food Indonesia.

The purpose of this study was to determine the effect of the recruitment, selection, and placement processes on the performance of employees in the production section, and to determine which process has the most effect on the performance of employees in the production section of PT Sera Food Indonesia. The variables used include the recruitment, selection, and placement process.

The analytical method used is multiple linear regression analysis method. This study used population sampling method and obtained a sample of 90 people. The results of this study indicate that the recruitment process, selection process, and placement process have a simultaneous and significant effect on employees performance. Also, based on the results of the t test, it was found that the recruitment, selection, and placement process had a significant effect on employee performance. The coefficient of determination is 0,840, which indicates that the recruitment, selection, and placement process gave effect of 84% on employee performance. The regression equation obtained is $KK = 0.136R + 0.152S + 1,273P$. In this study, it was found that the placement process is the process that has the most influence on employees performance. The conclusion that can be drawn is that this research provides recommendations to companies to improve their recruitment, selection, and placement process as a first step in getting good employee performance.

Keywords: Recruitment, Selection, Placement, Employee Performance, Multiple Linear Regression.