

Ppraktek Human Resources Outsourcing (HRO) (Alih Daya SDM), Hubungan Antara Aktivitas (Fungsi) HR Outsourcing, Kepuasan Kerja HR Outsourcing, Dan Loyalitas Klien Pada Organisasi Sektor Swasta Di Indonesia = Human Resources Outsourcing (HRO) Practice: The Relationship among HR Outsourcing Activities (Functions), HR Outsourcing Job Satisfaction, And Client's Loyalty At Private Sector Organization In Indonesia

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Abstrak

HR Outsourcing (Alih Daya SDM) diidentifikasi sebagai pendelegasian tugas non- inti (non-core tasks) maupun tugas inti (core-tasks) SDM melalui perjanjian di mana suatu perusahaan mempekerjakan perusahaan lain (outsourcing) untuk bertanggung jawab atas aktivitas pelayanan yang direncanakan dan terkadang melibatkan transfer karyawan dan asset, dari satu perusahaan ke perusahaan lain. Penelitian ini bertujuan untuk menggali isu dan tantangan manajemen SDM, faktor yang mempengaruhi keputusan perusahaan menggunakan produk HR outsourcing, aktivitas (fungsi) HR outsourcing apa saja yang dapat dialihdayakan, efektivitas HR outsourcing dari perspektif kualitas layanan dan loyalitas atau hubungan kontrak HR outsourcing dengan perusahaan klien, serta manfaat dan risiko penggunaan HR outsourcing dalam industri di Indonesia, dan lain- lain. Metodologi penelitian ini adalah studi kuantitatif berlandaskan konseptualisasi teoritis, literatur dan informasi yang dikumpulkan melalui kuesioner survey serta kumpulan data kualitas kinerja dan kepuasan layanan HR Outsourcing. Semua variabel diukur dengan skala Likert menggunakan kuesioner yang disirkulasikan kepada 101 responden perusahaan sektor swasta di Indonesia yang telah mengalihdayakan fungsi SDM mereka. Program Smart PLS- SEM digunakan untuk konfirmasi dan validasi skala. Temuan menunjukkan bahwa manfaat fungsi HR outsourcing, kepercayaan berorientasi sosial HR outsourcing, kekhususan kontrak HR outsourcing, dan perilaku komunikasi HR outsourcing berpengaruh secara positif terhadap kepuasan kerja HR outsourcing dan loyalitas klien dari sudut pandang para praktisi HR level manajerial pengguna HR outsourcing pada organisasi sektor swasta di Indonesia, di mana pengaruh dukungan kualitas layanan fungsi HR outsourcing dan kepuasan kerja HR outsourcing menunjukkan peningkatan signifikan terhadap loyalitas klien (kualitas-kepuasan-loyalitas) walaupun masih memerlukan beberapa perbaikan kualitas operasional dan penyelarasan sumber daya.

.....HR outsourcing is identified as the delegation of non-core tasks as well as core-tasks of HR through an agreement whereby one company hires another company (outsourcing) to take responsibility for planned service activities and sometimes involves transfers of employees and assets, from one company to another companies. This study aims to explore the issues and challenges of HR management, the factors that influence the company's decision to use HR outsourcing products, what HR outsourcing activities (functions) can be outsourced, the effectiveness of HR outsourcing from the perspective of service quality and loyalty or HR outsourcing contractual relationships with client companies, as well as the benefits and the risks of the using HR outsourcing in Indonesia industries, and others. The methodology of this research is a quantitative study based on theoretical conceptualization, literature and the information collected through survey questionnaires and data collection of the quality of performance and satisfaction of HR

outsourcing services. All variables were measured using a Likert scale and using questionnaires that were circulated to 101 respondents from private sector companies in Indonesia that had outsourced their HR functions. The Smart PLS-SEM program system was used for the scale confirmation and validation. The findings have shown that the benefits of HR outsourcing functions, socially-oriented trust, contractual specificity, and communication behavior have a positive effect on HR outsourcing job satisfaction and client loyalty from the point of view of HR practitioners of managerial level are using HR outsourcing in private sector organizations in Indonesia, where the support influence of service quality for HR outsourcing functions and HR outsourcing job satisfaction have shown a significant increase in client loyalty (quality-satisfaction-loyalty) although it still requires some improvements in operational quality and alignment of resources.