

## Human resource strategy in SPBU 34.xx-xxx = Human resources strategy in SPBU 34.xx-xxx

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### Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini mengkaji strategi Manajemen Sumber Daya Manusia (MSDM) di dalam industri pompa bensin khususnya di Stasiun Pengisian Bahan Bakar Umum (SPBU) 34.xx.xxx, dan sumber potensialnya untuk menciptakan keunggulan kompetitif perusahaan. Ada tiga aspek yang diteliti, yaitu faktor sosialisasi, pelatihan praktis dan perilaku manusia sumber daya. Para responden yang diteliti adalah seluruh karyawan Stasiun Bahan Bakar Umum (SPBU) 34.xx.xxx, yang berjumlah 35 orang. Berdasarkan hasil penelitian, hanya faktor perilaku sumber daya manusia yang berpengaruh secara signifikan untuk keunggulan kompetitif perusahaan, sedangkan faktor lainnya tidak berpengaruh secara signifikan. Beberapa cara alternatif untuk mengembangkan strategi manajemen sumberdaya manusia meliputi merekrut orang-orang terbaik, kemampuan mengembangkan diri secara maksimal, peningkatan tantangan dan evaluasi akhir. Untuk meraih keunggulan kompetitif, organisasi perlu memperhatikan pentingnya pengelolaan strategi manajemen sumberdaya manusia.

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<b>ABSTRACT</b><br>

This research investigated Human Resource Management (HRM) strategy in the gas station industry in SPBU 34.xx.xxx, and its potential sources of creating company competitive advantage. There were three aspects being investigated, namely socialization, training practices, and human resources behavior. Respondents were all of the gas station employees in SPBU 34.xx.xxx, totally 35 person. Based on the result, only human resource behavior factor had significant influence on the company competitive advantage, while the other factors didn't have significant influence. Some alternative ways to develop human resource management strategy includes recruiting the best people, the ability to reach their maximum potential ability, increase the challenge and evaluation. To achieve a competitive advantage, organizations need to pay attention to the importance of managing human resource management strategies., This research investigated Human Resource Management (HRM) strategy in the gas station industry in SPBU 34.xx.xxx, and its potential sources of creating company competitive advantage. There were three aspects being investigated, namely socialization, training practices, and human resources behavior. Respondents were all of the gas station employees in SPBU 34.xx.xxx, totally 35 person. Based on the result, only human resource behavior factor had significant influence on the company competitive advantage, while the other factors didn't have significant influence. Some

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