

DETERMINANTS OF EMPLOYEE DEDICATION TO THE COMPANY AS A WHOLE

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Abstrak

Salah satu kekuatan perusahaan terletak pada kualitas sumber daya manusia. Cara sebuah organisasi memperlakukan dan menghargai karyawannya akan berdampak pada seberapa kuat dan kompetitif organisasi eksis menghadapi tantangan dan persaingan. Tujuan penelitian ini untuk menganalisis unsur-unsur utama yang secara umum dijalankan secara konsisten oleh perusahaan-perusahaan besar yang membuat karyawan menjadi betah dan seutuhnya mendedikasikan kemampuan yang dimiliki untuk organisasi. Penelitian ini termasuk penelitian kepustakaan, disebabkan penelitian dilakukan untuk mencari, menganalisa, membuat interpretasi serta generalisasi dari fakta-fakta hasil pemikiran dan ide-ide yang ditulis oleh para ahli psikologi bisnis. Penelitian ini bersifat kualitatif deskriptif dengan pendekatan analisis data sekunder. Studi ini menemukan hasil bahwa karyawan akan memberikan dedikasi utuh jika perusahaan memperhatikan beberapa faktor di antaranya menghargai kebutuhan karyawan, mengembangkan tanggung jawab sebagai upaya retensi karyawan, training dan pengembangan internal, dan kemampuan melakukan retensi karyawan. Penelitian ini diharapkan dapat memperkaya literatur psikologi bisnis dan menjadi acuan organisasi ketika mengelola SDM.

Kata kunci: Dedikasi, Karyawan, Perusahaan, SDM

Abstract

One of the strengths of the company lies in the quality of human resources. The way an organization treats and values its employees will have an impact on how strong and competitive the organization is in facing challenges and competition. The purpose of this research is to analyze the main elements that are generally carried out consistently by large companies that make employees feel at home and fully dedicate their abilities to the organization. This research includes library research, because the research was conducted to search, analyze, make interpretations and generalizations from the facts of the results of thoughts and ideas written by business psychology experts. This research is descriptive qualitative with a secondary data analysis approach. This study found that employees will give full dedication if the company pays attention to several factors including respecting employee needs, developing responsibility as an effort to retain employees, internal training and development, and the ability to retain employees. This research is expected to enrich business psychology literature and become a reference for organizations when managing HR.

Keywords: Dedication, Employee, Company, HR

INTRODUCTION

One of the strengths of an organization or company lies in the quality of its human resources (Kamar et al., 2022), the quality of each individual employee (Ausat, Widayani, et al., 2022). The way an organization treats and values its employees will have an impact on how strong and competitive it is in facing challenges and competition (Kraugusteeliana et al., 2022). Unilever, as one of the best companies in Indonesia, regularly recruits new graduates from leading universities, after which they are given training in production, marketing, and financial systems for 3 months (Helmi, 2022). They do not work directly but are trained first in various fields, such as manufacturing, marketing, research, and development, but the main thing is to educate prospective employees to know themselves as human beings to become as qualified as possible so that they can be useful for themselves, their organization, and their environment (Soeharso, 2020).

Unilever's strong HR strategy has brought the company to where it is today (Sleekr, 2017). Of course, the development must also be prepared to meet the needs of the company. Employees are the

company's most important asset (Ausat, 2023), an asset that is not easily replicated and not easily taken away (Ausat, Siti Astuti, et al., 2022).

The above phenomena attracted the author to explore the knowledge applied by the company in order to make employees as superior individuals. This of course will have a huge impact on the success of the company. The author considers that the role of psychology in business is no less important in contributing to companies outside of management and marketing science. Not even 2 years old, the author is looking for references about psychology that lead to business implementation. The author found a book entitled "Business Psychology", authored by Dr. Sonny Y Soeharso. He is the Head of the Center for Industrial, Organizational and Business Psychology Studies, Faculty of Psychology, Pancasila University. In one of the chapters of the book, there is an important discussion about the company's strategy to keep employees at work. Therefore, the purpose of this research is to analyze the main elements that are generally carried out consistently by large companies that make employees feel at home and fully dedicate their abilities to the organization in Dr. Sonny Y Soeharso's perspective.

METHOD

This research includes library research, which is research that focuses on literature in the form of books, journals, and other publications (Basri, 2001). This is because this research is conducted to search, analyze, make interpretations and generalizations from the facts of the results of thoughts and ideas written by thinkers and business psychology experts, in this case Dr. Sonny Y Soeharso regarding the determinants of employee dedication for the company as a whole. Judging from its nature, this research is descriptive qualitative with a secondary data analysis approach.

RESULT AND DISCUSSION

1. Respect Employee Needs

Happy employees can increase the productivity of the company (Proto, 2016), so it is important to provide them with the necessary facilities such as providing more flexible hours for office work (Davidescu et al., 2020) so that employees who are housewives can maximize their role as a mother to take the children to school, and so on. Of course, the number of working hours must also be appropriate.

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2. Developing Responsibility as an Employee Retention Measure

To improve employee retention, companies provide training or individual development aimed at developing a sense of responsibility (Nguyen & Duong, 2021) and (Zainee & Puteh, 2020). The company does not have to spend more budget, but can do it by giving a new type of work that is higher in level (Soeharso, 2020). If the employee has shown a dislike for a certain job, give them the job again to make them more accustomed to it.

Occasionally it is necessary to give her the opportunity to make decisions so that she can develop self-management. Also, to keep them motivated, invite them to attend certain meetings. This gives them a chance to show his existence. Furthermore, give them the authority to take control over other employees under them. These methods will motivate employees to work harder because they feel trusted (Guinot & Barghouti, 2019).

3. Training and Development internally in the Company

Another way that can be done is by organizing training or employee training in the company. To carry out this training, you can bring in a mentor from outside or appoint one of the employees who is considered senior or expert (Alayoğlu, 2012). Remember, this employee must have qualified skills to make other employees respect him or her or choose one of the employees to attend certain training events, then ask him to teach the knowledge he got from the training to other employees (Soeharso, 2020). In addition, to improve employee insight, provide a library and books that can support employee performance.

4. Ability to Retain Employees

Employee retention is a must for a company in maintaining its best employees. Retention is needed so that companies can retain employees who have high potential to remain loyal to the company and their work (Setiawan & Prasoj, 2021). This must be implemented by every company appropriately and sustainably so that the performance of each employee is getting better day by day and besides that employee retention can reduce the employee turnover rate (Ghani et al., 2022). If the company fails to implement this program, employee performance will decrease and have a negative impact on company productivity (Prasetya, 2018). The company's management will be considered immature in terms of human resources (Boudlaie et al., 2022) and (Bondarouk et al., 2017).

As a side note, Soeharso (2020) views that some of the things that show positive actions and are believed to accelerate employee-company relations include:

a. Support from leaders to staff

The support of a leader will greatly affect employee performance. In situations where employees are experiencing difficulties, the role of the leader is very important, not taking over their work but providing support, in the form of coaching and counselling.

b. Provide opportunities for self-development and a sense of belonging

Provide opportunities for employees to be able to develop themselves, provide new beliefs that can increase their work productivity so that employees will feel that their existence is needed and accepted by their environment. By building a sense of value, indirectly a leader has built and increased the loyalty of employees.

c. Provide challenging work

Leaders are not allowed to always give tasks that cannot increase employee productivity. Leaders must think of something to improve employee abilities, one example is by giving new tasks or things that are more challenging. New tasks that are more challenging can encourage employees to gain new knowledge from their work.

d. Rewarding

Appreciation is a necessity for everyone because everyone needs a form of appreciation for their work. Appreciation is not always related to salary increases or promotions, but it can be a leader giving praise for the results of his work in front of his colleagues. The sense of pride of employees when given a speech or a form of appreciation treatment will definitely have a positive impact on employee performance which will lead to an increase in the performance of the company itself.

e. Create a good relationship with employees

Comfort at work is needed by everyone. comfort is not only based on employees' love for their work but a good environment also greatly supports the creation of work comfort in employees as a form of employee retention. A good environment can form good relationships between employees and superiors and among fellow employees. Relationships with fellow colleagues or superiors are also important for employee comfort, because when employees are uncomfortable with their environment, employees will leave the company and the company will experience losses, this will increase employee turnover in the company.

CONCLUSION

This study found that it has provided an explanation of the results that employees will provide full dedication if the company pays attention to several factors including respecting employee needs, developing responsibility as an effort to retain employees, internal training and development in the company, and the ability to retain employees. These four components are the main elements that are generally carried out consistently by large companies that make employees feel at home and fully dedicate their abilities to the organization. If the organization successfully implements all of them, then the organization will be strong in facing competition and increasingly able to withstand the challenges of increasingly stringent business dynamics. This is because one of the strengths of an organization or company lies in the quality of human resources, the quality of each individual who becomes an employee.

SUGGESTION

This study, can be used as a reference or reference in the academic realm in the field of business psychology. In addition, it is highly recommended to be applied to each individual character of an employee by the company. Because, it is never too late to start something in order to get good for personal, family and among God's creations as social beings.

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