

ANALISIS PROSES REKRUTMEN PADA PT BUMI PERSADA SHINELIVING YOGYAKARTA

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Abstrak

Penelitian ini dilaksanakan di PT Bumi Persada Shineliving Yogyakarta dengan tujuan untuk menganalisis proses rekrutmen yang dilaksanakan oleh perusahaan tersebut. Rekrutmen merupakan salah satu fungsi penting dalam manajemen sumber daya manusia yang bertujuan untuk menarik dan memilih kandidat yang tepat sesuai dengan kebutuhan organisasi. Dalam penelitian ini, proses rekrutmen dianalisis melalui dua indikator utama, yaitu kualitas proses rekrutmen dan efektivitas proses rekrutmen. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data yang bersumber dari data primer, sekunder, serta penyebaran kuesioner kepada 36 orang pelamar atau kandidat yang pernah mengikuti proses rekrutmen di PT Bumi Persada Shineliving Yogyakarta. Data yang diperoleh dianalisis dengan menggunakan uji validitas, uji reliabilitas, dan perhitungan *mean* aritmatika untuk menilai tingkat persepsi responden terhadap masing-masing indikator. Hasil penelitian menunjukkan bahwa kualitas proses rekrutmen di perusahaan berada dalam kategori setuju, yang berarti pelamar menilai proses rekrutmen sudah berjalan dengan baik, transparan, dan sesuai prosedur. Selain itu, efektivitas proses rekrutmen juga berada dalam kategori setuju, yang menunjukkan bahwa pelamar merasa proses tersebut cukup efisien dalam menjaring kandidat yang sesuai. Dengan demikian, secara keseluruhan proses rekrutmen di PT Bumi Persada Shineliving dinilai cukup baik.

Kata Kunci: *Rekrutmen, Kualitas, dan Efektivitas*

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ANALYSIS OF THE RECRUITMENT PROCESS AT PT BUMI PERSADA SHINELIVING

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Abstract

This study was conducted at PT Bumi Persada Shineliving Yogyakarta to analyze the recruitment process carried out by the company. Recruitment is one of the important functions in human resource management, which aims to attract and select the right candidates according to the organization's requirements. In this study, the recruitment process was analyzed using two leading indicators: the quality of the recruitment process and the effectiveness of the recruitment process. This study employs a quantitative approach, utilizing data collected from both primary and secondary sources, as well as distributing questionnaires to 36 applicants or candidates who participated in the recruitment process at PT Bumi Persada Shineliving Yogyakarta. The data obtained were analyzed using validity tests, reliability tests, and arithmetic mean calculations to assess the respondents' perception of each indicator. The results of the study indicated that the quality of the recruitment process in the company was in the 'agree' category, meaning that applicants considered the recruitment process to be running well, transparent, and following procedures. In addition, the effectiveness of the recruitment process was also in the agree category, indicating that applicants felt the process was pretty efficient in recruiting suitable candidates. Thus, overall, the recruitment process at PT Bumi Persada Shineliving was considered quite good.

Keywords: *Recruitment, Quality, and Effectiveness*