

ANALYSIS OF FACTORS AFFECTING RECRUITMENT (STUDY AT MOZHA SHAFURA BOUTIQUE IN CIANJUR)

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Abstract

Mozha Shafura Boutique is a fashion business that provides various models of clothing and hijab, with a sales system through direct visits to the boutique or online through live broadcasts. However, this boutique faces challenges in the form of fluctuations in turnover that require optimization of online sales. This problem has an impact on employee qualifications and recruitment processes. This study aims to analyze the employee recruitment process, selection factors, and the qualifications needed. The study uses a descriptive qualitative method to describe the various factors that influence the recruitment process at Mozha Shafura Boutique. The results of this study can provide insight into more effective employee recruitment strategies to support the needs of the boutique business.

Keywords: Influence, Fashion, Employee Qualifications, Employee Recruitment

Introduction

Human Resources are important in achieving the goals of every company. Human Resource Management can be defined as a process as a process and effort to recruit, develop, motivate, and evaluate human resources in achieving company goals (saefulla, 2005.p.29). The availability of quality Human Resources is one of the company's assets whose type is invaluable. Therefore, companies are asked to obtain and place work rotations that are in accordance with their respective fields of expertise so that company goals can be realized. According to (Semaun, 2019) Human Resource Management needs to ensure the tasks to be carried out, how to complete them, and the type of work that suits the individual before recruiting employees for new positions.

Employee recruitment is important to realize a company's goals by shaping employee performance and productivity. The role of Human Resources in the company must be managed as well as possible by the company. obtaining employees who are able to adapt, develop and hone skills in the company. According to (Nasution, 2020) Employee Quality reflects performance, both in terms of quality and quantity, which is an important assessment of how someone carries out their duties and responsibilities. That way, the Company will produce employees who are sociable and qualified so that they can help the company achieve certain goals and targets.

According to (Simamora, 2004) Recruitment is a series of activities to find and attract prospective applicants for available job vacancies. This is needed to fill the gaps in employee needs planning. The purpose of this study is to analyze employee qualifications and the implementation of recruitment. The first step is to create a competent and reliable workforce that is in accordance with the field or qualifications that the company needs. This will help the company achieve its marketing targets. According to (Kasmir, 2016: 134) With the high qualifications of applicants, this provides an advantage in determining the acceptance of candidates. However, it is possible that they will be easily replaced by other candidates who have equally high qualifications, but in the end they will not be accepted because the quantity of the number of acceptances is limited.

Each company has certain procedures and gets employees with high competence in working. Butik mozha shafura is a company engaged in the fashion sector in Cianjur City. Of course, to get employees with high qualifications and quality requires a good and not arbitrary recruitment process. The recruitment process is an important stage in human resource management (HRM) which aims to obtain workers who are in accordance with the needs of the organization. According to Ninwati, Liska, and Barella (2024), recruitment and selection are influenced by various factors such as workforce needs analysis, internal and external environments, and the technology used. This shows that the recruitment

process does not only focus on candidates, but also on the strategies used by the company to attract potential workers.

Butik Mozha Shafura is a small financial company that provides special services to certain market segments or clothing stores that sell exclusive goods. This company also produces and designs clothes or clothes by itself and specifically. Likewise with the selling price which is slightly higher than the price on the market in general. However, in the sales process, Butik Mozha Shafura is constrained by digital era sales where sales use a lot of social media or live. If this is left without any handling from the company, it will have an impact on the company's turnover and sales. Therefore, this greatly affects the recruitment process.

Badaruddin and Hidayat (2020) explain that an effective recruitment process has a direct relationship with employee performance. They emphasize the importance of competency-based selection to ensure a match between employee qualifications and organizational needs. Safitri and Sopiah (2024) also support this view by adding that a good recruitment system not only increases productivity but also creates job satisfaction for employees.

Furthermore, Iqbal (2023) explained that recruitment based on job analysis and organizational needs can produce a more competent workforce. This process involves identifying relevant qualifications and skills for each position offered. The implementation of the recruitment process in various contexts is also discussed by Jessica and Kemenuh (2022), who highlight the importance of adapting recruitment methods to organizational culture and labor market needs.

In a theoretical context, various literatures support the importance of recruitment strategies in human resource management. Paramarta et al. (2021) stated that recruitment management must be based on the principles of efficiency and effectiveness to achieve organizational goals. The same thing was expressed by Fadli et al. (2024) who highlighted the concept of recruitment in industrial and organizational psychology, especially in terms of candidate evaluation through a scientific approach.

Another study presented by Wiyati and Pradana (2019) emphasized that the private sector requires a flexible management approach in the recruitment process to deal with the dynamics of the labor market. Suningrat et al. (2024) added that external factors such as technological change and globalization also have a significant impact on recruitment strategies.

In an operational context, the books of Asjari et al. (2023) and Bagea et al. (2024) provide practical guidance on implementing recruitment in companies. They emphasize the importance of integrating technology in recruitment to improve process efficiency and reach more potential candidates.

All of this literature provides a strong theoretical basis for research on the analysis of factors influencing the recruitment process at Butik Mozha Shafura, especially in the context of small and medium enterprises in the fashion sector. This study is expected to contribute to the development of a more effective and relevant recruitment strategy to the business needs of the boutique.

From the explanation above, qualifications in the recruitment process are very important with high qualifications for the company to get employees with good skills and contribute to work.

Method

This study uses a qualitative method that is descriptive in nature. Descriptive research methods study the state of a group of people, an object, a condition, a system of thought, or a series of events in the present with the aim of creating a systematic and factually accurate picture, description, or description to do so image Presentation of facts, characteristics, or properties and relationships between phenomena studied. Nazir (2014, p. 43).

The method used in collecting and describing data uses direct observation and interviews with sources, namely Mrs. Owner of Mozha Shafura Boutique and one of the employees at Mozha Shafura Boutique. Data collection using observation and interview methods or techniques will help explain events that occur in the field through direct observation. With the aim of interviews to find and obtain information from direct sources so that the data and information obtained are more accurate.

Results and Discussion

Results

Butik Mozha Shafura is a small financial company that provides special services to certain market segments or can be described as a clothing store that sells exclusive goods. This company also produces and designs clothes with its own and special designs. Likewise, the selling price is slightly higher than the general market price. However, in the sales process, Butik Mozha Shafura is constrained due to digital era sales using social media or live. If this continues to be left without any handling from the company, it will

have an impact on turnover and sales at the Boutique. Therefore, this greatly affects the recruitment process.

Interviews were conducted with two sources at the same time to obtain accurate information and data. The first source is the owner of Butik Mozha Shafura who is the owner or owner and designer of this boutique. Furthermore, the second source is an employee of Butik Mozha Shafura who has worked for 5 years.

"Before becoming a boutique with excellent service, Mozha Shafura Boutique recruited employees by using training and providing an understanding of the service at Mozha Shafura Boutique"

Next, the resource person explained what factors influence the recruitment process at Mozha Shafura Boutique. "Before selecting employees who will work at this Boutique, there are several factors that influence employee acceptance, especially the skills that are really needed by this boutique, the ability to be a live host and be able to speak well and well when serving customers both offline and online in Live. Furthermore, the height and weight qualifications must be ideal because the clothes produced by the boutique are all-size clothes so that this qualification is the main influence in the recruitment and selection process for employees" Although the qualifications that are prioritized are speaking and physical abilities, there are still obstacles and shortcomings in employees, as the resource person said below.

"Often experiencing obstacles in the employee recruitment process at this boutique. Because it is very difficult to get prospective employees who meet the qualifications needed by the boutique, especially in terms of ideal height and weight"

Discussion

Recruitment is a series of activities in finding and making prospective job applicants interested in the job vacancies offered and needed to fill the gaps found in employee planning (Simamora, 2004)" This recruitment process aims to find prospective employees or staff who meet the company's employee standards and are competent. Likewise, the factors that influence the recruitment process can be described as follows:

- Age
Of course, age will affect the recruitment process because each company has preferences regarding the age of candidates who will be placed in certain positions.
- Skills
Skills are a very important factor in the recruitment process. In this new era, many companies are adding marketing targets, therefore companies really need prospective candidates who have more skills.
- High physical ability
High physical ability is one of the most important things, not a few companies are looking for prospective employee candidates who have high physical abilities. The company will add requirements such as weight, height, and others related to the skills of prospective employees.

According to the source, the recruitment process carried out is through qualifications or factors influencing the recruitment process as the main assessment if the prospective applicant or employee has good and good public speaking skills, ideal height and weight. All of that is none other than to help companies or boutiques become boutiques that have good service, attract customers easily so that Butik Mozha Shafura can become a quality boutique, good service and become a boutique and fashion place that is in demand by many people, especially in the digital era.

Conclusion

The conclusion of this study explains that recruitment and factors influencing the recruitment process play an important role in achieving company goals and optimal performance. The recruitment process is an important initial stage in attracting qualified prospective employees. Recruitment is one of the methods used by a company with the aim of finding qualified employees. The recruitment process is a process carried out by starting to search for, find, invite and determine the choice of prospective employees who will be recruited. Recruitment is a two-way communication process, namely applicants and recruiters. The process begins with job applicants and the last is the company's decision to accept or not. Factors that influence the recruitment process at the Mozha Shafura Boutique are skills, age, and physical abilities.

The application of high qualifications will get and produce prospective employees with high qualifications, as well as affecting the company or boutique which will later get employees who are in accordance with their positions and fields.

Suggestions

The recommendations for Butik Mozha Shafura include developing an effective recruitment strategy by utilizing good technology, implementing the right screening method, so as to obtain employees or candidates needed by Butik Mozha Shafura. And periodic evaluation of this recruitment process is recommended to improve this process and support the sustainable achievement of the boutique's goals.

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