

ANALYSIS OF OUTSOURCING CLEANING SERVICE MANAGEMENT ON USER SATISFACTION AT PT. SINDO ASIA CAPITAL GROUP OFFICE

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Abstract

The influence of outsourcing management, especially cleaning services, on service user satisfaction at PT. Sindo Asia Capital Group is the subject of this study. With the hope of improving operational efficiency and service quality, outsourcing workers are increasingly being used by companies that provide cleaning services. This study was conducted using a qualitative approach. The study shows that outsourcing cleaning service management has a significant influence on the level of satisfaction of service users. Several important components, such as service quality, reliability, and responsiveness of outsourcing service providers, affect customer satisfaction. This study found that office service customer satisfaction can be increased by implementing effective outsourcing management. Recommendations are given to improve customer satisfaction by improving elements that are still less than optimal from outsourcing services.

Keywords: Outsourcing Management, User Satisfaction, Services, Human Resources.

Introduction

Management must improve efficiency in every part of their company to have a competitive advantage and achieve efficiency in increasingly tight business competition (Parinduri: 2019). Reducing employee recruitment costs is one way that businesses often use to achieve this goal. The solution of choice is outsourcing. According to Masrurroh et al. (2014), "In an increasingly tight business competition climate, companies are trying to make production cost efficiency (cost of production), one solution is with an outsourcing system." This happens because workers are paid minimum wages and no benefits are given to them.

Handing over part of a business operation to a third party who is more experienced in their field is called outsourcing. Cleaning services are one type of service that is often outsourced. According to Masrurroh et al. (2014), "Outsourcing is defined as the transfer or delegation of several business processes to a service provider agency, so that the service provider agency carries out administrative and management processes based on definitions and criteria that have been agreed upon by the parties." Rahmawati et al. (2022) explain that outsourcing is a method for obtaining quality employees that meet needs. Soesanto (2017) states that handing over non-core activities gives companies flexibility: "Outsourcing also gives them the flexibility to grow their teams. Companies find that by working with outsourceers of non-core activities, companies try to reduce their overhead costs, while at the same time their employees can focus more on core business tasks and do profitable work."

PT. Sindo Asia Capital Group (PT. SAC Group) is one of the companies that implements outsourcing management for cleaning services in its office area. It is expected that outsourcing will help companies save money, improve core company activities, and provide better services. However, the success of outsourcing depends not only on costs, but also on the level of customer satisfaction. Employee recruitment through outsourcing is the right choice to reduce operating costs and improve business efficiency. Wilujeng and Kusumo (2018).

In an effort to improve the efficiency of the company PT. Sindo Asia Capital Group (PT. SAC Group) chose the Outsourcing company PT. Sinergi Integra Service as the party responsible for the cleanliness of the office area with the hope that the cleanliness of the office is maintained so that PT. SAC GROUP employees feel comfortable and can focus on their respective jobs. Wilujeng and Kusumo (2018) said "Recruitment of workers through outsourcing is considered profitable by companies that rent outsourcing services because the company can reduce operational costs and increase company efficiency."

To achieve user satisfaction, quality management and human resources are needed according to their fields. Assa (2022) "Quality human resources are useful for synergizing with other resources needed by the company in running its business." As the spearhead of the outsourcing company PT. Sinergi Integra Service conducts recruitment with criteria that are in accordance with needs and that truly meet the required criteria. After conducting recruitment, the Outsourcing party must also provide training and provision so that the appointed workers can provide maximum service to outsourcing service users.

PT. Sinergi Integra Service provides training for its employees during the recruitment and annual training stages. Training at the beginning of work covers work procedures, skills that must be mastered, discipline regarding working hours, and how to behave in the work area. Annual training is routinely carried out every year with the aim of improving employee performance and reminding employees of the duties, rights, and obligations inherent in employees. For example, in 2024 PT. Sinergi Integra Service will conduct annual training for all its employees throughout the Bengkulu province with the theme Service excellent which will be held on November 6-9, 2024.

Service Excellence Training from PT. Siergi Integra Service is an effort to equip Cleaning Service or Cleaner employees to provide the best service according to customer expectations and needs. Service Excellence cannot be done carelessly. There are 6 main elements in providing services that really affect consumers, including:

1. *Attitude*
2. *Appearance*
3. *Ability*
4. *Attention*
5. *Accountability*
6. *Action*

This training also explains the impacts of declining service, including:

1. Causing complaints in the workplace
2. Losing trust from others, especially users
3. Results do not match the targets set, thus wasting time, energy, and money
4. Being considered not having sufficient ability
5. Damaging personal reputation and company reputation.

In addition to providing and training employees, other efforts that companies must make are to ensure that employee rights are fulfilled and that rewards or awards are given from time to time and that a clear career path is provided to motivate and encourage employees to work seriously and work hard to the maximum. Hartini, et al. (2021) "Various companies, organizations, and institutions certainly want to get good employee performance in each of their respective fields. In maintaining and managing human resources themselves, of course, more attention must be paid. Human resources are one of the factors that play an important role in the sustainability of the company."

After the recruitment process has been carried out correctly and the provision has been carried out, to maintain the quality of service and assessment, employee evaluations and audits are occasionally carried out. Employee performance evaluation is a process to assess/evaluate how well employees complete their tasks/work when compared to existing standards and communicate the results to employees. Silean, et al. (2021). Bayangkara (2011) in Soedarsa, et al. (2014) stated that human resource audits are comprehensive assessments and analyses of HR programs.

According to Saputra and Novriyani (2024), human resource audit is "a systematic, objective, and documented examination and assessment of organizational functions affected by human resource management with the aim of ensuring that the principles of suitability, effectiveness, and efficiency in human resource management are met to support the achievement of functional targets and overall organizational goals for both the medium and long term.". When an audit is carried out, an employee is found to have committed a violation, then a Reprimand, Warning Letter (SP), or even termination of employment will be imposed.

This study aims to examine the influence of outsourcing cleaning service management on service user satisfaction at PT. Sindo Asia Capital Group. Service user satisfaction is an important indicator to assess the success of outsourcing, because high satisfaction will have a positive impact on productivity and company image. Thus, this study is expected to contribute to companies in optimizing outsourcing strategies and increasing service user satisfaction.

Research Method

This research was conducted using a qualitative method. Firmansyah et al. (2021) stated that concepts related to qualitative methods include meaning, definition, characterization, metaphor, symbol, and other elements related to description. This study involved employees of PT. SAC GROUP, a mining company located at Jl. S Parman no. 18A Bengkulu City. Data were obtained through an interview and observation system. Employees were interviewed to find out about the level of satisfaction of service users. In addition to interviews, the study also used an observation method to determine employee activity patterns. The data collected were analyzed using narrative work sampling techniques.

Results And Discussion

PT. Sindo Asia Capital Group requires cleaning services from outsourcing

PT. Sindo Asia Capital Group or better known as PT. SAC Group is a company engaged in coal mining located in Bengkulu City. PT. SAC Group since September 2023 has decided to collaborate with a Cleaning Service or outsourcing service provider company in this case PT. Sinergi Integra Service (PT. SIS) which has agreed to work together to maintain the cleanliness of the office environment for the efficiency of time and costs of PT. SAC Group considering that the work area is quite large and core employees must focus on their respective fields. PT. SAC Group chose to use outsourcing services based on the researcher's observations because the cleaning service from outsourcing is considered to have expertise and professionalism that has been formed and has been provided by the outsourcing company. Cleaning services from outsourcing are also considered to provide solutions for company efficiency. With outsourcing, the company also does not have the obligation to provide long-term work contracts. And with outsourcing, the company is also free from risk because the outsourcing company manages risks related to the workforce, both in terms of absenteeism or decreased performance. Aviani O. E. D (2021) said that resources are very important, especially when there are a lot of activities taking place. By using outsourcing, companies can arrange for employees to carry out the main activities while supporting activities are handed over to other parties to do them.

After an agreement was reached between the three parties, namely PT. SAC Group, PT. Sinergi Integra Service and employees who were contracted to become Cleaning Service. In accordance with the time set by PT. SIS places the contracted employees to provide services, especially in the field of cleaning services. Cleaning service employees are required to meet the supporting indicators for service quality.

Indicators of service quality are the most important thing for PT. SIS and its employees in maintaining cooperation and contract sustainability at PT. SAC. Based on PT. SIS learning materials, the satisfaction indicators are as follows:

1. Attitude
Attitude is the attitude when serving consumers, the company's image is always at stake here.
2. Appearance
The appearance of employees, both physically and non-physically, reflects the company's image, therefore it is important to maintain this appearance. Employees are required to follow the appearance standards that have been created.
3. Ability
Ability is the ability to work well to serve users so that there are no complaints.
4. Attention
Attention is a form of concern for the needs, questions, and complaints of customers or users.
5. Accountability
is the responsibility given to customers to resolve complaints, dissatisfaction, or other problems that arise.
6. Action
Action is a real action when serving customers. What needs to be done is to do the job as much as possible so that the results obtained are in accordance with customer desires.

The indicators used by PT. SIS are in accordance with the criteria of PT. SAC Group

The indicators used by PT. SIS are in accordance with what is needed by outsourcing service users, especially outsourcing cleaning service workers, in this study, namely PT. SAC GROUP. According to (F et al., 2023) Service quality factors and company image will certainly affect customer satisfaction in purchasing marketed products. Therefore, companies need to ensure that customers are satisfied, because customer dissatisfaction can have an impact on customers moving to competing companies. Customer Satisfaction According to Lupiyoadi (2016), in determining customer satisfaction, there are five main factors that companies must consider, namely:

1. Product Quality; Customers will be satisfied if their evaluation results show that the products they use are of good quality. In this case, the product offered is a cleaning service worker
2. Service Quality; Especially in the service industry, customers will be satisfied if they get good service or according to their expectations.
3. Emotional; Customers will feel proud and believe that others will be impressed with them if they buy products from a particular brand, which tends to have a higher level of satisfaction.
4. Price; Products from a particular brand tend to have a higher level of satisfaction than other products.
5. Cost; Customers who do not need to spend additional costs or do not need to.

Cleaning services must meet all the needs of service users in terms of cleanliness and comfort. With the cooperation between cleaning service providers and service users, several responsibilities such as the cleanliness of the office environment are entirely on the Cleaning service. To optimize employee performance and satisfaction, cleaning services are also required to arrive early and ensure that the office is clean and comfortable when employees arrive at the office, so that employees who go to the office can work comfortably. In addition to cleanliness, cleaning services are also expected to be able to help with any employee needs and office needs after completing the main tasks entrusted. To meet employee satisfaction as users, cleaning services must be friendly, polite and courteous, and provide a quick response when needed so that the company feels that the rights and obligations of the cleaning service provided are appropriate.

Conclusion

This study shows that outsourcing cleaning service management has a significant influence on user satisfaction at the office of PT. Sindo Asia Capital Group. Factors that influence satisfaction include service quality, reliability and responsiveness. The implementation of outsourcing cleaning service management helps PT. SAC Group in optimizing time and cost efficiency. With the presence of cleaning services that come early and ensure the office is clean before employees arrive, employee productivity can increase because they can work comfortably.

The implementation of effective outsourcing management in cleaning services can have a positive impact on user satisfaction in the office environment. Therefore, PT. Sindo Asia Capital Group is expected to continue to optimize their outsourcing strategy to achieve even better results. The hope for the future is that there will be consistency and improvement in performance so that the positive assessment received is maintained until all three parties feel mutually beneficial. PT. SAC Group feels profitable with its time and cost efficiency, PT. Sinergi Integra Service benefits from getting projects and Cleaning Service gets jobs and income. The author's suggestion for subsequent researchers is related to the implementation of risk-based outsourcing management in service, trading and manufacturing companies

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