

EFFECTIVENESS AND EMPLOYEE RECRUITMENT STRATEGY IN IMPROVING WORK QUALITY

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Abstract: One of the main keys in creating professional human resources lies in the recruitment process for prospective workers. It is an obligation in an organization and the company must carry out screening for new members or workers. This research aims to analyze the effectiveness and recruitment strategies for workers needed in organizations or companies. Recruitment is an important process in determining whether or not the workforce will work for an organization or company. Recruitment is basically an effort to fill vacant positions or jobs within an organization or company, for this reason there are two sources of labor, namely sources from outside (external) the organization or company and sources from (internal). Effective recruitment is the availability of accurate and continuous information regarding the number and qualifications of individuals needed to carry out various jobs and organizations. The research results show that labor is a production factor that must receive great attention, because the human resource factor is a resource that has intelligence, feelings, desires, abilities, skills, knowledge, encouragement, power and initiative. All of these human resource potentials greatly influence the organization's efforts in achieving organizational goals. Therefore, every company must have a good strategy in recruiting its members.

Keywords: Work effectiveness, employee recruitment strategy, work quality.

Introduction

Human resources are the basic capital in the national development process. Therefore, the quality of human resources must always be developed and directed to achieve the expected goals. Ineffective and inefficient human resource management will hinder company goals. Where human resources are a very important function in managing a company or organization. Meanwhile, good management will help to get employees whose performance is good and in accordance with the company's wishes. Apart from that, Human Resource Management is also needed to increase the effectiveness of human resources in the organization. One of the main keys in creating professional Human Resources lies in the recruitment, selection, training and development process of prospective workers (Muslimah & (PAI), 2019)

Recruitment is a critical aspect of human resource management that has a significant impact on the success and performance of a company (Ramadhani & Amalina Rizqi, 2024)

Recruitment is a very important process and has a big responsibility in building a dedicated and competent team (Etikawati & Udjang, 2016; Ariyanti et al., 2024). With the right strategy, companies can find the best candidates who are aligned with the organization's vision and mission (Maulana & Kudus, 2024)

Recruitment activities are a continuation of what was planned in previous workforce planning. The planned workforce needs, both in terms of number and desired qualifications, must be realized immediately on time. To meet the workforce needs, this will be obtained in various ways through employee recruitment. Next, the workers who have been recruited need to be selected according to the desired number and qualifications.

To select workers who suit the company's wishes, employee selection needs to be carried out. The aim is that the selected employees truly meet the specified qualification requirements. We know this activity of attracting and selecting employees as employee recruitment and selection. The question is how important is recruitment and selection carried out by management? The answer is of course very important considering that labor needs cannot be postponed, in fact they must be met immediately, especially in very urgent positions. By carrying out recruitment and selection correctly and regularly in accordance with human resource planning, the desired number of workers will be available exactly when they are needed. (Putri Arisita et al., 2024)

Literature Review

1. Work Effectiveness

In general, effectiveness is often associated with efficiency in achieving organizational goals. Even though a goal or suggestion that has been achieved according to plan can be said to be effective, it is not necessarily efficient. Even though there is an increase in effectiveness in an organization, it is not necessarily efficient. Clearly, if the target or objective has been achieved as previously planned it can be said to be effective. So if a job is not completed according to the time that has been achieved, the targets that have been set are achieved and there is a relationship between varying values (Husna Purnama, 2022).

Work effectiveness is the ability to choose certain goals and complete work at a predetermined time, meaning that the implementation of a task is marked as good or not, very much depends on the completion of previously determined tasks. Work effectiveness in an organization is an effort to achieve maximum performance by using available resources in a relatively short time without waiting for the balance of goals, equipment, energy and time (Utari Wulandari, 2019)

2. Recruitment Strategy

In preparing this strategy, the human resources department is responsible for determining job qualifications by trying to analyze the issues: 1) How will employees be recruited? 2) Who will do it and how will the preparations go? In organizations, the human resources department is responsible for organizing the recruitment process. Because recruits will interact directly with candidates, they must have knowledge about the organization in general and the specifics of their job. 3) What kind of recruitment will be used? Applicants need to know the positive and negative aspects of the organization. If they understand then look at it objectively. 4) Where will it be carried out and when will it be implemented? 5) What sources and methods will be used? Then or after identifying how many people will be recruited, a special strategy is developed to identify how employees will be recruited, where they come from, and when they will be recruited. There are many ways to help the human resources department determine how to search for job applicants, for example through private employment agencies and advertisements in the mass media. (Muslimah & (PAI), 2019)

1. There are two recruitment theories, namely:

The "search" recruitment theory (prospecting theory of recruitment), occurs when companies search for prospective employees as a one-way process.

2. The "mating theory of recruitment" theory, namely in practice that the reality is that prospective employees and managers are looking for organizations as well as organizations looking for them. The success of both depends on punctuality, namely when the company

needs employees and job seekers are trying to apply for jobs, then the conditions are right Ikon Diverifikasi Komunitas.(Muslimah)

To attract applicants' interest in applying, there are several methods or methods used. The goal is to get a response from applicants, so that there will be more or less people applying. The following are ways to attract the interest of applicants, namely:

- a. The information presented really provides clear information about the company name, line of business, positions offered, compensation given, career path and other attractive facilities offered.
- b. The application format is made attractive and shows the impression of a bona fide company. This impression is important, because many applicants do this before sending their application letter. For example, the impression of measuring an ad that is too small is certainly different from the size of an ad that is medium or large.

Selection of media to create job vacancies, according to the media segmentation in question. The choice of this media will also give the impression of the company's bona fides. Quality applicants usually only apply to media that are considered bona fide. Apart from media selection, you must also pay attention to the number of media installed so that it reaches a wider range of applicants.

- a. Post brochures at universities and training institutions that have high quality or reputation. This is important because usually universities that have a high reputation will produce graduates who can be accounted for.
- b. The time given should not be too short, so as to maximize the number of applicants. For example, one week or 10 days aims to spread more information over a longer period of time.Ikon Diverifikasi Komunitas (Putri Arisita et al., 2024).

3. Quality of Work

Work quality is a measure of how well an employee does what he or she is supposed to do (Mangkunegara, 2011) . Evaluasi Kinerja SDM. Refika Aditema. Bandung) In other words, employee work quality is a minimum standard requirement that must be met so that an employee can carry out their work well (Siti Lam'ah Nasution, 2020)

The goal of a company is how what was planned at the beginning can be realized. In order to realize the plans made, the company needs human resources who have expertise or master the field of work that has been given (Prayogi & Nursidin, 2018)

Performance is a work result achieved by a person in carrying out the tasks assigned to him which is based on skill, experience, seriousness and time.(Muis et al., 2018) Good work is an effort to work in work life in such a way that employees are given the opportunity to take responsibility for determining their own work and service so as to enable the organization to achieve its goals and objectives. (Yerisva et al., 2024) In an organization or company, it is very important to pay attention to the quality of work or quality performance. Work quality is a benchmark for companies to measure the quality work results of their employees. The quality of employee work must always be considered and maintained because it will directly affect productivity in the company. If the quality of work is good then the results of the quality and quantity of employees will have a good impact in accordance with the standards set by the company (Putri1 et al., 2021).

Method

The method used in this research is a literature study where this research is based on previous research related to recruitment phenomena or issues in human resource management. This research utilizes literature obtained from scientific works as well as national and international publications that are relevant to the topic of recruitment strategy. Literature studies are used to provide an explanation of various recruitment methods and their impact on organizational effectiveness. The research object chosen in this study is recruitment strategies and practices in improving organizational performance. The selection of research objects is very important, considering that effective recruitment can contribute greatly to the success of an organization in achieving its strategic goals. By studying recruitment strategies, this research can provide important insights into how organizations can overcome the challenges of obtaining quality human resources (Puspita et al., 2025)

Result and Discussion

The success of a job is largely determined by effective human resources, because human resources have a major role in the activities of the organization or job. The assessment of human resources can be seen from their productivity at work, so it can be said that effective human resources produce good work productivity. It is important to pay attention to employee work productivity so that the company can achieve its goals (Kurnia et al., 2019)

Having a professional workforce is the dream of all institutions. Because, with the support of a professional workforce, it will make it easier for the institution to achieve its stated goals, as well as increase the positive image of the institution (Mohamad Muspawi, 2018)

The benefit of recruitment is that it has the function of "The Right Man on the Right Place", where this becomes a guide for managers in placing existing workers in their company. Recruitment is a series of activities to find and attract job applicants with the motivation, abilities, skills and knowledge required to cover deficiencies identified in personnel planning. Meanwhile, selection is the process of choosing from a group of applicants or people who meet the criteria to occupy the available positions based on the conditions existing in the company (Etikawati & Udjang, 2016)

The recruitment and selection process is a very important and crucial initial stage in building a quality work force. In the context of human resource development. Effective recruitment and selection is not just a process of accepting new employees, but is also the foundation for the progress and growth of an organization or company. This process helps organizations find individuals who not only fit current job needs, but also have the potential to develop and contribute significantly in the long term. (Etikawati & Udjang, 2016)

The importance of a careful recruitment process is to help organizations identify the best talents that will be accepted as valuable assets. So, understanding the skills, knowledge and personality of prospective employees is a need that must be understood by the company. This effective initial step in recruitment ensures that the selected human resources have the potential to improve company performance and adapt to changes in the work environment. Effective recruitment and selection will have a direct impact on the quality of the company's workforce. Selecting the right individual for the right position will not only reduce the risk of hiring errors, but also increase company productivity, creativity and employee motivation. The right recruitment process will make employees have competencies in accordance with job requirements, reduce turnover, and increase employee retention. Employees selected through an effective recruitment and selection process also tend to contribute more to the organizational culture. They can better

understand, embrace, and contribute to the company's values and goals. This creates a more harmonious and productive work environment (Firda & Gunawan, 2023)

Facing increasingly competitive market challenges, it is important for organizations to adapt and diversify their recruitment practices. Innovation in recruitment approaches, such as the use of technology and social media, is the key to increasing a company's attractiveness in the eyes of prospective employees. Apart from that, there needs to be a strategy that supports the development of a positive and inclusive organizational culture, so that it can increase employee retention and loyalty. In carrying out employee recruitment, companies must really be able to choose and determine the policies that are implemented to continue the recruitment process. There are several types of recruitment that can be applied in an effective employee recruitment process, namely:

1. Internal recruitment

This internal recruitment takes advantage of the potential that already exists within the organization. By means of internal promotions and lateral transfers, companies can provide opportunities for existing employees to develop further within the organizational structure without having to recruit from outside. This will certainly increase employee productivity and competence between them.

2. External recruitment

External recruitment is of course the opposite of internal recruitment. This recruitment looks for talent outside the organization by utilizing job portals, recruitment websites, career fairs, job placement agencies, and collaborations with educational institutions. This process allows companies to gain access to new and diverse talent.

3. Social media recruitment

This social media recruitment utilizes social media platforms which nowadays have become daily bread for the community or human resources outside the company. Using platforms like LinkedIn, Facebook, Twitter, and Instagram to reach a wider audience. Social media provides an effective way to interact directly with prospective employees, promote company culture, and reach individuals who may not be reached through conventional methods (Firda & Gunawan, 2023).

Conclusion

Recruitment is a system carried out to find the best human resources for an organization. Recruitment also influences development and development within the organization. Recruitment sources themselves consist of internal and external sources. These sources have their respective advantages and disadvantages. In recruitment, the more the quality of recruitment increases, the better the results will be obtained. Therefore, in terms of recruitment, long-term thinking is needed. Recruitment cannot be separated from human resource planning as a human resource management activity. Because from human resource management planning you can know the work required, both quantitatively and qualitatively. Because recruitment is the beginning of all organizational wheels.

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