

Maintenance of Labor at PT. Bank Sinarmas Tbk Sumedang Branch

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ABSTRACT

This research analyzes the implementation of labor maintenance at PT Bank Sinarmas Sumedang Branch, focusing on the methods of welfare, incentives, and work environment. Welfare methods include BPJS programs, self-insurance, annual bonuses, and allowances for gasoline and vehicle servicing. In addition, incentives in the form of money and promotions are given to employees who achieve good performance. A positive and efficient work environment is also a concern, with adequate facilities, work stress management, good communication, and annual outings. This research highlights the importance of implementing workforce maintenance methods in improving employee welfare and motivation, which in turn can improve productivity and work quality.

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1. INTRODUCTION

Workforce maintenance is a major factor in human resource management that has a significant impact on the Company's operational continuity. [1]. Workforce maintenance efforts involve a series of actions to maintain and improve the physical, mental, and attitudinal conditions of employees. [2]. In today's competitive and ever-changing business context, it is important for companies to ensure that their human resources remain in optimal condition.

Employees' physical health, workplace safety, mental well-being, and motivation on the job all play an important role in the maintenance of an efficient workforce [3]. By understanding the importance of workforce maintenance, companies can achieve higher productivity,

reduce absenteeism, and create a better working environment for employees.

The physical and mental health of employees is a crucial aspect in the maintenance of a successful workforce [4]. Companies should prioritize employees' physical well-being by providing adequate health facilities and wellness programs. This includes aspects such as health insurance coverage, access to medical care, as well as incentives to lead a healthy lifestyle. In addition, employees' mental well-being should not be overlooked either. Some companies have started offering mental well-being programs, stress management training, and psychological support to help employees cope with work pressures and achieve a better balance between personal and professional life [5].

In addition to maintaining good health, workplace safety is an important component of maintaining a workforce. Companies need to implement strict safety protocols and provide adequate training to employees to avoid work-related injuries and risks. [6]. Safety is not only a company's obligation, but also an important factor in building employee trust in the work environment.

Employee motivation is key to maintaining a productive and engaged workforce [7]. Recognition of achievements, skill enhancement, and promotion opportunities can be powerful sources of motivation. Companies should understand what drives employees to perform well and design incentive programs accordingly. In addition, open communication between management and employees can also help identify problems and find motivating solutions.

Career development is an important aspect of long-term workforce maintenance. Employee engagement plays an important role in achieving organizational success [8]. Employees who feel there are opportunities to grow and develop within the company tend to be more loyal and contribute more. Therefore, companies must provide training and skill development that suits the needs of employees. A good career development program will help employees plan their future in the organization and feel connected to the company's vision.

In addition, good workforce maintenance also results in higher loyalty from employees towards the company. When employees feel the company is concerned about their well-being, they tend to be more loyal and reluctant to leave the company for other opportunities. Such loyalty allows companies to save on employee replacement costs and retain valuable experience and knowledge within the organization.

Effective workforce maintenance also enables employees to make optimal contributions to company goals. [9]. They are more motivated to achieve company targets and actively participate in achieving a shared vision. Good workforce maintenance creates a

work environment that supports collaboration, innovation, and overall company growth.

However, companies today are faced with various challenges that can affect effective workforce maintenance efforts. Rapid technological change, economic globalization and changes in people's lifestyles are some of the many factors that can affect employees' physical and mental well-being. In addition, changes in the work environment and the complexity of job demands can be barriers to creating a work environment that supports employee productivity and happiness.

2. LITERATURE REVIEW

2.1 *Human Resource Management*

Human Resource Management (HRM) is a key aspect of organizational management that has been a major concern in various studies and business practices over the past few decades. [10]. HRM theory and practice continue to evolve along with changes in the global business environment and increasingly complex demands. Essentially, HRM is concerned with how companies understand, develop, and utilize their human resources to achieve organizational goals. [11].

One of the fundamental concepts in HRM is that employees are not only company assets, but also strategic partners in achieving competitive advantage. [12]. This concept is emphasized in the literature by several theorists, such as Dave Ulrich with his theory of "Business Partner HR," which emphasizes the role of HR in supporting business strategy and helping companies to be more adaptive to market changes.

In addition, it is important to understand that HRM is not only limited to administrative processes such as payroll and employee data management. [13]. It also includes managing the relationship between management and employees, developing policies and procedures that support a healthy organizational culture, as well as performance management and employee development. In addition, concepts such as

diversity, inclusiveness, and fairness in HRM are increasingly becoming the focus of attention with the increasing awareness of the importance of realizing a fair and diverse work environment.

2.2 Labor Maintenance

Labor Maintenance is one of the key aspects of Human Resource Management that has gained widespread attention in the business world and management research. [14]. Workforce maintenance signifies a company's commitment to keeping existing employees and preventing the loss of valuable talent. In an era characterized by fierce competition and rapid change, companies realize the importance of retaining competent and experienced employees to achieve long-term success [15]. [15].

Some of the key factors that are often a concern in maintaining the workforce are salary and compensation, career development, organizational culture, and healthy and safe working conditions. [16] shows that a fair and competitive compensation factor can be an effective tool in retaining high-performing employees. In addition, career development and clear promotion opportunities are important factors highlighted by [17] as a strategy to motivate and retain ambitious employees. In the context of organizational culture, it emphasizes the importance of creating a culture that supports employee satisfaction and organizational growth. Cultures that are inclusive and allow active participation of employees in decision-making often contribute to the maintenance of a strong workforce. [18]. In addition, safe and healthy working conditions are an important prerequisite in successful workforce maintenance, with research by [19] highlighting the importance of risk management and a work environment that supports employee well-being.

3. METHODS

This research adopts a qualitative research approach as its main method. In this research framework, the data taken is descriptive data, which consists of oral and

written information coming from the individuals involved, as well as observable behavior in the environment of PT Bank Sinarmas TBK Sumedang Branch. A qualitative approach was chosen to gain an in-depth understanding of the issues discussed in this research.

The data collection process was conducted through interview techniques. Interviews are an effective method for gaining direct insight from individuals involved in the observed situation. In this study, interviews will be conducted with employees, managers, and staff at PT Bank Sinarmas TBK Sumedang Branch. During the interview, the researcher will record important information, as well as explore their views and experiences related to labor maintenance in the bank's work environment.

Once the data collection process is complete, the research will proceed with data analysis. The data that has been collected will be analyzed to identify patterns, themes, and key findings that emerged from the interviews. The results of this analysis will be used to formulate findings and conclusions relevant to the research objectives.

The research location is PT Bank Sinarmas TBK Sumedang Branch located at Jl. Major Abdurahman No. 180, Kotakaler, Kec. Sumedang Utara, Sumedang Regency, West Java 45621. This location was chosen because the bank is an entity that is relevant to the issue of labor maintenance and is the main subject in this study. Thus, this research is expected to provide valuable insights related to labor maintenance practices in the banking environment.

4. RESULT AND DISCUSSION

4.1 Implementation of Labor Maintenance at PT Bank Sinarmas Sumedang

The company recognizes that workforce maintenance has a major impact on employee performance and overall organizational success. The Bank's workforce maintenance efforts are implemented through various well-designed methods and programs.

One important aspect of the implementation of workforce maintenance at Bank Sinarmas Sumedang Branch is the existence of welfare programs offered to employees. These programs include various facilities and services designed to improve the quality of life of employees, such as access to health care, recreational facilities, and other welfare support. In addition, the bank also provides significant incentives to employees who successfully achieve performance above the set standards.

In addition to welfare and incentive programs, effective communication is also an integral part of the implementation of workforce maintenance at PT Bank Sinarmas Sumedang Branch. Openness and cooperation among employees as well as between employees and management are key elements in creating a supportive work environment. Good communication helps identify problems, provides constructive feedback, and ensures that employees' needs are met.

The implementation of labor maintenance at PT Bank Sinarmas Sumedang Branch includes several main methods aimed at improving employee welfare and motivation. The first method implemented is the welfare method, which includes a number of programs and facilities provided to employees. One of them is the BPJS Program, which is the company's obligation in accordance with government regulations. In addition, Bank Sinarmas also provides self-insurance to employees, which includes a broader coverage than BPJS. Annual bonuses based on performance are also given to employees, and there are also gasoline and vehicle service allowances for employees involved in field work.

In addition to welfare programs, Bank Sinarmas also applies incentive methods to motivate employees. The incentive given to employees who are able to achieve the target in Bank Sinarmas is quite large, especially for employees in the marketing department. The provision of money incentives is calculated from the ability of the employee concerned for one month. The money incentive given can reach tens of millions of rupiah, maybe even more. Besides in the form of money, the

incentives given can also be in the form of promotions. The promotion in PT Bank Sinarmas is very open which is given based on the total KPI assessment for 6 months. Employees with an average above the standard are entitled to take part in the assessment for promotion.

The work environment is also a focus in maintaining the workforce at Bank Sinarmas. The leaders at Bank Sinarmas Sumedang Branch strongly maintain the work environment because the work environment is very influential on the morale, performance, motivation, and loyalty of employees. A work environment that tends to be negative can reduce morale, performance, motivation, and even employee loyalty. While the work environment that tends to be positive can improve it [20]. This work environment can be in the form of physical and non-physical environment. Physically, the environment at Bank Sinarmas is already good, namely with the necessary facilities. In addition, the location of Bank Sinarmas is on the main road so it is very strategic and the employees are easier if they have to use public transportation. Then, apart from the physical environment, there is also a non-physical environment which includes handling work stress, communication, work schedule arrangement, and so forth. The employees at Bank Sinarmas work from Monday to Friday starting from 08.00 to 16.30 with a break time from 12.00 to 13.30. The efforts made by Bank Sinarmas in handling work stress are by setting an effective work schedule and also by dividing the duties and obligations of each employee in accordance with their respective jobs, employees are also treated fairly and equally, there is no different treatment between one employee and another. In addition, once a year Bank Sinarmas holds an outing activity that is attended by all employees with the aim of reducing employee stress due to work. Then in Bank Sinarmas, the leaders also maintain communication with their employees, every existing problem is communicated well so as not to cause divisions within the company.

5. CONCLUSION

In the context of today's world of work, workforce maintenance is a crucial aspect that involves company efforts to maintain employee welfare and productivity. This includes aspects of health, safety, motivation, and career development. The positive impact of workforce maintenance is seen in loyalty, productivity, and optimal contribution to company goals.

However, challenges such as changes in the work environment, the complexity of job demands and changes in people's lifestyles can affect the well-being of the workforce. These factors emphasize the need for companies to understand the dynamics of workforce maintenance in order to take strategic steps.

In carrying out labor maintenance, principles such as benefits and efficiency, needs and satisfaction, fairness and reasonableness, legal regulations, and company capabilities serve as guidelines. Meanwhile, maintenance methods, such as communication and incentives, can be

effective in creating a healthy and productive work environment.

The provision of welfare, both financial and non-financial, also plays an important role in maintaining employee engagement, motivation and well-being. Welfare programs need to be carefully programmed, based on fairness, feasibility, and in accordance with legal regulations. Thus, an in-depth understanding of workforce maintenance is key for companies to achieve their business objectives optimally and sustainably in the era of globalization and intense business competition.

Advice

A suggestion that can be proposed in the context of human resource management for workforce maintenance is to encourage continuous training programs to improve employee skills and knowledge. In addition, it is necessary to implement appropriate performance recognition and incentive systems to motivate and retain a competent workforce.

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