

Analysis of Human Resource Development to Increase Online Sales of Payu Legi Shop During The Covid-19 Pandemic

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Abstract

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During period 2019 to 2020, Payu Legi's sales turnover is expected to drop. The purpose of this research is to determine how Payu Legi's online store sales are affected by human resource development. Only Payu Legi in Sukabumi, Bandar Lampung, is examined in this study. Payu Legi, the proprietors of small businesses, were the subjects of this survey. Five persons participated in this study: one owner and four staff. Descriptive data analysis is used in this form of qualitative study. All data gathered from the field, including observations, interviews, and data included in specific documents, are included in data gathering. To view the whole picture or just one component of the study, data is presented in an effort to do so. Payu Legi's online shop's sales have suffered as a consequence of its Human Resource Development efforts, according to a study on "Analysis of Human Resource Development to Increase Sales of Payu Legi's Online Shop." This is because in finding employees employers do not pay attention to the skills and education of these employees so that employers must teach their employees from zero to understand. For business actors, it is expected to focus on developing human resources for the employees they already have because good human resources will have a positive impact on production, promotion, quality, service, and so on in chip shops which will directly increase sales turnover.

INTRODUCTION

In the era of modernity like now, a company will face advanced and fast technological advances. The increasingly sophisticated technology makes many new competitors easily enter the business world that has been undertaken, thus causing increasingly fierce competition. To face various business competition, it is very important . need preparation facilities and infrastructure for the sake of improve human resources excellence.

Human capital is an organization's greatest asset when it comes to ensuring long-term business continuity. Every organization places a high value on human resources. As an asset and a kind of capital (both tangible and immaterial), human resources are critical to a company's ability to realize its full potential, both physically and conceptually. The wheels of a company will not turn if it does not have sufficient human resources.

One of the keys to success and one of the most vital for the growth and resilience of the company is the development of human resources. The success of a company is highly dependent on the quality of its human resources or personnel. 8 Sophisticated and complete facilities do not guarantee the success of a company, nor do the personnel who will use these facilities guarantee the success of these facilities. It is easy to observe that foreign firms with fewer workers earn greater returns than domestic firms with larger workforces and wider facilities. Employees will be encouraged to learn and grow through education, training and coaching as a result of human resource development. The demands of work or occupations

have increased as a consequence of technological advances and fierce competition between businesses of comparable size. Every employee of the company must work effectively and efficiently in order to improve the quality and quantity of his work and increase the competitiveness of the organization.

As the level of competition in the market increases, organizations must invest in the development of their human resources to keep up. Companies must be able to maintain the number of qualified workforce currently owned so that there is no additional workforce due to the expansion of human resources. It is very important that the organization finds a solution even if there is a change in the number of employees.

There are a number of aspects that can increase customer satisfaction by using high quality goods that have been produced through a quality process. Since people want to get the most out of it, it is clear that high-quality goods at competitive prices will be the most popular. These items sell more, which implies that they take up a larger proportion of the market, which will lead to an increase in sales revenue.

In business, a company's sales turnover is defined as the total number of sales of products and services over a certain period of time, as measured by revenue and volume. The increase in sales turnover indicates that business operations have improved, as can be seen from the increase in inventory turnover. As a result, the price multiplied by the total number of goods produced results in a sales turnover.

The increase in sales turnover indicates that the company's operations have grown, which bodes well for profit-making purposes. Increasing sales turnover can be done in various ways by each company, including product innovation, promotions, well-planned plans that are carried out regularly, focusing on potential targets, using the internet, making sales packages, and providing the best customer service. Not infrequently small and medium enterprises (SMEs) innovate to boost sales.

Indonesia's economic development is supported by the existence of MSMEs, because history shows that only MSMEs were able to survive the global economic crisis, and even after the crisis, the number of MSMEs continued to grow. Because MSMEs are a solution to poverty alleviation, MSMEs can be considered as productive businesses that must be expanded to help Indonesia's economic growth. Because MSMEs can absorb more labor, they have an influence on the welfare of their employees and lower unemployment.

Payu Legi is part of the UMKM which operates in Bandar Lampung. Payu Legi is an online-based selling place, Payu Legi is an online shop that focuses on selling clothes in the form of women's clothes that are hits today, online-based people can enjoy shopping easily and practically.

In the development of human resources at Payu Legi, it still needs to be improved so that the quality of human resources improves. Researcher collect data with the owner of Payu Legi that there are still many employees who are not proficient in arranging clothes according to the pass code interviews and observations , as well as folding clothes neatly and putting them in plastic clothes are still messy. In addition, Payu Legi employees are also not proficient in serving consumers well so this makes business development difficult because it takes a long time to pack clothes, and Payu Legi also feels the impact of the Covid-19 pandemic.

On March 11, 2020, the World Health Organization (WHO) declared a pandemic Corona Virus Disease 2019 (COVID-19). Covid-19, on the other hand, has been associated with a high risk of death. The Payu Legi company was harmed by the economic shock due to the Covid-19 outbreak, as shown in the following table.

Table 1. Comparison of Payu Legi Sales Turnover in 2019 and 2020

Year 2019			Year 2020		
Month	Amount	%	Month	Amount	%
January	Rp132.754.000		January	Rp137,327,000	
February	Rp138,421,000	4%	February	Rp134,114,000	-2%
March	IDR 140,154,000	1%	March	Rp105,324,000	-21%
April	Rp144.568.000	3%	April	IDR 97,983,000	-7%
May	Rp147.252.000	2%	May	Rp93.518.000	-5%
June	Rp148,439,000	1%	June	Rp90.158.000	-4%
July	Rp149,709,000	1%	July	Rp.86,776,000	-4%
August	Rp148,161,000	-1%	August	IDR 87,384,000	1%
September	Rp149,241,000	1%	September	Rp89,239,000	2%
October	Rp153,481,000	3%	October	Rp.86.916.000	-3%
November	Rp154.184.000	0%	November	IDR 88,741,000	2%
December	Rp162.418.000	5%	December	Rp91,874,000	4%
Amount	IDR 1,768,782,000	21%	Amount	Rp1,189,354,000	-37%
Average	Rp147,398,500	2%	Average	Rp99.112.833	-3%

Data Source: PayuLegi, 2021.

Based on Table 1. Above, it can be seen that there was a decrease in Payu Legi's sales turnover from 2019 to 2020 and every month sales always fluctuate with the sales percentage in 2019 of 2% and in 2020 the percentage decreased to -3%. Payu Legi experienced a problem with fluctuations and a decrease in product sales turnover. This may be due to the lack of precise human resource development carried out. For this reason, it is necessary to develop the right human resources so that Payu Legi can increase its product sales turnover.

From the background behind the so this research was conducted with the title of Human Resource Development Analysis to increase Payu Legi online shop sales during the current pandemic.

Research purposes

As for implementation this research for look for know how the influence of human resource development on Payu Legi online shop sales. This research only examines Payu Legi located in Sukabumi, Bandar Lampung. Respondents in this study were business owners Payu Legi.

Literature Review

Human resource management is processes for attracting and retaining personnel, including considerations for employment, health and safety and equity.

Human resource development is In order to keep up with the development of science and technology, a process of improving the quality of personnel is required.

Sales are the total amount of money earned through the sale of a product or service over a certain period of time, either continuously or in one accounting transaction.

Research methods

This research uses method study as following:

- a. Library research (library research)
 Mean from this research is with understand reference from various books and works scientific study
- b. Field Research

Mean from this research is with do research through drop spaciousness in understand object research

Descriptive analysis is a type of analysis that presents data in a rudimentary manner, with data interpretation based on theoretical theories. The purpose of this study was to identify the characteristics of the respondents and the characteristics of the data variables related to the frequency distribution and achievement scores.

As a result, the case study results differ from other studies. According to Yin (2008), information should include information from all levels of the organization, including local chapters and research data collection teams. The following is some background information that the researcher obtained from this study:

Table 2. Informants in research

No.	Name	Information
1.	Vikka Arum noble	Owner On line shop breast Legi
2.	Renny Juliastini	Employees packing Breasts Sweet
3.	Lolyta Pearl Daughter	Admin social media Breasts Sweet
4.	Alifa Rahmaditya	Editor Breasts Sweet
5.	Athala Indrasta	Courier Breasts Sweet

Source: PayuLegi, 2021.

Technique in collect the data of this research, among others:

- a. Observation
Observation with real on objects in the field
- b. Documentation
Searching data through archives nor the report on object
- c. Interview
Look for data source from someone who has information many related object study
- d. Questionnaire
Prepare must question answered by responde regarding research data

METHOD

The data analysis used in this research is descriptive because it is a type of qualitative research. All data collected from the field, including observations, interviews, and data entered in certain documents, were included in data collection. To see the whole picture or just one component of the study, data are presented in an attempt to do so. Data reduction from written records in the field is a process of selecting, concentrating on data reduction, abstraction, and conversion. Analysis and interpretation, or the search for patterns, correlations, and similarities in the data obtained, is an important part of the conclusion and verification process.

RESEARCH RESULTSAND DISCUSSION

For certain research locations, human resource development (HR) is a process that aims to improve quality in order to master knowledge and skills that are in line with the development of science and technology. Based on the results of Payu Legi's research, the company's efforts to increase sales turnover are as follows:

a. Knowledge

As part of Human Resource Development, knowledge plays a key role. When workers know exactly what they are doing, how they can do it better in the future, and how their work affects sales turnover, they are said to have knowledge. Vendors or manufacturers should provide training for these individuals in addition to improving their technical capabilities and broadening their understanding of company policies and procedures.

From the research results, Payu Legi has not implemented special training or special training. However, Payu Legi directly applies the work that will be carried out by employees. Payu Legi's first training was in the form of e-commerce training or an online sales system. Some of their workers work as online social media administrators to help customers make purchases or ask questions through the company's website. The owner holds special training on how to run an online business on well-known platforms such as Lazada, Tokopedia, m.blanja.com, and so on..

Employees benefit from the training they get because they are better equipped to operate online sales systems without making costly mistakes that put shop owners or manufacturers at risk.

b. Skills

The capacity to achieve, change, or make something more meaningful in order to derive value from work is what we mean by "skills." As the owners of Payu Legi teach and practice new skills to their workers, they have high hopes that the company's workforce will increase. According to research findings, all workers are not given the opportunity to learn new skills.

Payu Legi is an online shop engaged in clothing, therefore employees in terms of skills must know how to do it packaging the right product and have characteristic typical.

c. Skill

Expertise is a combination of information and practical skills that a person has, but in the context of job opportunities, expertise is often defined that way.

Expertise is a fusion of the two previous conversations, as is known. Payu Legi is clearly looking for people who are experts in their respective fields. For this, organizations should set aside certain areas and provide tools to help employees improve their abilities.

Payu Legi offers a dedicated place and tools to help students develop their skills based on research in the area. At the job site, they will use tools that have been used..

d. Outlook

In order to have insight, one must base one's opinion on the current state of his knowledge. Other people, books, movies, and experiences can all provide new perspectives. The more we know, the easier it is to think positively about situations.

Fostering employee understanding is very important for businesses.... Payu Legi's approach to increasing the depth of understanding among its employees relies less on specialized teaching techniques and more on employee experience while working on site. They only have a limited understanding of the firm or Payu Legi as a whole, so they don't have a complete picture of what's going on.

Despite the fact that they are familiar with the work of their co-workers, they have no idea how they do it. From the very beginning of Payu Legi, people were of the view

that they should not interfere in the work of their co-workers or not know the specifics of how their co-workers do their job.

There is a lot of value in this kind of employee knowledge. They may remember it if there are other workers who are not working in their particular industry. This type of information, however, cannot observe market share in more recent times.

The owner of Payu Legi says that the staff is more skilled and provides ideas, such as providing more attractive ads on social media or spending money on marketing and following trends with e-commerce, but that only applies to Instagram and shopee. .

The quality of Payu Legi's human resources is not good because they do not have special knowledge and skills, even though they understand their duties well. Ideal resources, on the other hand, are those who have a unique combination of talent, knowledge, and understanding of the task at hand. Human Resource Development (HR) affects sales turnover. The obvious disparities in pricing, marketing strategy, quality, service, and competition faced can be interpreted based on this turnover in the following ways: Price:

1. Pricing

Price refers to the price of goods sold to end users, or in this case the price of clothing goods sold at Payu Legi. For the selling price of Payu Legi is Rp. 100,000 per kg, but if buyers buy in bulk, the price goes down.

2. Promotion product

Promotion is the practice of disseminating information about a product to potential customers to attract them to make a purchase and turn them into loyal customers. The best way to promote a product through personal social media is through Payu Legi promotions. In addition, they have posted their shop on other specialized pedagogical websites such as Shopee, Personal Instagram, Event Promotion and the like. This obviously requires resources such as money, time, and effort, but company leaders insist that the time, money and effort put in place is commensurate with the success they have achieved. It can be seen from the fact that the speed with which the judicial system is being abused by the world community at this time is an indication of this (following the current developments of the times).

3. Product quality.

Customers want products to meet or exceed their expectations, and quality is an ever-changing condition as consumer preferences and expectations for a product continue to evolve.

From the results of research, the quality of the seller is always high. Cleanliness, quality of materials, and neatness of packaging are always maintained by Payu Legi. They do this to keep customers happy and prevent them from filing complaints, which may lead to a negative public perception of the business and consequently decreased sales. This is why they do it.

4. Service quality

The act of providing assistance to others, whether they are customers, visitors, or both, is referred to as the practice of providing service. Research shows Payu Legi is working hard to improve its services. Consumers are treated to warm and courteous treatment, and even suggestions for top-selling items, when they shop in stores. In other words, as Payu Legi points out, customers are more likely to buy more goods from companies that provide good service and pay attention to what customers want.

As part of the services provided by Payu Legi owners, traders and producers, both traders and producers, everything that is done to increase sales is also inseparable from

the ethics of accepting orders online, both social networks and sales websites. Customers are more likely to make a purchase if the staff or company owner is courteous and helpful over the phone, and if the company's online ordering process is ethical.

5. Facing Competitors / Competitors.

One thing that is feared by some business actors is the threat of rivals or business rivals. Payu Legi, on the other hand, does not see such things. As a general rule, corporate competition is seen as a source of incentives.

A large number of business owners and manufacturers ignore the fact that their market is saturated with competition.

In a competitive market, business actors or shop owners who feel the need to be better than their competitors will do everything possible to make their wares visible to as many people as possible to increase sales. Even if a company or shop does nothing, the amount of money they make doesn't change much, and even if they increase, it doesn't change much.

From the overall research results, although Payu Legi has made some progress in increasing revenue, the quality of the company's human resource development efforts is far from satisfactory. Therefore, shop owners have to start from scratch when recruiting new staff because they do not pay attention to their talents, education or skills when making hiring decisions. This is done in order to compete in a highly technologically advanced business environment. As long as the store's promotion, service and product quality remain competitive, their annual revenue can increase from year to year.

CONCLUSION

From the data that has been collected related to "Analysis of Human Resource Development to increase sales of Payu Legi online shop", it can be concluded that: Payu Legi's efforts to increase sales revenue through human resource development failed. As a result, employers have to start from scratch when training their new employees, as they do not pay attention to their previous work experience or education when looking for new personnel. Employers also fail to provide health insurance for their workers, despite the fact that they advocate doing justice to those who have worked and compensating them for their efforts, as health insurance serves as an additional incentive for employees to put in the extra effort, even if they are unsure whether they will benefit from it or not. At least there are still health benefits. Because no one is harmed or the market price drops due to competition between business actors, entrepreneurs compete fairly. In this situation, no banana chip entrepreneur violates the rules. Consumers who buy goods in bulk or who are frequent clients are also entitled to lower prices.

Suggestion

Actors are required to put more emphasis on training and development of the existing workforce to increase sales turnover through improvements in various fields such as production, promotion, quality assurance, customer service, and so on. The researcher hopes that this research can be considered for additional research because no research is perfect, therefore the researcher proposes that this research can be expanded or further analyzed for better results.

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