

UTILIZATION OF DATA-BASED HUMAN RESOURCE MANAGEMENT APPLICATIONS IN IMPROVING EMPLOYEE PERFORMANCE AT CV MEKAR JAYA GROUP

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Abstract

CV Mekar Jaya Group is a company engaged in the distribution of several products, such as Bottled Drinking Water (AMDK), Cigarettes, Household Goods, and others. In addition to having various warehouses that store product distribution, CV Mekar Jaya Group also has a main office called the Head Office. From there, all employees consisting of various positions carry out their duties. In the Head Office, CV Mekar Jaya Group takes advantage of the era of globalization which has caused technology to develop rapidly, to use data-based applications in daily activities. One of them is the Human Resource Management Application. CV Mekar Jaya Group uses the Human Resource Management Application as a means for quick access to employees. In its use, the Human Resource Application provides complete and accurate features and information regarding all employees working in all branches of CV Mekar Jaya Group. This journal aims to provide information to business actors, especially startup businesses in managing data-based employees and finding prospective employees who are suitable for the company's vision and mission. And from CV Mekar Jaya Group we will also learn how important the Human Resource Management Application is very effective in managing employee performance, recruitment of prospective employees, and employee discipline. The results of this study show that data analysis can identify employee capabilities, gradual employee growth, and employee performance reviews. The analysis strategy will be able to improve employee performance, and of course from the management in its ease of managing employees and decision making in the future.

Keywords: *Human Resource Management Application, Employee Performance, Managing Employees, Data Analysis*

A. INTRODUCTION

According to Schuler and Jackson (1997), Human Resource Management (HRM) is very important in this era. This statement cannot be denied, considering that human resources play a key role in the success of an organization. Human resources themselves are famous for their management concept: namely 6M (Man, Money, Material, Machine, Method, and Market). This management concept greatly helps organizations in utilizing their human resources. Given the importance of the role of HR, this makes the perspective of the organization continue to develop. Initially, the human resources department was organized as a primary resource in the early 20th century. At the beginning of the millennium, a concept of human capital was born which was considered a factor that could generate capital, or meaning that talented people could make good

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business plans, positioning themselves as a project that could convince investors to fund it. (Fitzenz; Davidson, 2012)

The development of the technological era has resulted in the organization's approach to Human Resources undergoing a slight change. Organizations are required to utilize available technology in order to achieve company goals and be able to face competition. In achieving its goals, the role of management in operating technology is very important, because the more and better quality technological information owned will greatly influence human resource decision making. Information technology includes a system that can process, store, and send information to the general public quickly and efficiently. This is what causes information technology to become an important component in various sectors, from trade, education, health, to government. However, not all information is produced accurately. Sometimes there is a condition where the information has shortcomings in terms of incomplete information which can be very fatal if not operated properly. This is where the ability of management to utilize information in carrying out managerial functions will be very crucial in managing the organization it leads.

Human resource information system is a systematic procedure for collecting, storing, maintaining, retrieving, and validating data needed by the company in improving HR decisions. (Veithzal Rivai, 2009) Through this theory, it can be concluded that the HR information system provides a means of collecting, summarizing, and analyzing data that is closely related to HR Management, where all information is required to be provided in a timely and accurate manner for decision making and preventing misinformation. To create effective information, there is a theory from Siagian (2004) which states that in order for all HR management functions to be carried out with a high level of efficiency and effectiveness, it is necessary to create a reliable information system and must be based on reliable information.

CV Mekar Jaya Group as a company that has an adequate HR system also utilizes information technology as an important aspect in achieving its goals. The most frequently used information technology in the HR field is the Human Resources Application. This technology has been operated since the digitalization era, but there is still a lot of data that is difficult to identify. Some examples are employee data that is often incomplete and an attendance system that often provides inaccurate information so that it is difficult to assess employee performance as a whole. Therefore, this study aims to explore how to maximize the human resources application system and provide recommendations for companies in making decisions, especially about employees and the future of the company.

Formulation of the problem

- ◆ Are the application features complete and effective in maximizing employee performance assessments?
- ◆ How is HR application technology developing and what are its benefits for companies?

Research purposes

This study aims to analyze and explore how a Human Resource management application can improve employee performance. This study also aims to provide recommendations for companies in developing technology in the HR field and provide new insights regarding the characteristics of employees to be recruited.

LITERATURE REVIEW

HR Information System

Rahman et al (2022:151) explain that the Human Resources Information System is an information system that provides information to all company managers regarding the company's human resources and illustrates human resource management using a specific format to assist HR (Human Resources) managers.

Employee performance

According to Rivai and Basri in Masram (2017:138) stated that performance is the result or level of success of a person as a whole during a certain period in carrying out tasks with various indicators, such as work result standards, targets, or criteria that have been agreed upon together. Meanwhile, Gary Dessler (2015:13) stated that, "Performance is as follows: "The willingness of a person or a group of people to carry out activities and refine them in completely with their responsibilities with the expected results". This opinion means the willingness of a person or group of people to carry out activities and refine them in accordance with their responsibilities with the expected results. Thus, it can be concluded that the definition of employee performance is a work result achieved by a person or group of people in an organization according to their respective authorities and responsibilities in achieving common goals.

Employee Performance Appraisal

According to Bintoro (2017) "Performance Appraisal is a process that allows organizations to know, evaluate, measure and assess the performance of its members precisely and accurately. This activity is closely related to and influences the effectiveness of the implementation of human resource activities in the company, such as promotion, compensation, training, career management development and others. This is because the function of performance appraisal can provide important information to the company to improve decisions and provide feedback to employees about their actual performance."

According to Sihombing (2015) "performance assessment is a function of motivation and ability. To complete a task or job, a person should have a certain degree of willingness and level of ability. A person's willingness and skills are not effective enough to do something without a clear understanding of what is being done and how to do it. Performance is real behavior displayed by each person as a work achievement produced by employees according to their role in the company." According to Susilowati, Retnowulan, & Widiyanti, (2018), performance assessment is an activity that must be carried out to determine the achievements that can be achieved by each employee. According to Kasmir (2017), performance assessment is a system that is carried out periodically to review and evaluate individual performance.

Human Resource Management

Edwin B. Filippo(1984) stated that human resource management is a process of planning, organizing, directing, developing, controlling the workforce, as well as maintaining and terminating employment relationships, carried out with the aim of achieving individual, organizational, or community goals or targets.

Data analysis

According to Sugiyono (2016:244), data analysis is the process of systematically searching for and compiling data obtained from interview results, field notes, and documentation by organizing data into categories, breaking it down into units, analyzing it, compiling it into patterns, choosing what to study, and drawing conclusions so that it is easy for oneself and others to understand.

B. RESEARCH METHODS

Data Types and Sources

The method used in this study is a case study approach, observation, and semi-structured interviews with company data experts. This study only uses qualitative data by utilizing primary and secondary data. Qualitative data is obtained by conducting semi-structured interviews with HRD as the HR division coordinator and application owner, as well as case studies with several companies that have similar applications. Primary data is obtained by analyzing the features in the human resource management application, as well as discussions with HRD regarding decisions about the future of employees based on the analysis of human resource

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applications. While secondary data is obtained by observation of data that has been processed by the company and additional references from related journals.

Research Design

This study uses a case study design, which is a qualitative approach design that emphasizes case studies with other companies with similar cases. The case study in question is how other companies use human resource applications and their effectiveness in improving employee performance.

Data Analysis Methods

This research uses the qualitative data analysis technique of the Miles and Huberman model (1992:16) which has 4 simultaneous flows, namely data collection, data reduction, data presentation, and drawing conclusions or verification.

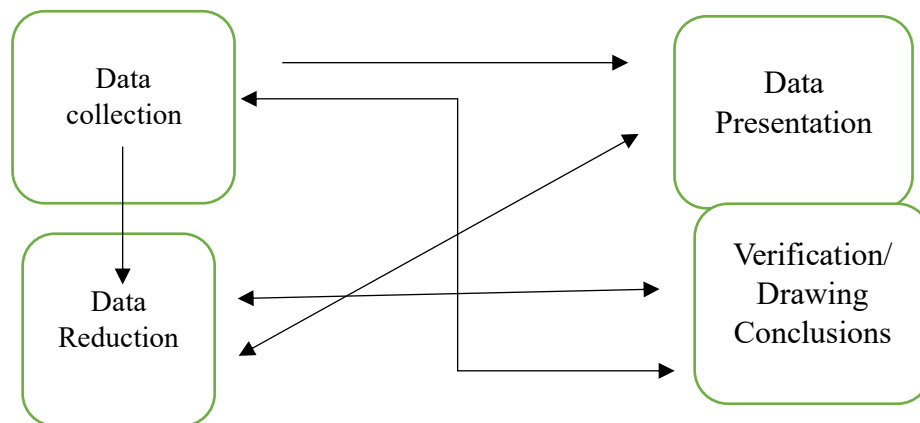


Figure 1. Overview of Miles and Huberman Model Analysis

C. RESULTS AND DISCUSSION

1.1. Human Resource Management Application at CV Mekar Jaya Group

CV Mekar Jaya Group has been using the Human Resource Management Application since the digitalization era. This application has various key features, including recruitment systems, employee data, attendance, and performance assessments. Through these three key systems, HRD is greatly assisted in monitoring employees in all branches in real-time, and conducting performance assessments effectively and efficiently.

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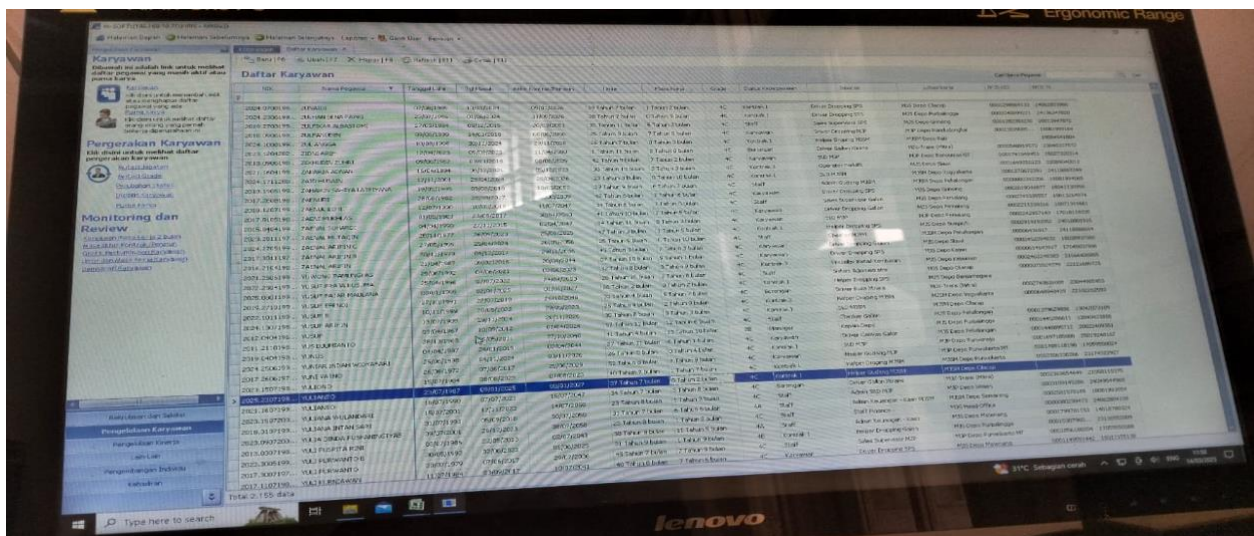


Figure 2.1 Applications used by HRD in analyzing employees.

In the system, there is all employee data working in the company, both in CV Mekar Jaya Group and Mekar Jaya Sentosa or Mekar Jaya Perkasa. Some important data is also shown, such as employee personal information, employee start date, position, and where the employee works. This makes it easier for HRD to conduct data collection and assessment of employees sorted by position and workplace. HRD will also coordinate with those in charge of various branches of the company to collect employee data in a timely and complete manner. Then there are also other continuous features such as recruitment, performance evaluation, payroll, and employee management.

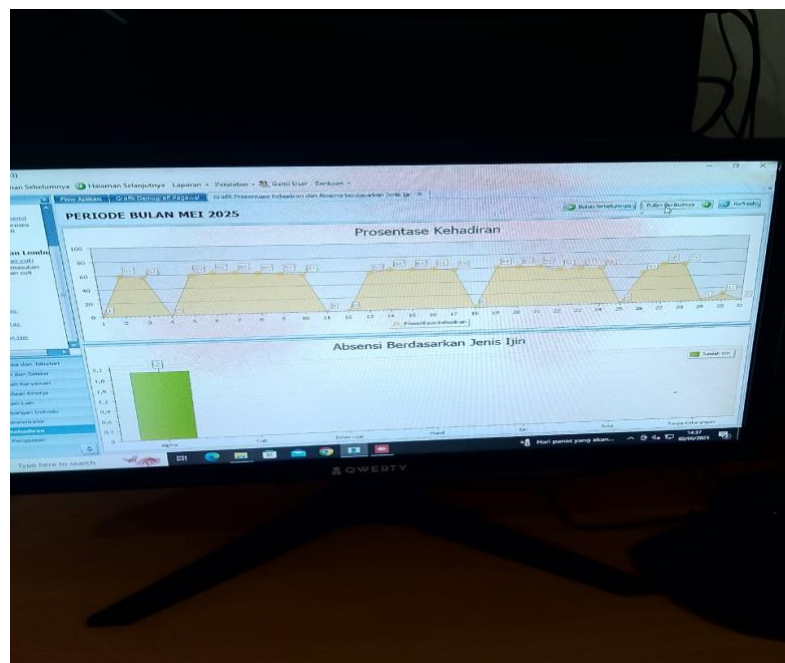


Figure 2.2 CV Mekar Jaya Group Attendance Graph for the period May 2025

For attendance recording, CV Mekar Jaya Group uses a graph with a monthly period that explains complete data up to the type of permit. According to Bastian (2007) Employee attendance is an activity to document employee attendance in the company, every working day employees are required to do attendance in the time of arrival and departure in one time period. CV Mekar Jaya Group uses a finger print system, where employees must clock in and clock out during working days and attendance is managed by HRD. However, in the data it can be seen that employee absence attendance is dominated by alpha or without information. This indicates 2 problems that originate from employees who deliberately play truant or have permission that is not in accordance with the provisions, and attendance managers who do not completely input attendance data in May which has many national holidays and joint leave according to government policy.

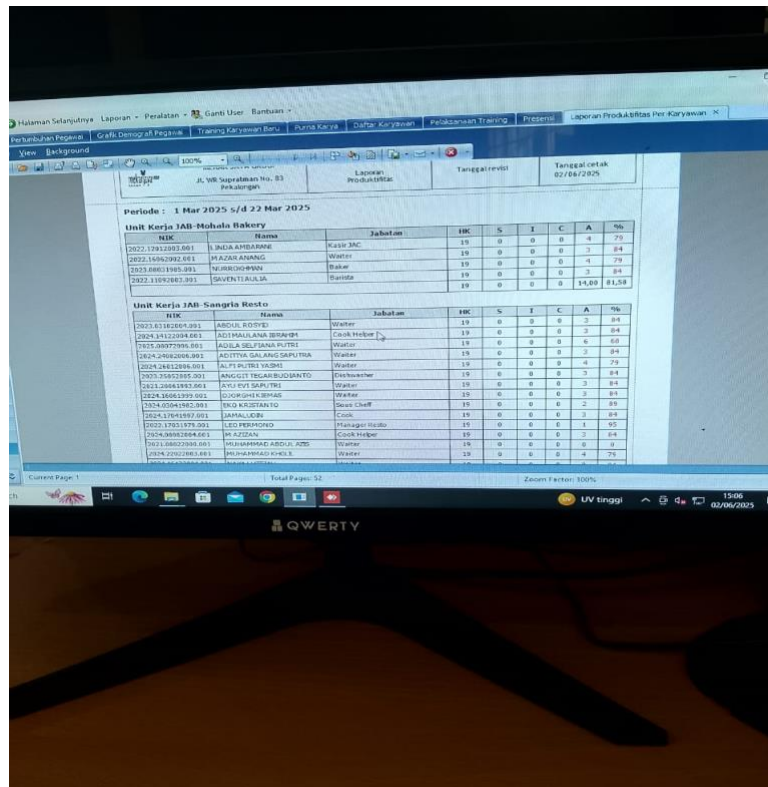


Figure 2.3. Productivity Reporting System at CV Mekar Jaya Group

Next is the productivity report. According to (Sumarsono, 2010), Work productivity is the ability to produce goods or services from a workforce or other production factors calculated from the average working time of the workforce. The process of processing productivity report data starts from employee work days and the percentage of attendance in a monthly period, then the report results will appear in the application and can be printed. The report helps HRD to assess employees and provide solutions to employees who are constrained by attendance if necessary, in order to create a positive environment.

1.2. Case Study with PT Odoo Software Indonesia, PT Kereta Api Indonesia (PERSERO) DAOP VI Yogyakarta, and Depok Hernia Hospital.

Indicator	Company 1 (CV Mekar Jaya Group)	Company 2 (PT Odoo Software Indonesia, 2023)	Company 3 (PT Kereta Api Indonesia (PERSERO) DAOP VI Yogyakarta, 2023)	Company 4 (Hernia Hospital Depok, 2023)
Employee Presence	Effective	Effective	Effective	Effective
Productivity Report	Effective	Effective	Effective	Effective
Attitude and Character	Effective	Effective	Effective	Effective
Scheduling	Less Effective	Effective	Effective	Effective
Payroll	Effective	Effective	Effective	Effective
Data Storage and Retrieval	Less Effective	Effective	Effective	Effective
Recruitment	Effective	Effective	Effective	Effective
Employee Training	Effective	Effective	Effective	Effective

Table 1. Comparison of the Effectiveness of HR Management Applications with 3 Companies as Case Study Objects.

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1.3. Effectiveness with Employee Performance

The table above states that CV Mekar Jaya Group is less effective in terms of work scheduling and data collection. This is in accordance with the results of a semi-structured interview with HRD (Mr. Teguh Heri Susanto) as the manager and application developer.

No	Question	Explanation
1	How often is the HR Management Application used in daily work activities?	It is used every day, because employee data will continue to develop in real-time.
2	What are the most frequently used features?	Employee data.
3	Does using this application help increase employee work productivity?	Very helpful, because there is a presence feature that simplifies the employee performance process with a quarterly system (months 3, 6, 9, and 12)
4	Does this application help in the performance evaluation process?	Very helpful. Because this application is also a reference (KPI) whose results will be presented to superiors.
5	Is the performance appraisal data transparent or only accessible to the HR division?	Data is still quite difficult to access, due to the difficulty of understanding the application.
6	What are the obstacles in operating the application?	Delays in data input, as well as invalid data results.
7	What are some improvements or additional features to support the effectiveness of the application?	It's more than enough.
8	How do companies respond to the difficulty of access and understanding in applications?	Verification from superiors, then teach application understanding gradually, especially the HR division.
9	How can this application improve overall team and individual performance?	With data results from applications ranging from performance graphs and productivity reports, as well as personal face-to-face sessions with employees discussing employee performance so far.

Table 2. Qualitative Data Minutes from HRD as the application operator.

D. CONCLUSION

The results of this study can be concluded that the use of human resource applications has a positive influence on employee performance assessment, provided that the features are adequate. With complete application features, companies can more easily print and share data accurately, especially data that includes

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comprehensive employee evaluations. This is in accordance with the statement from Sutabri (2019:47) which states that the purpose of the HR information system is to produce credible information for end users. Recommendations for companies obtained from this study include the completeness of HR management application features so that data collection can be more complete, effective, and efficient, as well as additional training for the HR division that discusses the features and how to use the application. That way, CV Mekar Jaya Group is expected to be able to increase the effectiveness of employee performance assessments which will be an important assessment in the company in the future.

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