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The Strategic Role of Human Resource Management in Achieving Organisational Goals

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Abstrak

Topik ini berkaitan dengan era persaingan bisnis yang makin hari semakin ketat. Dalam persaingan tersebut, organisasi dituntut untuk dapat beradaptasi dengan cepat dan memiliki keunggulan yang membedakan dari pesaingnya. Maka, penelitian mengenai peran strategis MSDM dalam mencapai tujuan organisasi sangatlah penting untuk dilakukan, dan diharapkan dapat memberikan pemahaman yang lebih baik bagi organisasi tentang pentingnya MSDM sebagai faktor kunci mencapai tujuan organisasi. Penelitian ini bersifat kualitatif. Metodologi yang digunakan untuk mengumpulkan data meliputi pendengaran yang penuh perhatian dan dokumentasi yang cermat atas informasi yang relevan, yang kemudian menjadi sasaran prosedur analisis seperti reduksi data, tampilan data, dan penarikan kesimpulan. Studi ini tiba

pada kesimpulan bahwa, MSDM memiliki peran strategis penting dalam mencapai tujuan organisasi. Dalam lingkungan bisnis yang semakin kompleks, manajemen SDM dapat membantu organisasi menghadapi tantangan dan persaingan yang semakin ketat, membangun citra positif, meningkatkan kepuasan pelanggan, dan meningkatkan efisiensi dan efektivitas pengelolaan sumber daya manusia.

Kata Kunci: *Strategis, MSDM, Organisasi*

Abstract

This topic is related to the era of increasingly fierce business competition. In this competition, organisations are required to be able to adapt quickly and have an advantage that distinguishes them from their competitors. So, research on the strategic role of HRM in achieving organisational goals is very important to do, and is expected to provide a better understanding for organisations about the importance of HRM as a key factor in achieving organisational goals. This research is qualitative in nature. The methodology used to collect data included attentive listening and careful documentation of relevant information, which was then subjected to analytical procedures such as data reduction, data display, and conclusion drawing. The study arrived at the conclusion that, HRM has an important strategic role in achieving organisational goals. In an increasingly complex business environment, HRM can help organisations face challenges and intensified competition, build a positive image, increase customer satisfaction, and improve the efficiency and effectiveness of human resource management.

Keyword: *Strategic, HRM, Organisation.*

INTRODUCTION

The historical context of the research on "The strategic role of human resource management in achieving organisational goals" is very significant, particularly in this day and age of increasingly cutthroat competition in the business world. In order to be successful in such a competitive environment, businesses need both the ability to quickly adjust to changing circumstances and an advantage that sets them apart from their rivals (Farida & Setiawan, 2022); (Muhamad et al., 2023); (Sahtoni et al., 2023); (Kuncoro & Suriani, 2018); (Islami et al., 2020) and (Al Badi, 2018).

Management of human resources that is both efficient and effective is one of the most important things that can differentiate successful businesses from those that are

not successful (Jiang et al., 2012); (Boon et al., 2019); (Diawati et al., 2023); (Ausat et al., 2023) and (Minghua, 2022). Managing one's organization's human resources in such a way that they are able to contribute to the achievement of organizational goals in the most effective manner possible is one of the primary responsibilities of human resource management (Okolie et al., 2021); (Kraugusteeliana et al., 2022) and (Kamar et al., 2022).

However, many organizations still do not have a complete comprehension of the strategic function that management of human resources plays in the accomplishment of organizational objectives. Many companies still consider management of their human resources to be nothing more than an administrative task, and they don't give any thought to the strategic variables that could significantly boost their overall performance.

As a result, it is essential to carry out study on the strategic role that effective management of human resources plays in the accomplishment of organizational objectives. It is anticipated that the findings of this research will offer organizations with a better knowledge of the significance of effective management of human resources as a critical component in the accomplishment of organizational goals. In addition, it is anticipated that this research will provide greater insights for practitioners as well as academics in the process of developing human resource management theories and methods that are more effective and strategy-oriented.

RESEARCH METHOD

This research makes use of a methodology known as a literature study, in which the researchers do not collect primary data by directly conducting field research. In order to guarantee that the research would go off without a hitch, the researcher consulted a number of different reference materials. The research that was conducted for this study used keywords that were associated with the topics that were covered, specifically the strategic function of HRM and organizational goals, to search for relevant material in digital media and scientific archives. The research approach that the authors utilized is adaptable, which paves the way for the selection of pertinent reference materials without requiring the writers to restrict their search to a certain journal or digital platform. The reasons that we present are backed up by a variety of sources, including the journal site for Emerald Insight, ResearchGate, and Elsevier. This

academic article's primary focus is on the strategic function that HRM plays in the overall achievement of an organization's objectives. The focus that the author places on certain keywords helps to restrict the scope of the discussion and promotes logical coherence. The academic journals, essays, and publications that have been published between the years 2015 and the present served as the primary focus of the researcher's examination. During the course of the search, we utilized keywords to carry out searches across a variety of publishing platforms. It is essential to take note of the fact that the only papers, periodicals, and publications that were regarded to be very relevant to the topic of HRM's strategic function and its connection with the accomplishment of organizational goals were those specific ones. Other papers, journals, and publications were deemed to be irrelevant. This scholarly essay is comprised of a total of 32 sources that are quite thorough.

The investigation that is now taking place was categorized as a type of qualitative study. The process of collecting data included the application of a number of different approaches, such as attentive listening and the detailed documentation of all pertinent information. The aforementioned approaches were utilized as a means of facilitating the inspection of the data, which was carried out by way of a process that involved the reduction of the data, the presentation of the data, and the drawing of conclusions. The primary objective of this study was to achieve a more in-depth comprehension of the literature review that was carried out as a component of this research endeavor. During the phase known as "data reduction," the obtained information was methodically organized, categorized, and culled in order to simplify the process of coming to meaningful conclusions and make the development of significant results more manageable. Because the data were so complex and varied, conducting an analysis of them was required even during the phase where they were being reduced. The purpose of the reduction phase was to ascertain whether or not the information was pertinent to the ultimate objective. At the outset, a total of 50 different sources were collected. The initial method resulted in the value of the numerical variable being changed to 32. In addition to that, the data will be provided via graphical illustrations. The current stage is the next step in the process of data reduction, and it is the stage in which the data set is carefully organized in a structured manner in order to promote comprehension and simplify the process of drawing conclusions. Written discourse, more especially in the form of field notes, is the kind of data representation that is

utilized in this particular setting. Utilizing this approach to the presentation of data can result in increased productivity when it comes to organizing and arranging data in relational patterns. The process is not complete until the final stage, which is the development of conclusions based on the data acquired. This step marks the completion of the technique that we applied to the analysis of qualitative data. During this stage, we checked the outcomes of data reduction and data presentation to ensure that they were consistent with the intended goal of the research. The objective of this stage is to derive meaning from the obtained data by identifying correlations, similarities, or dissimilarities, in order to build solutions to pre-existing problems that have been identified. The results that were drawn from the sources that were used are deemed to be reliable. The objective of this endeavor is to collect facts that are trustworthy and accurate, with the goal of enhancing comprehension as a result.

RESULTS AND DISCUSSION

Human resource management (HRM) has a very important strategic role in achieving organisational goals. Basically, HR management is the process of managing an organisation's workforce and human resources to achieve predetermined goals. Organisational goals can be financial gain, organisational growth, increased efficiency, improved product or service quality, and so on. One of the strategic roles of HR management in achieving organisational goals is to ensure that the organisation has a qualified and skilled workforce (Salleh et al., 2015) and (Bieńkowska et al., 2022). This can be done by recruiting the right employees, providing the right training and development, and ensuring that employees remain motivated and engaged in their work. Qualified and skilled employees will be able to improve organisational efficiency, produce high-quality products or services, and provide customer satisfaction (Rustiawan et al., 2023); (Fitriah et al., 2023); (Nur'aeni et al., 2022); (Setyawati et al., 2023) and (Harahap et al., 2023).

In addition, HR management also has a strategic role in developing a positive and productive organisational culture. Organisational culture is a way of living and working in an organisation, including the values, norms and attitudes adopted by employees (Graham et al., 2022). A positive and productive organisational culture can improve organisational performance, create a harmonious work environment, and increase employee engagement. HR management can play an important role in building a

positive organisational culture by selecting employees who share the organisation's values, providing appropriate training and development, and providing appropriate support and recognition (Alqudah et al., 2022). Furthermore, HR management also has a strategic role in maintaining a balance between organisational needs and employee needs. Employees who feel valued and supported will tend to be more motivated, productive, and loyal to the organisation (Sutrisno et al., 2023). Therefore, HR management needs to ensure that employees feel valued and supported by providing fair salaries and benefits, providing opportunities for growth, and providing a safe and healthy work environment. Not only that, HR management also has a strategic role in managing organisational change. Organisational change can occur due to various factors, such as technological developments, intensified competition, or changes in regulations. HR management can play an important role in managing organisational change by effectively communicating the changes to employees, providing appropriate training and development, and ensuring that employees feel supported throughout the change process (Az-zaakiyyah et al., 2022). In essence, HR management has a very important strategic role in achieving organisational goals. HR management can help organisations achieve their goals by ensuring that they have a qualified and skilled workforce, developing a positive and productive organisational culture, maintaining a balance between organisational needs and employee needs, and managing organisational change effectively. This strategic role is critical because a qualified and skilled workforce, a positive organisational culture, and employees who feel valued and supported can improve the efficiency, productivity, and overall performance of the organisation.

HR management can also help organisations in facing challenges and increasingly fierce competition. In a highly competitive business environment, HR management needs to ensure that the organisation has employees who have the capabilities and skills that match the demands of the market (Lado & Wilson, 1994); (Apascaritei & Elvira, 2022); (Maier et al., 2014) and (Elrehail et al., 2020). This can be done by providing appropriate training and development, as well as recruiting employees who have the required abilities and skills. Furthermore, HR management can also help organisations build a positive image and increase customer satisfaction. Employees who feel valued and supported will tend to be more enthusiastic in providing high-quality services to customers (Subramanian, 2018); (Calvert et al., 2019) and (Prentice

& Nguyen, 2020). This can help organisations build a positive image and increase customer satisfaction, which in turn will enhance the organisation's reputation and support business growth.

The field of human resource management needs to pay attention to the part that technology plays in the field as well, especially given the more advanced nature of digital technology. The recruitment of employees, the evaluation of employee performance, and the monitoring of employee welfare and performance can all be aided by the use of HR management software, which is one example of how technology can be used to improve the efficiency and effectiveness of HR management.

The fact that needs to be understood is that the management of human resources plays a very significant part, strategically speaking, in the accomplishment of organizational goals. This strategic role includes ensuring that the organization has a qualified and skilled workforce; developing a positive and productive organizational culture; managing organizational change effectively; maintaining a balance between the needs of the organization and the needs of its employees; and paying attention to the role that technology plays in human resource management. HR management may assist organizations in accomplishing their objectives and meeting the increasingly difficult difficulties that they face in business if they play these strategic responsibilities.

CONCLUSION

In conclusion, human resource management, often known as HRM, plays a very essential strategic role in the accomplishment of the goals of an organization. Building a favorable image, boosting customer happiness, and enhancing the efficiency and effectiveness of human resource management are all things that may be assisted by human resource management in an increasingly complicated business environment. These are all things that can help organizations better face challenges and more fierce competition.

HR management needs to pay attention to a number of things in order to be able to play this strategic role. These things include ensuring that the organization has a qualified and skilled workforce, developing a positive and productive organizational culture, maintaining a balance between the needs of the organization and the needs of its employees, effectively managing organizational change, and paying attention to the

role that technology plays in HR management. In addition, the topic of this title brings an indication that the reader can understand that human resource management is not simply a component of the operational responsibilities of the organization but also plays a vital role in attaining the overall success of the organization. This is brought about by the fact that it brings an indication that the reader can understand that the topic of this title.

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