

Improving Company Competitiveness Through Human Resources Development Strategies in Freight Forwarding Companies

Indro Kirono, Sukaris, Abi Hanif Dzulquarnain, Abdurrahman Faris Indriya Himawan
Management Department, Faculty of Economics and Business
Universitas Muhammadiyah Gresik, Gresik Regency, East Java, Indonesia
indrokirono@umg.ac.id, sukaris21@umg.ac.id, dzulquarnain_abihanif@umg.ac.id,
faris@umg.ac.id

Joko Suyono
Department of Management and Business, Narotama University
Surabaya, Indonesia 60117
joko.suyono@narotama.ac.id

Abstract

Currently, one of the challenges of companies engaged in logistics is to balance human resources with existing business processes (both current and future) to support the company's competitiveness. This research is important as a proposal for internal organizations in more detail and depth of internal steps that are sought to improve and be able to compete both nationally and globally. This study uses a qualitative approach. The collection of primary data in addition to using a semi-structured qualitative interview questionnaire and a structured qualitative interview questionnaire also used a Focus Group Discussion approach. The development of the human resource model is the development of human resources that can be carried out by the company based on the human resource gap currently faced by the company. There are several key human resource development criteria that are of concern, that is (1) internal coaching, (2) one-on-one coaching, (3) development of formal and non-formal education, (4) compiling a task force team, (5) partnering with expert human resources.

Keywords

Logistics, competitiveness, task force team, partnering, human resources.