

Research Paper

Application of Profile Matching in Selection of the Best Marketing at PT. Dinara Semesta Propertindo

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Abstract

Human resources are a major factor that has an important role in realizing the goals of a company. Regarding the company, it is therefore necessary in a company with the best employee ratings to spur employee morale in improving their performance, so that all activities related to the company continue to move and develop properly. The instrument used in this study which functions as a data collection tool is in the form of a questionnaire using a Likert scale. In determining the best employee research, researchers used samples taken from the marketing population at PT. Dinara Semesta Propertindo, totaling 34 marketing people. After doing research at PT. Dinara Semesta Propertindo, the results of the research that have been obtained by the authors in research on decision support systems in selecting the best marketing at PT. Dinara Semesta Propertindo, a test will be carried out using the profile matching method. Based on the ranking above which is the final stage in determining the best marketing using the profile matching method. So the conclusions that can be drawn from this research are the Profile Matching Method can be used as an alternative, a decision support system in determining the best marketing. The stages in using this method include determining the GAP, GAP Weight Value, Grouping Core Factor and Secondary Factor, Total Value, and finally Ranking Determination. Determining the standard value of each aspect or criterion is very influential in the process of determining the best marketing.

Keywords: Profile Matching; Decision Support System; Human Resource; Best Marketing

Abstrak

Sumber daya manusia merupakan suatu faktor utama yang mempunyai peran penting dalam merealisasikan tujuan dari suatu perusahaan. Mengenani perusahaan, Oleh karena itu diperlukan dalam suatu perusahaan dengan adanya penilaian karyawan terbaik untuk memacu semangat kerja para pegawai dalam meningkatkan kinerjanya, agar segala kegiatan yang berkaiatan dengan perusahaan terus bergerak dan berkembang dengan baik. Instrumen yang digunakan pada penelitian ini yang berfungsi sebagai alat pengumpul data adalah berbentuk kuesioner dengan menggunakan skala likert. Dalam penelitian penentuan karyawan terbaik ini, peneliti menggunakan sampel yang diambil dari populasi marketing pada PT. Dinara Semesta Propertindo yang berjumlah 34 orang marketing. Hasil dari penelitian menggunakan metode profile matching berdasarkan dari perangkian diatas yang merupakan tahap terakhir dalam pemilihan marketing terbaik menggunakan metode profile matching. Maka Kesimpulan yang dapat diambil dari penelitian ini Metode Profile Matching dapat digunakan sebagai alternatif, sistem pendukung keputusan dalam menentukan marketing terbaik, Tahapan dalam menggunakan metode ini meliputi, menentukan GAP, Nilai Bobot GAP, Pengelompokan Core Factor dan Secondary Factor, Nilai Total, dan terakhir Penentuan Ranking. Penentuan standar nilai dari setiap aspek atau kriteria sangat berpengaruh dalam proses penentuan marketing terbaik.

Kata Kunci : Profile Matching; Sistem Penunjang Keputusan, Sumber Daya Manusia, Marketing terbaik

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1. Introduction

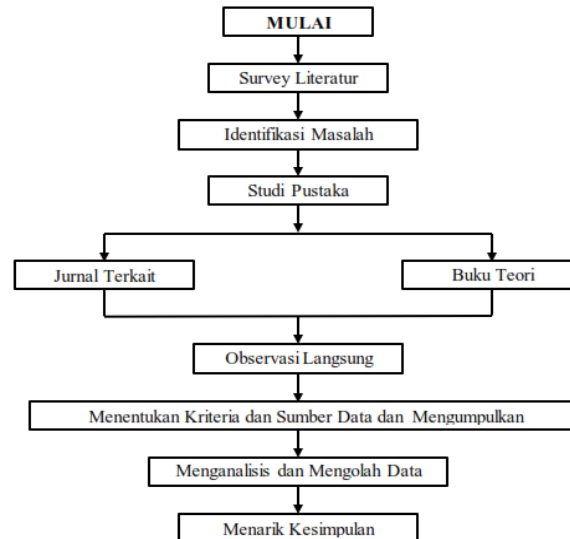
Human resources are a major factor that has an important role in realizing the goals of a company. Regarding the company, Heru stated that "The human resources of a company must be quality human resources. One way to obtain quality human resources is through efforts to evaluate employee performance (Banjarnahor, 2020)." Therefore it is necessary in a company with the best employee ratings to spur employee morale in improving their performance, so that all activities related to the company continue to move and develop properly. The performance of employees is very important so that all activities in an agency or organization run smoothly. To find out the quality of potential employees, it is necessary to conduct an employee assessment in the form of the best marketing. Selection of the best marketing is an aspect that is quite important in performance management, because this activity is an activity that is generally routinely carried out by companies and agencies where to find out potential marketing which then gets an award. To make a decision, it certainly requires careful analysis and calculations and depends on the many criteria that affect the problems that require a decision (Suroso, 2017). By making a decision with several criteria requirements, a company requires a special way of handling so that the decision making criteria can be interrelated.

The importance of employee appraisal can have a positive impact on both parties, namely the appraiser, which in this case is the company or the party being assessed, which in this case is the employee (Budihardjo, 2015). Therefore it is necessary to have a version of the marketing assessment decision model that will be taken at PT. Dinara Semesta Propertindo. A decision support system or Decision Support System (DSS) is an interactive information system that provides information, modeling, and data manipulation that is used to assist decision making in semi-planned and unplanned situations where no one knows for sure how decisions should be made (Sumanto, 2020).

PT. Dinara Semesta Propertindo is a company in the business sector that focuses on the property sector. This company was officially established in 2022 which is managed and led by Mr. Syarif Hidayat. This company is located in KP. Butterfly No.1 RT.004/006, Pasir Putih, Sawangan, Depok, West Java. At this time the work assessment process at marketing PT. Dinara Semesta Propertindo is still not running so we can't choose the best marketing. In addition, the problem found is that the manager cannot use a method that can handle priority issues using several different criteria. To overcome the existing problems, a system is created that can carry out the assessment process quickly and produce accurate assessments so that the results can be used as decision support using the *Profile Matching method*. The profile matching method can find the best employee through predetermined criteria, choose the best alternative from several alternatives, then carry out a ranking process to get a better alternative, namely the best employee (Angeline & Astuti, 2018). This method was chosen to produce the best data by looking for weight values for each individual and is expected to help carry out the best marketing assessment process with more effective and efficient results.

2. Methods

The research tool used in this study as a data collection tool is a questionnaire with a Likert scale. The Likert scale is a scale that can be used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena in research (Janti, 2015).

**Gambar 1. Tahapan Penelitian**

The Likert scale was first developed by Rensis Linkert in 1932 to measure people's attitudes. This scale uses ordinal measures so that it can make a ranking even though it is not known how many times one respondent is better or worse than another respondent. The answer to each instrument item that uses a Likert scale has a gradation from very positive to very negative, which can be in the form of words including: Very Good (SB), Good (B), Enough (C), Less (K) and Not Qualified (TMS) (Mawardi, 2019).

Tabel 1. Skala likert

No	Information	Score
1	Strongly Agree/Always/Very Positive	5
2	Agree/Good/Positive	4
3	Undecided/Good/Neutral	3
4	Disagree/Less/Negative	2
5	Strongly Disagree/Disagree	1

Source: (Sugiyono, 2010)

Method of collecting data

a. Observation

Observation is research by making thorough observations in certain conditions, the purpose of this study is to

observe and understand the behavior of groups and individuals in certain circumstances (Tersiana, 2018)

b. Interview

Interview is one of the studies which is a process of obtaining information by means of question and answer between the researcher and the subject under study (Tersiana, 2018)

c. Literature review

Library Studies are part of a research proposal that contains information obtained from journals, books and working papers (Afrizal, 2014)

d. Questionnaire

According to Suroyo Anwar, the questionnaire is a number of written questions about factual data or opinions related to the respondent, which are considered facts or truths that are known and need to be answered by the

respondent (Wimona Talitha Fendya, 2018)

e. Population and Sample

Interprets the population as a generalization area consisting of objects/subjects that have certain qualities and

characteristics set by researchers to study and then draw conclusions (Dr. Garaika Darmanah, SE,

2019) , also states that the sample is part of the total characteristics possessed by this population (Dr. Garaika Darmanah, SE, 2019) . f. The Slovin formula

According to Sofyan Siregar, the Slovin formula functions to obtain a representative sample, so the authors take several samples that have the same opportunities (Nurmin Arianto, 2020):

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

Information:

n = Number of Samples
N = Total Population
e = Limit of Error Tolerance (Error Tolerance)

Based on the slovin formula, the sample size is :

$$n = \frac{34}{1 + 42(95\%)^2}$$

$$n = \frac{34}{1 + 42 \times 0.05 \times 0.05}$$

n = 30,7692307692 When rounded up to 30.

3. Results and Discussion

Following are the Completion Steps :

1. Gap Mapping

The gap in question is the difference between the marketing profile and the best marketing profile, or it can be shown in the following formula:

Gap = Marketing Profile – The Best Marketing Profile

Information:

Marketing Profile : Marketing Value
Best Marketing Profile : Standard Value

2. Determine the Gap Weight Value

Table 2. Gap Value Weight

Difference	Value Weight	Information
0	5	There is no difference (Competence according to what is needed)
1	4,5	Individual competence excess of 1 level / level
-1	4	Individual competence excess of 1 level / level
2	3,5	Individual competency excess of 2 levels/level
-2	3	Individual competency excess of 2 levels/level
3	2,5	Individual competence excess 3 levels / levels
-3	2	Individual competence excess 3 levels / levels
4	1,5	Individual competence excess 4 levels / levels
-4	1	Individual competence excess 4 levels / levels

Source: (Harriyansah & Baidawi, 2018)

3. Calculation and grouping of Core Factor and Secondary Factor

a. Core Factor

$$NCF = \frac{\sum NC(i, s, p)}{\sum IC} \quad (2)$$

Information:

NCF (i,s,p) = Average *core factor value*
 NC(I,s,p) = The total value *of the core factor*
 IC = Number of *core factor items*

b. Secondary Factor

$$NSF = \sum \frac{NS(i, s, p)}{\sum IS} \quad (3)$$

Information:

NSF (i,s,p) = Average value of *secondary factor*
 NS (i,s,p) = The total number of *secondary factor values*
 IS = Number of *secondary factor items*

4. Calculation of Total Value

$$(\chi)\%NCF(i, s, p) + (\chi)\%NSF(i, s, p) = N(i, s, p) \quad (4)$$

Information:

NCF (i,s,p) = Average core factor value
 NSF (i,s,p) = Average value of secondary factor
 N (i,s,p) = Total value of aspects
 (x) = The percent value entered

5. Rank Calculation

$$Ranking = (\chi)\%Ni + (\chi)\%Ns + (\chi)\%Np \quad (5)$$

Source: (Harriyansah & Baidawi, 2018)

Information:

Ni = Performance Value
 Ns = Work Attitude Value
 Np = Intelligence Value
 (x) = The percent value entered

6. Assessment Criteria

Based on the results of observations at PT. Dinara Semesta Propertindo and Interview with Mr. Syarif Hidayat, as the Main Director. Information is obtained for what criteria and what percentage must be determined by the manager for the best marketing assessment process at PT. Dinara Semesta Propertindo. These criteria are as follows:

Table 3. Assessment criteria

No	Assessment criteria	Percentage
1	Performance Aspects	40%
2	Aspects of Work Attitudes	35%
3	Aspects of Intelligence	25%
Amount		100%

Information:

Performance : Discipline, Hard Work, Focus, Commitment, and Consistency
 Work Attitude : Honest, Thorough, Responsible, Teamwork, and Confident
 Intelligence : Product listing Mastery, Creative, Logic and Innovative

7. Competency Gap Mapping

Table 4. Performance Aspects

No	Statement	Mark
A1	Discipline	5
A2	Hard work	5
A3	Focus	4
A4	Commitment	4
A5	Consistent	4

Table 5. Aspects of Work Attitudes

No	Statement	Mark
B1	Honest	5
B2	Thorough	5
B3	Responsible	5
B4	Cooperation	4
B5	Self-confident	4

Table 6. Aspects of Intelligence

No	Statement	Mark
C1	Mastery of Product Listings	5
C2	Creative	5
C3	Logic	4
C4	Innovative	4

Table 7. Research Scale

	Criteria Value	Score
1	Not Qualified	1
2	Not enough	2
3	Enough	3
4	Good	4
5	Very good	5

From the calculation and grouping of Core Factors and Secondary Factors, the Total Scores for the four highest data values are obtained as follows:

Table 8. Core Factor and Secondary Factor , Total Value

No	Name	Performance Aspects			Aspects of Work Attitudes			Aspek Kecerdasan		
		CF	SF	ND	CF	SF	ND	CF	SF	ND
1	Suhendi	4	4,75	4,3	4,6	5	4,8	5	4,5	4,8
2	Irwandi	4,3	4,5	4,4	4,8	5	4,9	5	4,5	4,8
3	Pani Prasetyo	4,1	4,25	4,2	5	5	5	5	5	5
4	Mahadi Ade	4,6	4,5	4,6	5	5	5	5	5	5

Tahapan terakhir dari perhitungan tersebut diperoleh kandidat dengan nilai tertinggi sebagai berikut:

Table 9. Rank Determination

No	Name	The final result	Ranking
1	Suhendi	4,8	1
2	Irwandi	4,6	2
3	Pani Prasetya	4,6	3
4	Mahadi Ade	4,6	4

4. Conclusion

The conclusions that can be drawn are as follows: Profile matching method can be used as an alternative, decision support system in determining the best marketing at PT. Dinara Semesta Propertindo, then the use of this method can help in making decisions. The stages in using this method include determining the Gap, Gap weight values, Grouping Core Factors and Secondary Factors, Total Values, and Ranking Calculations. Determining the value of each aspect and criteria is very influential in determining decisions. This is obtained directly from the calculation and comparison of marketing profiles with criteria that include aspects of performance, aspects of work attitude, and aspects of intelligence.

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