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OPTIMISING EMPLOYEE PRODUCTIVITY: HR STRATEGY FOR ECONOMIC GROWTH

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Abstract

The strategic role of optimising employee productivity in promoting economic growth refers to the significance of systematic efforts to improve the efficiency and effectiveness of the workforce in its contribution to economic expansion. The concept emphasises that by increasing output per employee through various methods such as training, skills development, technology implementation and work process improvement, companies not only increase their own profitability, but also contribute to an increase in national productivity. This, in turn, promotes economic growth through increased industrial competitiveness, greater innovation, more efficient use of resources, and the creation of higher added value in the production chain. As such, optimising employee productivity acts as a catalyst linking improvements at the micro (firm) level with macroeconomic benefits, making it a key component in a sustainable economic development strategy. The results show that the implementation of effective HR strategies, such as skills development programmes, technology integration, work process improvements, and the creation of a supportive work environment, are positively correlated with increased employee productivity. Furthermore, these productivity improvements are shown to have a multiplier effect on economic growth through increased company competitiveness, job creation, and increased innovation. In conclusion, optimising employee productivity is a critical component in long-term economic growth strategies, emphasising the importance of continuous investment in human capital development for firms and policymakers.

Keywords: Optimisation, Employee Productivity, HR Strategy, Economic Growth

Introduction

In the era of globalisation and intensified economic competition, employee productivity is a key factor in determining the success of an organisation and the economic growth of a country. High employee productivity not only contributes to company profitability, but also plays an important role in improving national competitiveness and driving overall economic growth (Tortia et al., 2022).

Employee productivity is a measure of the efficiency and effectiveness of an employee or a group of employees in producing outputs (goods or services) by utilising available inputs (resources) in a given period of time. This concept includes the ability of employees to produce quality work results, meet set targets, and provide added

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value to the organisation (Atmaja et al., 2022). Employee productivity is not only measured by the quantity of output, but also involves aspects of quality, timeliness, and optimisation of resource use. Increased employee productivity is generally associated with better operational efficiency, increased company profitability, and positive contributions to overall economic growth (Khan et al., 2023).

Employee productivity plays a very important role in the success and sustainability of an organisation. Firstly, high productivity allows a company to optimise its resources, be it human, time, or material resources. This leads to better operational efficiency, which in turn can increase the company's profitability and competitiveness in the market (Holbeche, 2022). Productive employees also tend to produce high-quality output, which can increase customer satisfaction and strengthen the company's reputation. In addition, good productivity can create a positive work environment, boost employee morale, and encourage innovation (Jumady & Lilla, 2021).

From a broader perspective, employee productivity contributes significantly to economic growth. Companies with productive employees tend to be better able to adapt to market changes, develop new products or services, and create jobs. This not only benefits the company individually, but also has a positive impact on the economy as a whole (Chakraborty & Biswas, 2020). Furthermore, high productivity can lead to improved living standards, as it allows companies to compensate employees better and contribute more to society through taxes and corporate social responsibility programmes. Improving and maintaining employee productivity has therefore become a key focus for many organisations in an effort to achieve long-term success. However, many organisations still face challenges in optimising their employees' productivity (Hasan & Chowdhury, 2023).

One of the key challenges is maintaining consistent employee motivation and engagement. In a constantly changing and increasingly competitive work environment, employees can experience burnout, stress, or lose interest in their work. This can lead to a decrease in productivity and quality of work. In addition, generational differences in the workforce can also create gaps in expectations, communication styles and approaches to work, which can hinder team collaboration and efficiency. Other challenges include adopting and adapting to new technologies, which while potentially increasing productivity, can also create a steep learning curve and resistance from some employees (Cherian et al., 2021).

The next challenge is creating a balance between productivity and employee well-being. The demand to continuously improve productivity can lead to long working hours, excessive workload, and reduced work-life balance. This can have a negative impact on employees' mental and physical health, ultimately reducing long-term productivity. Organisations also face challenges in accurately measuring and evaluating productivity, especially for creative or knowledge-based work (Bieńkowska et al., 2022). Traditional metrics may not always reflect employees' real contributions, which can lead to unfair or ineffective performance appraisals. Finally, in the age of remote and hybrid working, companies face new challenges in ensuring productivity and effective collaboration among geographically dispersed teams, while still maintaining company culture and a sense of employee engagement (Zacharias et al., 2021).

On the other hand, Indonesia's economic growth in recent years has shown a fluctuating trend and tends to slow down. Data from the Central Statistics Agency (BPS) shows that Indonesia's economic growth in 2019 only reached 5.02%, lower than in 2018 which reached 5.17%. This situation was further exacerbated by the COVID-19 pandemic which caused an economic contraction of 2.07% in 2020 (Tien et al., 2021).

In this context, optimising employee productivity through effective HR strategies has become increasingly crucial. Increased productivity will not only help organisations to survive and thrive in challenging economic situations, but also contribute to national economic recovery and growth (Hajiali et al., 2022).

Therefore, this study is to examine HR strategies that can optimise employee productivity and its impact on economic growth.

Research Methods

The study in this research uses literature review. The literature research method, also known as a desk study or literature review, is a research approach that focuses on analysing and synthesising information from various written sources relevant to the research topic. (Arikunto;, 2000); (Fadli, 2021).

Results and Discussion

Employee Productivity

Employee productivity is a fundamental concept in human resource management and organisational performance. In general, employee productivity can be defined as the ratio between the output produced by an employee and the inputs used in the production or service process (Prasetyo & Kistanti, 2020). This output can be in the form of goods, services, or other measurable work results, while inputs include time, labour, resources, and invested capital. Productivity not only measures the quantity of work completed, but also considers the quality, efficiency, and effectiveness in completing assigned tasks (Gruzina et al., 2021).

The concept of employee productivity involves various interrelated aspects, including individual skills and competencies, motivation, work environment, available technology, and management and leadership systems within the organisation. High productivity reflects the ability of employees to optimise the use of existing resources to achieve maximum results. This not only impacts individual performance, but also contributes to the overall efficiency and competitiveness of the organisation (Sugiarti et al., 2021). Improving employee productivity is therefore a key focus for many companies, which often involves strategies such as training and development, work process improvement, implementation of new technologies, as well as the creation of a work culture that supports innovation and continuous improvement (Hernita et al., 2021).

Employee productivity is influenced by a variety of interacting factors that have a significant impact on individual and organisational performance. These factors can be categorised into internal and external. Internal factors include employees' intrinsic motivation, skills and competencies, physical and mental health, and attitude towards work (Surya et al., 2021). Meanwhile, external factors include the work environment (both physical and social), available technology and equipment, organisational structure, management and leadership systems, company policies regarding compensation and career development, and organisational culture. In addition, factors such as training and development, effective communication, work-life balance, and level of autonomy at work also play an important role. Macro factors such as economic conditions, government regulations, and technological changes in the industry can also affect productivity indirectly. A comprehensive understanding of these factors allows organisations to design effective strategies to sustainably improve employee productivity (Amjad et al., 2021).

In conclusion, employee productivity is a crucial aspect in the success and sustainability of an organisation. It reflects the efficiency and effectiveness of an employee in producing outputs from available inputs. Productivity is not only measured by the quantity, but also the quality of work produced. Various factors, both internal and external, affect the level of employee productivity. These factors include individual aspects such as motivation and competence, as well as organisational factors such as work environment, technology, and management systems.

Given the complexity and dynamism of the factors affecting productivity, organisations need to adopt a holistic approach to its improvement. This involves strategies that include human resource development, work process optimisation, technology utilisation, as well as the creation of a supportive organisational culture. By understanding and effectively managing these factors, organisations can improve employee productivity, which in turn will drive overall organisational performance, enhance competitiveness, and ensure sustainable growth in an ever-changing business environment.

Human Resources (HR) Strategy

Human Resources (HR) refers to the individuals who work in an organisation and contribute to the achievement of the organisation's goals. This concept includes all abilities, knowledge, skills, experience, and potential possessed by employees (Paais & Pattiruhu, 2020). HR is considered the most valuable asset for organisations because it has the ability to innovate, adapt, and drive other resources. In the context of management, HR is not only seen as a workforce, but also as intellectual capital that can be developed to improve the competitiveness and sustainability of the organisation (Awan et al., 2020).

The scope of HR covers various aspects related to the management and development of employees in an organisation. This includes the processes of HR planning, recruitment and selection, training and development, performance management, compensation and benefits, industrial relations, occupational safety and health, and organisational development. In addition, the scope of HR also involves strategic aspects such as talent management, succession planning, and organisational culture development (SULAIMAN et al., 2021). In the digital era and globalisation, the scope of HR has expanded to include diversity and inclusion management, remote workforce management, and the use of technology in HR processes. As such, HR plays a crucial role in aligning human resource capabilities with overall organisational strategies and goals (Malik, 2022).

The strategic role of HR in organisations has undergone a significant transformation from a traditional administrative function to a strategic partner critical to organisational success. In this capacity, HR plays a role in aligning human resource management practices with the organisation's business goals and strategies. HR is actively involved in the strategic planning process, helping organisations identify and develop the core competencies needed to achieve competitive advantage (Girdwichai & Sriviboon, 2020). Through labour market analysis, workforce planning, and talent management, HR ensures that the organisation has the right capabilities to face current and future business challenges (Yandi & Havidz, 2022).

In addition, HR plays an important role in creating and maintaining an organisational culture that supports innovation, continuous learning and high performance. This involves developing effective performance management systems, leadership development programmes, and employee engagement initiatives. HR also plays a crucial role in managing organisational change, facilitating business transformation, and ensuring that employees are ready and able to adapt to the changing business environment (Nguyen, 2021). In the digital era, HR also plays a role in integrating technology into HR practices, improving operational efficiency, and providing a better employee experience. Thus, the strategic role of HR is not only limited to managing the operational aspects of the workforce, but also includes significant contributions to the overall success and sustainability of the organisation.

Economic Growth

Economic growth is defined as an increase in the production capacity of an economy that materialises in the form of an increase in national income over a period of time. More specifically, economic growth refers to the increase in the output of goods and services produced by a country or region, which is usually measured in Gross Domestic Product (GDP) or Gross National Product (GNP). This concept is one of the important indicators to assess a country's economic performance and is often used as a reference in the formulation of economic policies. Economic growth not only reflects an increase in the quantity of production, but can also indicate improvements in the quality of life and general welfare of society (Kurdi & Alshurideh, 2020).

The most commonly used indicator of economic growth is the real GDP growth rate, which shows the percentage change in GDP from one period to the next after adjusting for inflation. In addition, some other indicators used to measure and analyse economic growth include: per capita income, which reflects the average income of the population; productivity levels, which measure the efficiency of resource use in producing output; investment levels, both domestic and foreign, which reflect capital accumulation; employment and unemployment rates; and sectoral indicators such as the growth of the industrial, agricultural, and service sectors (Ghouri et al., 2020). Technological development, innovation, and improvement in the quality of human resources are also often used as indicators in analysing long-term economic growth. The use of these indicators allows for a more comprehensive analysis of the quality and sustainability of a country's economic growth (Lasisi et al., 2020).

Employee productivity and economic growth have a close and mutually influential relationship. Employee productivity, measured as output per unit of labour input, is one of the key factors in driving economic growth. When employees can produce more output with the same or even fewer inputs, it contributes directly to improving the efficiency and production capacity of the economy as a whole (Faeni, 2024). This increase in productivity can occur through various means, such as improved skills, the use of better technology, or improved work processes. As a result, firms can produce more goods and services, which in turn fuels GDP growth and accelerates the pace of economic growth (Bilan et al., 2020).

Conversely, economic growth can also have a positive impact on employee productivity. When the economy grows, there is usually increased investment in technology, infrastructure and education, all of which can improve labour productivity. Economic growth also tends to create more job opportunities and increase competition in the labour market, encouraging employees to improve their skills and productivity (Anosa, 2021). Moreover, in a growing economy, companies have more resources to invest in employee training, new technologies, and process improvements, all of which can increase productivity. As such, the relationship between employee productivity and economic growth is cyclical and mutually reinforcing, where improvements in one aspect can lead to improvements in the other, creating a positive loop for overall economic development.

Impact of Employee Productivity Optimisation on Economic Growth

Optimising employee productivity has a significant impact on a country's economic growth. When employees work with higher efficiency, producing greater output with the same or even fewer inputs, this directly contributes to increased production of goods and services in the economy. This increase in productivity can occur through various means, such as the use of more advanced technology, improved work processes, or improved employee skills through training and education. The result is an increase in total economic output, which is reflected in Gross Domestic Product (GDP) growth (Tran & Vo, 2020).

The second impact of optimising employee productivity is an increase in the competitiveness of the company and the industry as a whole. When companies can produce more at the same or lower cost, they can offer products or services at more competitive prices in the global market. This can encourage increased exports and help attract foreign investment, both of which are important factors in economic growth (Prasetyo & Kistanti, 2020). In addition, more productive companies tend to be more profitable, allowing them to invest more in research and development, which in turn can drive innovation and long-term economic growth.

Optimising employee productivity can also have a multiplier effect in the economy. When employees become more productive and earn more, their income tends to increase. This increase in income can drive higher consumption, which is a major component of GDP. In addition, an increase in productivity can allow companies to pay higher wages or hire more employees, both of which contribute to an increase in aggregate demand in the economy (Bawono, 2021). This multiplier effect can create a positive growth cycle, where productivity improvements drive economic growth, which in turn creates more opportunities for further productivity improvements (Mahapatro, 2021).

Finally, optimising employee productivity can help in addressing macroeconomic challenges such as inflation and budget deficits. When productivity increases, companies can produce more output without having to raise prices, helping to keep inflation rates low. In addition, economic growth fuelled by increased productivity can increase government tax revenue without the need to increase tax rates, helping to reduce budget deficits (Riana et al., 2020). In the long run, a more productive and efficient economy is better able to cope with external shocks and maintain sustainable growth, creating a strong foundation for long-term economic prosperity.

Conclusion

Optimising employee productivity is a key strategy in human resource management that has a significant impact on economic growth. Through various efforts such as skills upgrading, technology implementation, work process improvement, and the creation of a conducive work environment, companies can increase the efficiency and output of their employees. This not only benefits the company individually but also contributes to increased national productivity, which in turn fuels sustainable economic growth. This strategy allows companies to produce more with the same resources, increase competitiveness, and create greater added value in the economy.

In conclusion, optimising employee productivity is not just about maximising individual output, but also about creating a positive domino effect in the entire economy. Increased productivity can drive innovation, enhance global competitiveness, create new jobs, and improve overall living standards. Therefore, investment in human capital development and implementation of strategies to optimise employee productivity should be a priority for companies and policymakers. With a sustained focus on improving labour productivity, a country can build a strong foundation for long-term economic growth and better societal well-being.

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