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Effective Recruitment and Selection Aspects at Apotek D'Farma

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Abstract

Apotek D'Farma is a store that provides medicines, health products, and pharmaceutical services located at Ruko Bukit Kemuning DD 2 No.7 Mangsang, Batam, Riau Islands with 11 employees. The purpose of establishing this pharmacy is to ensure that every patient can effectively, safely, comfortably, and timely access the medicines they need. Currently, Apotek has a problem with a shortage of proper employees because it will expand the doctor's office. Because collaboration between pharmacies and physician practices can yield significant benefits for patients and businesses. In addition, there are competitors from other adjacent pharmacies so that employees who have competence and expertise in the field of medicine are needed. Based on the above problems, the recruitment and selection process is very necessary, so that the pharmacy will get the expected employees in accordance with their competence.

Keywords: *Recruitment & Selection, Apoteker, Human Resource*

Introduction

The Indonesian government continuously strives to improve healthcare infrastructure and raise public awareness of the importance of maintaining health. By definition, health is a state of physical, mental, and social well-being that enables individuals to lead productive and meaningful lives. According to Minister of Health Budi Gunadi Sadikin, there is a need for changes in the healthcare system to achieve Indonesia's goal of becoming a developed country. He believes that the current healthcare service system in Indonesia is more focused on treating sick patients, and this needs to be changed to focus on efforts to ensure that the community continues to lead a healthy lifestyle. (Alamsyah, 2023).

Well-being encompasses optimal physical, mental, and social conditions that enable individuals to lead productive and satisfying lives. This involves aspects such as bodily health free from disease and injury, mental well-being, and positive social interactions (Yodha, 2023).

Additionally, healthy lifestyles such as adopting good dietary habits, engaging in adequate physical activity, and avoiding risky behaviors also play a crucial role in achieving optimal well-being (Suliaman, 2023).

Apotek D'Farma is a store that provides medicines, health products, and pharmaceutical services. With the goal of ensuring that every patient can effectively, safely, comfortably, and promptly access the medicines they need. Operational activities run every day from 08:00 to 23:00 WIB. Apotek D'Farma is located at Ruko Bukit Kemuning DD 2 no.7 Mangsang, Batam, Kepulauan Riau. Apotek D'Farma employs 11 staff members who are positioned according to their respective tasks.

Due to the importance of health, many countries and organizations are making significant efforts to improve access to quality healthcare services, provide education to the public about the importance of a healthy lifestyle, and promote good health practices to enhance overall well-being (Kusuma, 2023).

In this case, the author encounters issues faced by Apotek D'Farma, including:

1. Intense competition with nearby pharmacies such as Apotek R24 Piayu. Competition among these pharmacies may relate to pricing, services, or the types of medicines they offer.
2. Difficulty in finding qualified pharmacy employees who meet the necessary qualifications. The presence of pharmacy employees who meet the required education and experience criteria is crucial in maintaining the quality of pharmaceutical services at the pharmacy. To address this issue, Apotek D'Farma needs to take a proactive approach in seeking suitable employees.

Furthermore, with the ongoing development stage of the doctor's practice area, it is important to ensure that adequate pharmacy staff are available to support this service, as collaboration between the pharmacy and the doctor's practice can yield significant benefits for patients and the business. Based on this background, the author is drawn to research effective recruitment and selection aspects at Apotek D'Farma.

Methods

In the context of data collection related to Apotek D'Farma, there are several methods that can be used to gather relevant information:

1. Interviewing pharmacy management by conducting interviews with the manager or owner of Apotek D'Farma to gain insights into the pharmacy's vision, mission, and business strategies. Questions may cover aspects such as business objectives, target customers, and challenges faced.
2. Interviewing pharmacy staff, especially those involved in pharmaceutical services and medication management. Inquire about

their experiences in carrying out daily tasks, understanding of good pharmacy practices, and interactions with customers.

3. Interviewing customers who frequently visit Apotek D'Farma. This will provide insights into customer satisfaction, their expectations, and any changes that may be needed in the service.
4. Observing daily operations by noting how employees interact with customers, the prescription filling process, medication stock management, and other pharmacy practices.
5. Observing service quality by examining how service quality is measured and monitored within the pharmacy. This may include observations of customer waiting times, cleanliness, and tidiness of the pharmacy
6. Documentation, which combines all three techniques – interviews, observation, and documentation – can provide a comprehensive overview of the operations and service quality at Apotek D'Farma.

This can assist in identifying potential improvements and suitable development strategies. The location of this research is at Apotek D'Farma, located in Ruko Bukit Kemuning DD 2 No.7 Mangsang, Batam, Kepulauan Riau.

Result and Discussion

The results of the implementation of the above activities include:

- 1) Execution from September 4th to December 4th, 2023, involving only one person.
- 2) In an effort to enhance the effectiveness and efficiency of employee recruitment and selection, Apotek D'Farma has taken a crucial step by implementing a new innovation in this process, namely:
 1. Identifying Workforce Needs
 2. Job Description Creation
 3. Job Posting Distribution
 4. Collection of Job Applications
 5. Selection and Interviews
 6. Candidate Selection Results
- 3) The implementation process of recruitment and employee selection outcomes is a critical stage in building a quality team aligned with the company's vision. At Apotek D'Farma, the implementation process is as follows:
 - a. Workforce needs identification is the initial step carried out by examining the occurring issues. The identified problem is a shortage of pharmacist staff, prompting the author to contribute to seeking the required workforce in accordance with the needs.



Figure 1. Employee Interviews of Apotek D'Farma. Source: Author (2023).



Figure 2. Field Survey of Apotek D'Farma. Source: Author (2023).

- b. Crafting job descriptions according to workforce needs with the primary responsibility of pharmacists entails a number of highly crucial roles.
- c. Job vacancy dissemination by creating open recruitment posters that reflect the company's culture and workforce needs. These posters serve as the first window for prospective employees to understand the essence of Apotek D'Farma.



Figure 3. Job vacancy poster of Apotek D'Farma. Source: Author (2023).



Figure 4. Video Promotion of Apotek D'Farma. Source: Author (2023).

Link Video:

https://drive.google.com/drive/folders/1sH_bIDjgf3er9_MDhFFol9d_IJCix38U?usp=sharing

- d. Collection of job applications, where the HR team reviews applications to ensure that all requirements are met. Candidates who meet the criteria then proceed to the CV and cover letter screening stage.
- e. Selection and interviews for those who pass the selection will undergo a final interview as part of the selection process. In the case of partner parties, two methods of interviews are used: competency or job knowledge, and structural interviews.

f. The results of the employee selection determine whether the candidate passes or fails the recruitment for the pharmacist position at Apotek D'Farma. The quota at Apotek D'Farma is for 1 person.

4) The condition after implementation involves applying innovation in the recruitment and selection process at Apotek D'Farma with the aim of achieving several key objectives that will overall enhance the quality of human resources (HR), operational efficiency, and the company's reputation.

Conclusions

The level of success of the programs.

With the newly designed recruitment and selection process incorporating innovation, it is hoped that the owner can implement it to have a positive impact on Apotek D'Farma, including: developing a quality team, improving employee performance, operational efficiency, enhancing Apotek D'Farma's reputation, innovation and development, and employee satisfaction. Overall, the implementation of a good recruitment and selection program can help the pharmacy achieve better performance, provide better service to patients, and build a strong reputation in the industry. This will be a valuable investment in the long term for the success of Apotek D'Farma.

The impact and benefit program.

One of the key indicators of the success of this program is an increase in profit by approximately 5-10%. This improvement reflects the effectiveness of innovation in acquiring qualified employees who meet the company's needs. Competent employees who are suitable for their roles are expected to make a significant contribution to business growth and, consequently, increase company profits.

The implementation process carried out by the employees of Apotek D'Farma has brought about remarkable transformation in operational efficiency and the company's image. Through careful and selective recruitment, the pharmacy has successfully addressed the shortage of employees that previously hindered service efficiency. The publication of recruitment posters has proven to be a highly effective step, facilitating the search for employees who meet the required criteria.

The outcomes that the author designed and implemented for Apotek D'Farma during the activity are as follows:

1. Field Survey by identifying the problems and solutions to be implemented.
2. Creating recruitment and selection posters tailored to the qualifications at Apotek D'Farma.

3. Creating 2 promotional videos: "We Are Open" and "Cinematic Video" for Apotek D'Farma.
4. Creating steps that must be implemented from the recruitment process to the final stage.

Recommendation for further program.

1. Consider organizing health tests for prospective employees. This can help ensure that employees remain healthy and can work optimally.
2. Utilize the services of a psychologist to manage personality tests and interviews. Psychologists can help assess the personality aspects and mental well-being of prospective employees. This can provide additional information on how well prospective employees can adapt to the work environment.
3. All employees of Apotek D'Farma are expected to be active on social media to promote the products sold, aiming to increase profits in the future.
4. Invite renowned influencers, especially in Batam City, to participate in pharmacy promotions with the hope that their followers will be interested in visiting, thereby enhancing the pharmacy's image and establishing good relations with the community.
5. It is hoped that the service will be available 24 hours a day, considering the arrival of customers or patients. Apotek D'Farma is always ready to serve customers and patients.

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