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The Role Of human Resources in Sevice Marketing

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Abstract

Human Resources (HR) plays an important role in the success of a company. As the saying goes, human resources are a source of competitive advantage that is timeless by heat, not weathered by rain. Likewise achieving success in marketing services, of course, very much depends on the human resources that are owned The success of service marketing is highly dependent on human resources (HR) due to the direct involvement between service providers and consumers
directly involved with consumers certainly need training, preparation, and high motivation to serve everyday consumers. In addition, sued to have the ability to be responsive in Fulfill the needs of consumers. HRs are also directly involved in the marketing process because, they must have a view of which large strategy marketing service company.
Implementation from the whole aspect related to HR company service requires a commitment, way of respect, and implementation of the role optimally by whole member company service so that could acccurate operation and effectiveness performance.

Keywords: **human Resources, Sevice, Marketing**

INTRODUCTION

Human Resource Management (HR) is an overall activity of the company that involves the relationship between the organization and employees who are assets in marketing services. Management's view regarding internal marketing will create HR work effectiveness before dealing with consumers. There are 2 important aspects in internal marketing, namely: Each employee from each department has a role as internal customer and supplier. Alignment of mission, strategy and goals is an important element to create high commitment to every employee.

Human Resources (HR) plays an important role in the success of a company. As the saying goes, human resources are a source of competitive advantage that is timeless by heat, not weathered by rain. Likewise achieving success in marketing services, of course, very much depends on the human resources that are owned.

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The success of service marketing is highly dependent on human resources (HR) due to the direct involvement between service providers and consumers

Creepers Lupiyoadi, 2001 said that the role of HR is very important in the midst of rapid technological sophistication in determining the success of a company that cannot be ignored. This is different from product technology and production processes which are being assessed and increasingly reduce their important role as source power advantage competitive. Companies must also anticipate all possible problems in HR management starting from the selection stage to more complex HR management processes. The level of attention and emphasis on the role of HR in services is very important, especially in the current era of globalization where there will be no limit to the mobility of resources including HR.

Role Important Source Power Man (Tdm) In Company Service The success of service marketing is highly dependent on human resources (HR) due to the direct involvement between service providers and consumers. According to Payne (19 9 3) the important role of HR in service companies is grouped

Contractor : HR who deals intensely with consumers and chooses conventional marketing activities. They a have position in Thing sell and a role in customer service.

Modifiers : HR who are not directly involved in marketing activities, contact with consumers is only made occasionally.

Influencers : HR is more focused on implementation and marketing strategy including procurement of research and development. Strictly speaking among others covers procurement research and development.

Isolated: HR will find it difficult to succeed if they do not receive adequate support from management, especially to motivate them.

From the explanation above it is very clear that HR plays an important role in marketing services for the success of the company. Human resources who are directly involved with consumers certainly need training, preparation, and high motivation to serve everyday consumers. Addition, sues have the ability to be responsive in Fulfill the needs of the consumer. HR is also directly involved in the marketing process because, they must have a view which large about the strategy marketing service company. HR must also be able to intertwine cooperation is which tight with para consumers. Management must direct and stage training as well as development work in a manner intensive. Also included in the implementation and marketing strategy includes the procurement of research and development, human resources must have the potential to attract consumers through results that he got. The Success achieved with standard desire consumer. influencers were also given the opportunity for relating with consumers so that results were better. As well as

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getting motivational support, HR must be directed to know its role and the company's marketing strategy so that they could optimal contributions to the company.

Service Company HR Management

Realizing that HR plays an important role in service companies, we no longer see this resource with one eye. There is negligence in the planning, development, implementation, as well as supervision of HR which is owned by will harmful company. Therefore, companies need to pay attention to human resource management through several aspects, namely aspects of internal marketing and customer service.

It requires a high commitment from the whole element which gets involved in it in a way that management is aware of HR is something activity thorough a from a company that involves the relationship between the organization and the employees who become major wealth in service marketing .

At this time there is a growing view that if you want to be able to market services well to consumers outside the company there needs to be an effort in meeting the needs internal company first, especially for HR company.

Creepers Lupiyoadi (2001), said that For could reach success in internal marketing, a company service Keep going needs to emphasize the importance of communication, openness, responsibility, and integrity tall to achieve the destination. Internal marketing is a step beginning for creating high motivation for both employees and consumers as users services.

Internal marketing is the first step to ccreating high motivation for both employees and consumers as service users. In creating a long-term partnership between management, employees and consumers, this *internal marketing concept* provides a view that *the internal market of employees* will have a significant influence on the company as well as on consumers so *internal marketing* is important to note as a long-term effort.

According to Cotler (1997), There is two (2) aspect important in drafting internally namely:

1. Employees from every department have a role as internal customers and suppliers.

For could give quality best on external marketing so must notice that every employee get work which optimal

2. The same view of the company's mission, strategy and goals are elements which are important to create a high commitment to every employee who is ultimately motivating employees to work optimally.

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Meanwhile, Gross (1990) expressed his opinion about Process management which there are several things that are important :

1. attitude Management

Includes attitudes and motivation of employees in implementing company activities. Party management needs to behave proactively, especially in planning and supervising activities for its employees.

2. Communications Management

Is a management process in conveying any information that aims to give instruction work and give opportunity also on para employees to convey all the problems faced so that they can occur communication two directions and the atmosphere open.

To achieve success, the two processes should be balanced. From the company's management side, there are several common programs used in realizing *internal* concepts in this *marketing*, namely:

a. Training

Is a program aimed at corporate human resources in which basic knowledge information is provided regarding work strategies, attitudes, abilities, both communicating and marketing services as well as understanding consumers?

b. Personnel Administration Tools And Human Resources Management

Appropriate and effective HR planning needs to be prepared through programmed management so that the implementation is in accordance with the strategy set by the company. In its application, continuous coordination is required.

c. Management Support And Internal Interactive Communication

Is a means of opening two-way communication from employees to superiors as well as effective cooperation from company management to implementing HR. Information includes work issues or other important decisions in the company.

d. Developing A Service Culture

In order for the performance of each human resource to satisfy consumers, company management must be able to create a pattern that is the same.

In service companies, *internal marketing* provides various benefits in achieving marketing success because it is more integrative and is a continuous process. These benefits include:

1. Facilitating innovation, because *internal marketing* is a continuous process and motivates employees to think creatively.

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2. An effective means for developing the company's competitive advantages is *internal marketing* provides an atmosphere of openness, thus enabling the extraction of information, especially regarding potential human resources.
3. Reducing conflict, because every program is planned and participation is emphasized in decision making.

The company's success in satisfying its internal environment will brin success also to the external environment. In fact, the company will be able to create an integrated marketing pattern in the long term, both for employees and for consumers. Return Rambat (2001) explains here about compensation that is balanced between performance and satisfaction with rewards where this can create a positive view of HR about the company which will be manifested as positive work loyalty as well. Companies must strive to carry out *internal marketing* as a new part of the business management process.

Building Customer Service

As we know Customer Service has an important role in the defence process of a company that deals directly with customers. Although often considered trivial, in fact, *customer service is a job* that has many functions and roles within the Company. *Customer Service also has the function of leading public relations and a* positive corporate culture.

The most basic difference between companies in the form of products/goods and companies engaged in services is in the marketing system. companies engaged in the service sector are expected to be more optimal in the form of services, namely *Customer Service.* para Consumers can subjectively assess the service standards provided by a service because they feel the service quality standards provided affect the satisfaction to be achieved.

In a service company, of course, it is rather difficult to get a standard of service the same in the eyes of consumers, this requires accuracy in managing human resources so that their performance is optimal and satisfies consumers.
In the midst of increasing competition in *the service* sector, companies should continue to improve their services in the field of *Customer Service*.

The field of *Customer Service* covers various activities in all business areas that try to combine sales of services to meet customer satisfaction starting from ordering, and then processing, to providing service results with good communication in strengthening cooperation with consumers.

Of course just the goal nothing else is to acquire profit. *Customer Service* is not just serving but *also* trying to build long-term cooperation with the principle of

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mutual benefit. The thing started before the transaction occurs to the evaluation stage after the transaction. Again, Rambat (2001) expressed his opinion that " how do we understand consumer desires and always provide added value in eye consumer".

To achieve high performance in customer service, company management service also must prepare HR Through training about how to face Requests from the consumer, and stage communication personnel which give the opportunity cooperate with better quality.

The challenge for service management today is how to integrate the whole element which there is in *Customers Servic*e in accordance with the strategy and operation established company.

The entire HR Department in *Customer Service _does* not quite enough answer focused on Duty operate marketing no only on its part, which is happening in reality right now *Customerservice* is only focused on one *part* and often causes a loss of consumer satisfaction because getting service must go through the convoluted bureaucracy.

Lovelock (1991) says that Management. The company should clearly delegate tasksthroughout _ the division with the purpose is the consumer, both for HR involved in the front office as well as the back office. Pan's overall view on Customer *Service from each company's* HR should *be* always improved. The key to success is in the service system (service). given on consumers as well notice role in *Customers service*.

methods or *Customer Design Service*

To get results work which good in gift service of course must followed with exists The methods or design and strategy which right from service Company concerned .

Here are a few step important in designing *C ustomers Service* _ is :

a. Identifying Services (*Identifying Service mission)*

For the initial stage, of course, a company mission must be determined in order to create something commitment and work philosophy same to achieve that mission.

b. Establish customer service goals (*Settings customers Service Objectives*)

The important thing that must be determined by the company is the purpose of service. Thing is useful in determining which elements are prioritized to achieve results which optimal. Destination service this covers activity before transaction , moment transaction takes place and after activity transactions . Another thing that needs to be noticed by company ie can notice value what which wanted

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consumer, how fulfill it and build work capacity which compete with company service other.

c. Customer Service Strategy (*Customer Service Strategy*)

Every consumer, even though they do not have the same service standards for a service, However, segmentation can help companies set service standards that can be provided to each market segment. *Customer Service* Strategy which set must include identification of the consumer, service and consumer segments the most important and how the method of providing services in order to compete in the market at a time is an advantage in itself for the company.

d. (*Implementation*)

Customer Service in its implementation is an integral part of marketing company mix . Service companies should always try adjust any changes in the environment that occur, especially those related to consumer behavior. This is important to produce a good *Customer Service design* precise and effective. Management's ability to communicate strategy to The implementing HR will greatly determine the success of the quality of Customer *Service* good.

PROCESS MANAGEMENT HR IN OPERATION SERVICE

Important things that need attention from service operations are how management patterns and processes used by effective organizations viz the way management should make an effort HR empowerment through:

Proper Employee Recruitment (*Recruit the Right Employees)*

To do recruitment employee in accordance with qualification company so that marketing in the field services are going well . The capabilities that need to be considered include: personal characteristics and skills owned technique. This rating depends on the demands work which exists.

Train Employee Properties (*Train Employees properties)*

Even though the existing human resources are the result of selection , they still need training because the training that is still given as a provision to deal with all situations so that in the operation every HR make the best contribution.

Educate Customers (*Educate the customer*)

The service operation will run smoothly if the customer have clear and complete information regarding the services offered by the company other than those provided to employees . Consumer and service provider will could interact so that no there is element closure in cooperation.

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Education for All Employees (*Educate All Employees*)

Internal marketing is also a focus in creating good operations management. If employees have good service attitudes and abilities then everything problem will be able to overcome.

Be Efficient First, Next is Better (*Be efficient first, Nice second*)

Giving service is prioritize efficiency then followed attitude friendly suave. Efficiency here is meant by optimizing or adjusting existing resources, while the nice second is a warm-hearted attitude that really needs to be considered by employees at service companies.

Response System Standardization (*Standardize Response System*)

Management need prepare standard for handle difficulty and critics which be delivered consumer.

- B Pronctive , that is, the company must be observant in seeing every opportunity that exists and determine an operating strategy which right to hit the target.
- Evaluate performance Regularly , namely performance evaluation on a regular basis will be very useful for management to know performance company and give input about things where which need repaired. Company need take action correct for every operation which fail or not enough from standard which set.

Creep Back (2001) Explains that action correct which possible taken between _ other is practice HR which owned, stage rotation work for increase motivation or replace the company's human resources that no longer have suitability with corporate strategy . Implementation from whole aspect which related with HR company service this requires a commitment, way of respect and implementation of the role optimally by whole member company service so that could reach accuracy operation and effectivenessperformance.

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