

## ABSTRAKSI

Sumber daya manusia merupakan aset penting, terutama untuk perusahaan yang telah memiliki banyak cabang. Astra Credit Companies (ACC) adalah salah satu perusahaan senior di Indonesia yang telah beroperasi lebih 32 tahun dalam bidang pembiayaan kendaraan bermotor. Salah satu tipe karyawan yang menjadi motor penggerak di ACC adalah *sales person* atau *sales underwriting*. Agar ACC dapat meningkatkan kinerja *sales underwriting* dan perusahaan, maka dibuatlah penelitian ini. Penelitian menghubungkan dan mencari sumber-sumber rekrutmen yang memiliki pengaruh terbesar bagi kinerja *sales underwriting*. Kriteria sampel yang digunakan diambil dari kandidat eksternal atau untuk mereka yang bukan merupakan karyawan ACC. Sedangkan indikator penilaian kinerja ada 3, yaitu jumlah kredit yang diberikan (*unit valid*), jumlah nilai kredit (*amount finance*), serta kualitas kredit (*First Five Payment Default*). Metode penelitian yang digunakan ialah General Linear Model dengan mengaplikasikan uji MANOVA untuk mengetahui efektivitas berdasarkan kriteria uji *Pillai's Trace*, *Wilk's Lambda*, *Hotelling's Trace* dan *Roy's Largest Root*. Hasil penelitian menunjukkan sumber-sumber rekrutmen yang digunakan oleh ACC tidak memiliki hubungan terhadap kinerja *sales underwriting*. Dari kinerja yang diukur, resiko FFPD menjadi variabel yang berpotensi berkaitan paling besar dengan sumber rekrutmen. Berdasarkan analisis dengan meninjau rata-rata pencapaian target, *sales underwriting* ACC yang memiliki kinerja tinggi berasal dari sumber rekrutmen *walk-in interview* dan *employee referrals* atau *employee get employee*. Dengan demikian, ACC dapat menggunakan sumber rekrutmen yang efisien dari sisi waktu maupun biaya.

Kata Kunci: manajemen sumber daya manusia, rekrutmen eksternal, kinerja, Astra Credit Companies, dan General Linear Model Multivariate.

## ABSTRACT

Human Resources is one of the most crucial parts in a company, especially for a company which already has many branches. Astra Credit Companies (ACC) is a senior company in Indonesia that has been handling vehicle financing for over 32 years. One type of employees that play an important role in ACC is sales underwriting or known as *sales person*. This research is created in order to help ACC improve the performance of their sales underwriting and also the company itself. The purpose of the research is to find for sources of recruitment that have the greatest influence on the performance of sales underwriting. Sample criteria that are used for this research are candidates from external source of recruitment or for those who are not the employees of ACC. As for the performances as variables, there are three indicators such as the amount of loans (unit valid), the amount of the credit value (amount finance), as well as the credit qualities (Five First Payment Default). Method used for this research is General Linear Model by applying MANOVA to know the effectiveness based on *Pillai's Trace*, *Wilk's Lambda*, *Hotelling's Trace* and *Roy's Largest Root*. The results show no relationship between recruitment sources that are used by ACC with the sales underwriting performance. Based on three performances that are measured, FFPD is the variable with the greatest possibility to increase relationship with source of recruitment. Considering that the analysis based on average mean of sales underwriting performances, those who are recruited from walk-in interview and employee referrals or employee get employee have a better performances. Thus, the ACC can use recruitment sources that are considered as efficient in terms of time and cost.

Key words: human resources management, external recruitment, performance, Astra Credit Companies, and General Linear Model Multivariate.