

***THE IMPACT OF HUMAN RESOURCES IN IMPROVING THE
QUALITY OF AGENCY SERVICES AT PT. SENTRA MODA SEGARA***

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ABSTRACT

The issue addressed in this Final Project research is related to the impact of human resources in supporting the operational services of agency services at PT. Sentra Moda Segara. It aims to identify the challenges faced by PT. Sentra Moda Segara in improving the competence of human resources for agency services and to explore the efforts made to enhance the quality of human resources in agency services at PT. Sentra Moda Segara. The objectives of this research are to determine the impact of human resources in supporting agency service operations, to identify the challenges in improving human resources, and to explore the efforts made to enhance human resource quality. The research was conducted from February to July 2025 and took place at PT. Sentra Moda Segara. The theories used in this study include Impact, Human Resources, Improvement, Quality, Service, and Agency Services. The methods employed were Observation, Interviews, and Documentation. The results of this Final Project research show that the impact of human resources on supporting operations includes improving operational efficiency, enhancing service quality, reducing operational errors, and increasing operational flexibility. The challenges in improving human resources include a lack of personnel, human resources not working according to their expertise, absence of training for employees, and limited English communication skills. The efforts to improve human resources include hiring additional personnel, conducting employee training, implementing HR consolidation, and providing English language training.

Keywords: Impact, Human Resources, Agency