



IMPLEMENTATION OF RELIGIOUS AND HUMANITARIAN VALUES STRATEGY BASED ON TRI HITA KIRANA (THK) FOR EMPLOYEES PT. JNE ROGOJAMPI DISTRICT

M. Khusni Mubarak¹, Abd. Syakur², Tri Achmad Budi Susilo³, Moch Dicky Riza⁴, Siti Fatima⁵

Postgraduate Program of PGRI Delta University (UNIPDA) Sidoarjo, Indonesia^{1,2,3,4}

Institute of Technology Insan Cendikia Mandiri Sidoarjo, Indonesia⁵

Email: mrchusny@gmail.com

ABSTRACT

This service aims to find out the implementation of the Religious Values and Humanitarian Values Strategy in THK in various aspects at the company PT. JNE. This service also uses the Socialization method, designing a simulation regarding service utilization, Testing the results of a technical design on how to serve a THK based customer. Implementation is already in PT policy. JNE which has religious and human values at THK includes: the existence of a tangible company, reliable in accommodating consumers, fast response in responding to consumer complaints, insurance for employees and consumers and empathy for consumers which indicates maintaining the existence of the company's relationship with society at large. by serving wholeheartedly and best for the blessing of God.

Keywords: Religious and Humanitarian values, THK, devotion and wholehearted service.

INTRODUCTION

The environmental issue has become crucial in the global economic development (Kirkwood & Walton, 2010). This is due to the increasing industrial and other sector developments that lead to various environmental problems such as pollution, Depletion of natural resources and drought. The mounting impact of these issues underscores the importance of incorporating sustainable practices into economic activities. As industries expand, it is imperative to address environmental concerns to ensure a balance between economic growth and ecological preservation. According to (Hesmondhalgh, 2018) the current trajectory of global economic development necessitates a proactive and responsible approach to mitigate environmental degradation and foster a sustainable future. These issues also impact the community's choice of environmentally friendly and responsible delivery services.

The difference between ineffective and effective marketing is the degree of mutual dependency that exists between producers and customers. to succeed in the marketing process, it is essential to first understand your customers, Reach your customers, give them what they want, use media that is acceptable and suited to the target audience, and use non-media techniques. (Shen et al., 2016) argues that good marketing fosters a mutually beneficial relationship between producers and consumers, but inefficient marketing breaks this mutually beneficial relationship. To achieve success in marketing, companies must continually adapt their strategies, recognize and respond to consumer preferences, and deliver value that aligns with customer expectations.

The growth in the number of express delivery companies in Indonesia has made customer dissatisfaction with the provided products a result of various factors. This dissatisfaction could stem from inadequate post-purchase assistance or trouble reaching post-purchase assistance. It may also result from customer dissatisfaction with the company's products due to mismatched prices and product quality. Additionally, it could be caused by insufficient information available



to customers, leading to product use inconsistent with the information received, resulting in customer dissatisfaction. Information can be obtained through the company's promotional efforts (Handoko, 2017).

According to (Prihandoyo, 2019), PT JNE is a well-known and widespread courier service provider in Indonesia headquartered in Jakarta, with branches in several cities, including Balikpapan. PT JNE provides delivery services for packages, documents, vehicles, etc. PT JNE acts as a bridge between parties entrusting their shipments to the company, requiring it to provide satisfactory services to both individual and business customers. PT JNE offers delivery services such as SS (Super Speed), YES (Yakin Esok Sampai), Regular, and OKE (Ongkir Ekonomis).

Service quality, as claims by (Kotler et al., 2015) cited by (Prihandoyo, 2019), is a company's continuous effort to raise the standard of the procedures, goods, and services it generates. According to (Tjiptono, 2022) cited by (Romadhan et al., 2019), The endeavor to satisfy customer wants and desires while precisely matching their expectations is what is meant by service quality. (Marbough et al., 2020) claims that the key elements of service quality include the accuracy and dependability of service delivery, the ability to respond promptly to customer needs, the assurance of competence and courtesy in service interactions, empathy towards customer concerns, and the tangible aspects that contribute to the overall service experience. Effective management of service quality is crucial for building and maintaining a positive reputation, attracting and retaining customers, and ultimately ensuring the long-term success of a service-oriented business.

Religious and Humanitarian values in delivery services are crucial for measuring customer satisfaction and increasing customer quantity (Widjayanti, 2019). Humanitarian values also foster goodwill, refers to (Kaur et al., 2021) Humanitarian values in delivery services refer to the ethical principles and considerations that prioritize the well-being, dignity, and rights of individuals and communities involved in the delivery process. To ensure harmony between both parties, these values fall under the category of (THK), consisting of three main elements: the relationship between humans and God, human-to-human relationships, and human-nature relationships.

THK is a trilogy development concept in Bali, according tom(Sukarma, 2016) Tri Hita Karana is not only a philosophical concept but also a practical guide for the Balinese people in their daily lives, social interactions, and environmental stewardship. It reflects a holistic worldview that seeks to create a balanced and prosperous life by acknowledging the interdependence of humans, nature, and the divine. THK aims to Guiding the harmony of the environment through a divine way of life, environmental conservation, and societal tolerance (Soekresno & Pendit, 1996). The conscious and dynamic application of THK values will build a balanced life relationship between nature and humans. In the social context, the implementation of the THK concept can be seen in religious ceremonies, communal cooperation, and the utilization of the environmental surroundings for human welfare while maintaining balance.

Previous research by (Nawangarsi & Pramesti, 2017) indicates that the THK concept has been widely adopted by hotels and resorts in Bali, with successful implementations such as Melia Bali Villas and SPA Resort. The second previous study conducted by (Raharja & Mahyuni, 2021) THK concept conveyed at the managing tourist destination, According to the study, the Hidden Canyon tourism attraction has a management strategy that is consistent with sustainability principles and is founded on the THK concept. Considering this background, the author conducts a study titled "Implementation of Humanitarian Values in Tri Hita Kirana (THK) at PT. JNE



Rogojampi District." The study aims to provide insights into values that promote environmentally friendly and sustainable management through the application of human-to-human relationships within THK.

RESEARCH METHODOLOGY

This service method uses a type of technical guidance on how to serve a Tri Hita Karana-based customer by prioritizing 3 main steps including:

1. Socialization of the use of services at PT JNE Rogojampi District based on Trihita Karana in serving customers.
2. Designing a simulation regarding service utilization at PT JNE Rogojampi District based on Tri Hita Karana when carrying out service activities, especially in serving customers so that service is excellent and maximum.
3. Testing the results of a technical design for a client located in Tri Hita, Karana, which is carried out by service providers directly with the main objective of providing direct customer experience in order to provide exceptional and optimal service.

RESULT AND DISCUSSION

Result

The implementation of (THK) programs in various places has been carried out with a focus on creating harmony in life. One study reflecting this approach was conducted by (Sutajaya et al., 2020), presenting the concept of an ergonomics-oriented program. They integrated the idea of ergonomics with indigenous knowledge, thinking that THK may act as a basis for teaching people to pursue harmony in their interactions with God, other people, and the environment.

Thus, the implementation of THK in various activities is indeed highly suitable to be applied in companies that aspire to incorporate desired values. Particularly, THK is relevant in fostering harmonious relationships among individuals within a company. Maintaining harmonious relationships among humans holds an importance no less significant than other elements in THK. As social beings, (Suryathi et al., 2018) states that humans have criteria within the context of THK:

1. Humans are considered social beings where social life is a form of the continuity of homo socius interactions.
2. Innately, humans have an instinct to relate to others to fulfill their livelihood needs, such as the need for a partner and other desires.
3. Some activities cannot be done individually and require the participation of many people, such as collaboration in large tasks that require mutual cooperation to ease the workload.
4. Each individual possesses diverse talents and skills, making collaboration essential to achieve sustainable living.

Considering the explanation that has been provided, the relationship between individuals becomes highly crucial to fulfill life's necessities, whether within the family, friendships, institutions, or mass media. Social interaction plays a crucial role in maintaining two-way communication, which is key to the success of individual goals in life. According to (Yoeti & Gunadi, 2013) as mentioned in (Handoko, 2017), PT. JNE implements policies that other businesses have put into place, such as:



1. Tangibles, or tangible proof, relate to a business's capacity to show its existence in the community. The tangible evidence of the quality of services rendered by the service provider can be found in changes in appearance and physical facilities that complement the surrounding area. These include the physical facilities, such as buildings and warehouses, the technology and equipment utilized, and the appearance of the staff.
2. Reliability, or dependability, encompasses the ability of a business to deliver services precisely and consistently as promised. Performance should meet the expectations of service users, including timeliness, consistent error-free service, friendly demeanor, and a high level of accuracy.
3. Responsiveness include being prepared to offer service users prompt, attentive support and service, offering clear information. Providing services without causing service users to wait without clear reasons is crucial to prevent negative perceptions of service quality.
4. Assurance or the knowledge, politeness, and capacity of staff members to establish trust with clients are all part of the promises. This comprises a number of elements, including competence, security, communication, credibility, and polite attitudes.
5. Empathy is really attending to each service customer individually and making an attempt to comprehend their needs. Ideally, the business offers service users convenient operating hours and possesses specialized expertise and knowledge.

Looking at the various criteria outlined, it is evident that the implementation of humanitarian values in Tri Hita Karana (THK) has been carried out at PT. JNE. This is further supported by (Sutajaya et al., 2020), who emphasize that human capability is greatly influenced by factors such as profile, three capacities: biomechanical, psychological, and physiological. On the other hand, the nature of the work, organizational structure, and working environment all have an impact on the demands placed on a task.

The synchronization of values applied by PT. JNE indicates the implementation of humanitarian values in THK. For instance, in the category of Reliability, PT. JNE places a greater emphasis on customer satisfaction, where there is a need for reciprocal interactions between the company and customers that reflects the inseparable values of human relationships.

Furthermore, in Responsiveness, PT. JNE consistently prioritizes the interests of customers in responding to various needs, including the delivery of goods, handling customer complaints, and participating in mutually beneficial social activities. Primary focus is also given to assurances for employees and customers, such as career development for employees, health insurance, and other social benefits. Additionally, there is a guarantee for the return of goods that customers can utilize to maximize the delivery service as a form of improved assurance among fellow humans.

PT. JNE also implements a significant empathy system towards all parties with interests, whether in relationships between employees, branches, or with communities that may not have been reached, as a responsibility towards a mission that emphasizes customer satisfaction.

Discussion

The implementation of Religious and humanitarian values (human-to-human relationships) and Tri Hita Karana (THK) is already evident based on various sources at PT. JNE. The forms of implementation include providing maximum services to realize the interests of the company as a



service agent and the interests of the community, specifically in alleviating the burden of fulfilling their social needs.

The relationship between humans has a very complex meaning in THK. Among its aspects is not only accommodating individualistic interactions in society but also, on a broader scale, maximizing genuine happiness in their lives. This is also supported by previous research by (Suryathi et al., 2018) regarding humanitarian values in THK, which not only applies to human interactions but also speaks in a complex manner, involving leaders and followers or, on a broader scale, in implementing policies that result in harmony. This study aligns with the research findings from (Ardyan et al., 2016), where the Tri Hita Karana concept is being implemented has been applied in the lives of the Balinese community, not only in social organizations like subak and traditional villages but also in the business activities of hotels in Bali, enhancing a strong sense of empathy that can sustain human coexistence.

Entrepreneurial behavior cannot be separated from the cultural values of society as habits, norms, and traditions that are passed down through generations in a region. Therefore, it is essential to preserve what constitutes the main concept in social life to achieve happiness (Sukawati et al., 2020)

CONCLUSION

Based on the discussion outlined regarding the implementation of Religious and humanitarian values in Tri Hita Karana (THK), the following conclusions can be drawn:

1. Physical Evidence: This value reflects the company's presence as tangible evidence needed by the community.
2. Reability: indicates the tips or strengths provided by PT. JNE to the community.
3. Responsiveness: Responsiveness depicts a quick response to maintain a harmonious bond with the community.
4. Assurance: Assurance encompasses guarantees of health, safety, and satisfaction for both employees and customers.
5. Empathy: Empathy involves the treatment of employees and consumers, not only in the category of sympathy but also with greater depth.

These five points are interconnected with the values of Tri Hita Karana in the context of human-to-human relationships, thereby meeting the standards of a good company and prioritizing collective harmony.

REFERENCES

- Ardyan, E., Kurnianingsih, H., Rahmawan, G., Wibisono, U., & Winata, W. (2016). Enhancing brand experience along with emotional attachment towards trust and brand loyalty. *Jurnal Manajemen Dan Kewirausahaan*, 18(1), 33–44.
- Handoko, B. (2017). Pengaruh Promosi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 18(1), 61–72.
- Hesmondhalgh, D. (2018). The cultural industries. *The Cultural Industries*, 1–568.
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2021). The value proposition of food delivery apps



- from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, 33(4), 1129–1159.
- Kirkwood, J., & Walton, S. (2010). What motivates ecopreneurs to start businesses? *International Journal of Entrepreneurial Behavior & Research*, 16(3), 204–228.
- Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2015). *Marketing*. Pearson Higher Education AU.
- Marbough, D., Khaleel, I., Al Shanqiti, K., Al Tamimi, M., Simsekler, M. C. E., Ellahham, S., Alibazoglu, D., & Alibazoglu, H. (2020). Evaluating the impact of patient no-shows on service quality. *Risk Management and Healthcare Policy*, 509–517.
- Nawangsari, S., & Pramesti, W. N. (2017). Pengaruh Kepercayaan, Kualitas Layanan, dan Keamanan Terhadap Keputusan Pembelian (Studi Kasus Pada Tokopedia. com). *Jurnal Manajemen Dan Bisnis Indonesia*, 4(3), 385–394.
- Prihandoyo, C. (2019). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan JNE Cabang Balikpapan. *Jurnal GeoEkonomi*, 10(1), 116–129.
- Raharja, K. A., & Mahyuni, L. P. (2021). Model Pengelolaan Bisnis Obyek Wisata Hidden Canyon di Bali Berbasis Kearifan Lokal Tri Hita Karana dan Sustainability. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(2), 433–446.
- Shen, G. C.-C., Chiou, J.-S., Hsiao, C.-H., Wang, C.-H., & Li, H.-N. (2016). Effective marketing communication via social networking site: The moderating role of the social tie. *Journal of Business Research*, 69(6), 2265–2270.
- Soekresno, & Pendit, I. N. R. (1996). *Petunjuk Praktek Pramusaji Food & Beverage Service*. PT Gramedia Pustaka Utama.
- Sukawati, T. G. R., Riana, I. G., Rajiani, I., & Abbas, E. W. (2020). Managing corporate sustainability by revitalizing Balinese cultural identity. *Polish Journal of Management Studies*, 21(1), 382–393.
- Suryathi, N. W. S., Antara, M., Atmaja, N. B., & Windia, W. (2018). The effect of Tri Hita Karana local wisdom on financial performance of UP3HP Jempiring Group in regency Badung. *SEAS (Sustainable Environment Agricultural Science)*, 2(1), 27–40.
- Sutajaya, I. M., Warpala, W. S., Riawan, I. M. O., & Dewi, N. P. S. R. (2020). Implementation of Tri Hita Karana with Socio-Cultural Ergonomic Oriented on the Kecak Dance Performance to Improve Community Health and Supporting Cultural Tourism in Peliatan Ubud Gianyar. *Journal of Physics: Conference Series*, 1503(1), 12053.
- Tjiptono, F. (2022). *SERVICE MANAGEMENT: Mewujudkan Layanan Prima Edisi 4*. Penerbit Andi.
- Yoeti, O. A., & Gunadi, I. M. A. (2013). Sustainable Tourism sebagai Instrumen Strategis dalam Perencanaan Pembangunan Suatu Analisis dari Sisi Pengembangan Destinasi Pariwisata Berkelanjutan. *Journal of Tourism Destination and Attraction*, 1(1), 37–44.