



## **Linen Rental Laundry Human Capital Plan with RFID Technology in PT. Think Clean Laundry**

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**ABSTRACT**

in the laundry industry has become an effective solution to address current challenges. The implementation of RFID in the Linen Rental system can enhance inventory management efficiency and minimize errors in record-keeping. PT. Think Clean Laundry is a service provider of RFID Laundry and Linen Rental, offering laundry and linen rental services for hospitals, hotels, manufacturing, and transportation, supported by adequate technology and resources. The company is located at Jl. Kawasan Industri Bekasi Fajar Blok D18 Mekar Wangi MM2100 Industrial Town, Mekar Wangi, Cikarang Barat, Kab. Bekasi, West Java. Human capital refers to the knowledge and research discussing the role and contribution of human resources in the context of business and management. Human capital encompasses the knowledge, skills, experience, and abilities possessed by individuals within an organization. Planning Human Capital to ensure the success of the Linen Rental Laundry business using RFID technology at PT. Think Clean Laundry plays a crucial role in attracting and selecting the right employees, ensuring that the team has the skills and attitudes that align with the company's needs.

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**INTRODUCTION**

The laundry business has existed for a long time, and its presence today is crucial in the busy modern life (Roy, 2000). The hustle of work or other activities often leads to limited time for individuals to wash, dry, and iron their clothes themselves. Similarly, in today's industry, laundry services play a significant role, as hospitals and hotels no longer perform laundry activities independently but instead outsource these tasks to third-party linen rental service providers (Lee, 2013).

In an era of rapidly advancing technology, the use of Radio Frequency Identification (RFID) technology in the laundry industry has become an effective solution to address these challenges (Stanislaus et al., 2010). The implementation of RFID in laundry allows for the automatic identification of clothing, monitoring of laundry status, and simplifies inventory management. Additionally, using RFID in the Linen Rental system can enhance inventory management efficiency and minimize errors in record-keeping.

PT. Think Clean Laundry is a service provider of RFID Laundry and Linen Rental, offering innovative laundry and linen rental services for hospitals, hotels, manufacturing, and transportation, supported by adequate technology and resources. The company is located at Jl. Kawasan Industri Bekasi Fajar Blok D18 Mekar Wangi MM2100 Industrial Town, Mekar Wangi, Cikarang Barat, Kab. Bekasi, West Java.

The laundry business established and offered is an industrial-scale laundry that provides competitive and high-quality results with fast pick-up and delivery services and friendly, responsive service. PT. Think Clean Laundry is committed to delivering the best quality service using modern laundry equipment with reliable, friendly, and professional staff, ensuring that the results meet customer expectations.

Human resources at PT. Think Clean Laundry are recruited for their strong skills and specific competencies in handling laundry, allowing for effective, easy, and quick laundry management while meeting quality standards. We prioritize local residents in the recruitment of human resources at PT. Think Clean Laundry. Existing staff will undergo training and refreshers on laundry techniques to ensure continuous development and training in RFID technology systems.

Human resource management in the laundry business requires competent personnel for operating production machines. Therefore, PT. Think Clean Laundry conducts training sessions for its staff on laundry operations. Training providers are readily available to conduct training on the use and operation of the RFID system to ensure proper implementation.

In the laundry business, managing human resources is essential for improving employee retention, which requires rewarding employees while considering their career development. Career development initiatives can enhance employee performance and overall company productivity. Employees with the necessary skills to perform their jobs well will feel more confident and satisfied in the workplace.

## LITERATURE REVIEW AND METHODS

### Human Capital Plan

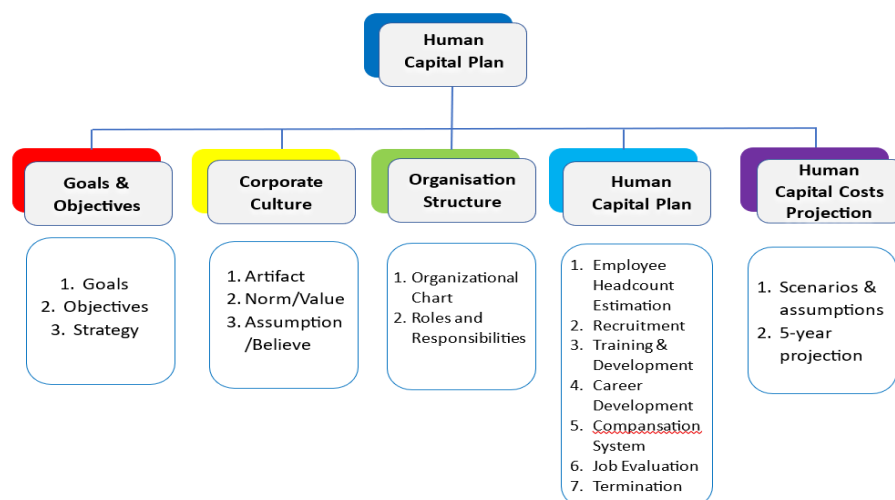


Figure 1. Framework Human Capital Plan

Referring to the framework above, the steps to implement the Human Capital Plan are as follows:

### Goals and Objectives of Human Capital

Human capital refers to the collection of knowledge and research that discusses the role and contribution of human resources in the context of business and management (Unger et al., 2011). It pertains to the knowledge, skills, experience, and abilities possessed by individuals within an organization (Chiesi et al., 1979). Therefore, the role of Human Capital at PT. Think Clean Laundry is to manage human resources that are appropriate and aligned with the company's needs, in terms of qualifications, skills, and knowledge. This includes everyone from the highest management level to ordinary workers (Allen et al., 2011). The goal is to enhance the company's productivity by ensuring that each human resource performs their duties and responsibilities fully and optimally, according to their areas of expertise.

Below are the goals and objectives of Human Capital at PT. Think Clean Laundry based on time frames: short-term, medium-term, and long-term:

**Table 1**  
**Objectives and Goals of Human Capital**

Short-Term Objectives and Goals		
No.	Objectives	Goals
1.	Implementing the company's vision, mission, and culture.	Communicate the company's vision, mission, and culture to all employees clearly and consistently.
2.	Having an organizational structure, job descriptions, and company regulations.	Management meeting to design the organizational structure and company regulations.
3.	Developing human resource planning and conducting the recruitment process through collaboration with vocational schools.	Recruitment methods used: campus/school hiring in the Greater Jakarta area, job fairs, internships, and referrals.
4.	Enhancing employee skills and competencies by conducting customer service training and technical training.	Creating a training schedule to enhance employee skills and competencies by holding training sessions four times a year.
5.	Providing rewards to employees through the Employee of the Month program.	Providing rewards to employees who are diligent, friendly, and disciplined.
6.	Conducting annual performance evaluations for employees.	Establishing assessment criteria for employee performance evaluations to accurately reflect their performance over the year.
7.	Organizing employee activities to foster togetherness and camaraderie, such as a year-end potluck.	Hosting year-end dinners for each department.
8.	Conducting surveys and evaluations of employee satisfaction.	Creating easily understandable questions in the survey to obtain relevant results.
Medium-Term Objectives and Goals		
No.	Objectives	Goals
1.	Regularly monitoring the company's vision, mission, and culture.	Establishing performance indicators that are relevant to the company's vision, mission, and culture.
2.	Regularly reviewing the organizational structure, job descriptions, and company	Building a consistent and timely company culture by implementing:

	regulations.	attitude standards aligned with the company's vision and mission, providing rewards and consequences, and assessing attitudes during evaluations.
3.	Adding human resources in accordance with the increase in the number of customers.	Reviewing the addition of human resources. Recruitment methods used: campus/school hiring in the Greater Jakarta area, job fairs, and internships.
4.	Conducting refresh training related to customer service and technical skills to enhance capabilities and service quality.	The training conducted includes Handling Complaints and troubleshooting and repair training.
5.	Providing rewards to employees through the Future Leadership program.	Selecting employees who are disciplined, diligent, loyal, and possess leadership qualities for promotion.
6.	Conducting annual performance evaluations for salary increase assessments.	Establishing a salary increase scheme that accounts for annual inflation.
7.	Organizing employee activities to foster togetherness and camaraderie.	Organizing group activities, such as a year-end movie night.
8.	Enhancing employee experience by providing facilities for employees.	Providing a dining room that can serve as a place for meals, relaxation, and coordination.

#### Long-Term Objectives and Goals

No.	Objectives	Goals
1.	Reviewing the company's vision, mission, and culture.	Creating an employee satisfaction survey.
2.	Human resource recruitment process in new branches.	Conducting recruitment through: campus/school hiring in the Greater Jakarta area, job fairs, internships, and online recruitment.
3.	Employee retention program by providing continuous education for exemplary employees.	Providing appreciation for high-performing employees.
4.	Providing rewards to employees through the Innovation Award program.	Each employee is given the opportunity to propose ideas for improving the quality of the company.
5.	Conducting annual performance evaluations for salary and bonus assessments.	Establishing a salary and bonus increase scheme based on Key Performance Indicators (KPIs).
6.	Organizing employee activities to foster togetherness and camaraderie, such as employee gatherings (outing).	A committee is formed for the employee gathering (outing) activities.
7.	Enhancing employee experience by providing additional benefits for employees.	Providing additional health insurance and conducting annual medical check-ups for employees.

### Human Capital Strategy

PT. Think Clean Laundry strives to create a work environment that fosters creativity, innovation, and exceptional performance by utilizing the 7S model, as outlined in McKinsey's theory (Manu et al., 2023).

**Table 2**  
**McKinsey 7S Framework**

Mc Kinsey 7S	Implementations
<i>Share Value</i>	PT. Think Clean Laundry has the following company values: PRIMA: Professional, Neat, Innovative, Modern, Assertive (Profesional, Rapi, Inovatif, Modern, Asertif)
<i>Strategy</i>	Enhancing its competitive advantage by: 1. Creating differentiation between the company's products and those of competitors. 2. Establishing price differences for its products compared to similar companies (competitors). 3. Applying the previous two strategies not to the general market, but to a smaller, more specific market segment.
<i>Structure</i>	The chosen organizational structure is the Functional Organizational Structure. In this structure, divisions are made based on the functions of each management area, such as financial management, marketing management, production management, and human resources management.
<i>System</i>	It has advanced RFID technology to facilitate counting and minimize linen loss.
<i>Skill</i>	Employees are capable of operating RFID technology and can even create innovations in the laundry sector.
<i>Staff</i>	The company will determine the criteria for employees that align with its existence and goals. Before hiring, the company conducts a selection process known as recruitment, followed by selection, training, and employee recognition.
<i>Style</i>	A good leadership style can foster employee loyalty to the company. Leadership style refers to the management approach that enables the company to achieve its goals.

### **Corporate Culture**

To support the achievement of its vision and mission, the company implements a transformation of culture and values aimed at instilling strong values and culture throughout its employees. Some steps that can be taken to develop a culture that reflects the company's values include:

1. Clearly and consistently communicating the company's values to all employees.
2. Integrating the company's values into the recruitment and selection process for new employees.
3. Organizing regular training and workshops to reinforce understanding and application of the company's values.
4. Implementing reward programs and motivating behaviors that align with the company's values.
5. Developing organizational policies and operational procedures that support and reflect the company's values.

6. Conducting regular evaluations of the application of the company's values in daily activities.
7. Ensuring that leaders and managers at all levels of the organization consistently model and apply the company's values.

By consistently and integratively implementing these programs, the company's values can become an integral part of the organizational culture. This will strengthen the identity and image of the company, as well as enhance employee engagement and the overall quality of the work environment. The organizational culture will have a positive impact on employee motivation (Widayanto & Nugroho, 2022).

**Artifact**

Artifacts represent forms of culture that can be observed directly, including the physical components of the organization, visible behaviors, and symbols that represent the organization (Rhodes & Gelman, 2009). In this regard, PT. Think Clean Laundry claims to be an "environmentally friendly company," referring to the speed of service aimed at achieving customer satisfaction.

The green color in the shape of a semicircle symbolizes an environmentally friendly business. The white color in the image represents cleanliness. The dark blue color in the shape of a sphere symbolizes technological innovation. The light blue color represents sustainable efforts. The shirt with a leaf-patterned hanger symbolizes a quality laundry and linen service.

**Norm/Value**

At a deeper layer of culture, values are deliberately instilled and socialized by the organization. These values serve as moral guidelines and actions for the entire organization. The values chosen by PT. Think Clean Laundry are as follows:

- a. Professional: Providing skilled and trained service to ensure reliability.
- b. Orderly: Serving in accordance with standard operating procedures (SOP) for optimal results.
- c. Innovative: Creating services using new technologies.
- d. Modern: Adopting attitudes and ways of thinking that align with current developments.
- e. Assertive: Serving with care, responsiveness, and full initiative.

**Believe and Assumption**

Assumptions are elements of organizational culture that exist in the minds of employees and influence their daily behavior (Astuti et al., 2024). To achieve the company's vision and align with its values, the assumptions held by PT. Think Clean Laundry are as follows:

**Table 3. Believe**

Value	Do	Don't
Profesional	<ol style="list-style-type: none"> <li>1. Behave with high ethics and respect everyone in the workplace.</li> <li>2. Communicate clearly and in a timely manner.</li> <li>3. Complete tasks according to established standards.</li> </ol>	<ol style="list-style-type: none"> <li>1. Neglecting responsibilities or completing work in an unprofessional manner.</li> <li>2. Behaving unethically or disrespectfully towards</li> </ol>

	4. Seek training and development opportunities to enhance professional competencies.	colleagues or customers.
Neat	<ol style="list-style-type: none"> <li>1. Maintain a well-organized workspace and documents.</li> <li>2. Adhere to schedules and deadlines.</li> <li>3. Present information and documents in an easily understandable format.</li> </ol>	<ol style="list-style-type: none"> <li>1. Store or present information randomly or in an unorganized manner.</li> <li>2. Violate schedules or deadlines without a clear reason.</li> </ol>
Innovative	<ol style="list-style-type: none"> <li>1. Seek new ways to solve problems or improve work processes.</li> <li>2. Actively participate in brainstorming sessions or discussions to generate new ideas.</li> <li>3. Be willing to propose changes that can enhance efficiency or quality.</li> </ol>	<ol style="list-style-type: none"> <li>1. Refuse to think outside the box or take risks in trying something new.</li> <li>2. Ignore or reject innovative ideas from colleagues.</li> </ol>
Modern	<ol style="list-style-type: none"> <li>1. Adopt the latest technology to enhance work efficiency.</li> <li>2. Be open to changes and developments in the industry or market.</li> <li>3. Keep up with the latest trends and best practices in the industry or field of work.</li> </ol>	<ol style="list-style-type: none"> <li>1. Refuse to adopt new technologies or methods that could improve performance or outcomes.</li> <li>2. Fall behind in the use of outdated technology or industry practices.</li> </ol>
Assertive	<ol style="list-style-type: none"> <li>1. Speak clearly and assertively about opinions or needs.</li> <li>2. Display confidence and assertiveness in communication.</li> <li>3. Actively listen and provide constructive feedback.</li> </ol>	<ol style="list-style-type: none"> <li>1. Be aggressive or intimidating in communication.</li> <li>2. Hold back or fail to express opinions or needs clearly.</li> </ol>

## Organizational Structure

An organizational structure is a tiered hierarchy that outlines the components that make up a company, where each employee or human resource (HR) in the company has different roles and responsibilities. The organizational structure of PT. Think Clean Laundry outlines the various departments within the company, where each employee or human capital (HC) has distinct roles and responsibilities:

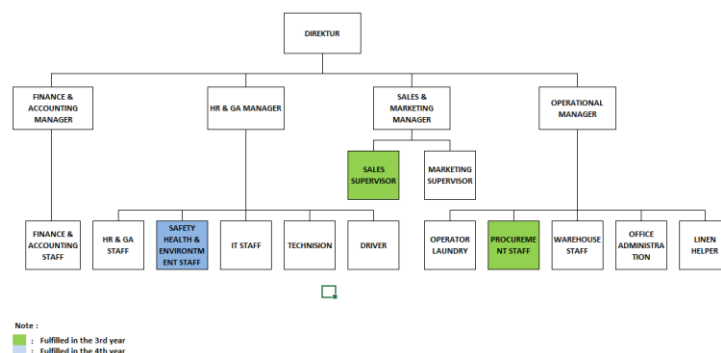


Figure 2. Organizational Structure of PT. Think Clean Laundry

### Job Description

The formulation of job descriptions is crucial for helping organizational members perform their roles and tasks effectively. This is particularly important to avoid misunderstandings that may lead to overlapping responsibilities. Additionally, these descriptions clarify the responsibilities and authorities associated with each position.

### Human Capital Planning

Human resource planning is a process used by an organization to ensure that they have the right number and type of workforce, at the right time and place, to carry out the necessary tasks (Lengnick-Hall et al., 2011). This process should include identifying the required components, the number of workers needed, and the tasks that must be performed (Dixit et al., 2010). The method for calculating human resource needs is conducted by analyzing jobs based on standard working time per unit (Jiang et al., 2012). Human resource planning can be applied for both short-term and long-term purposes and specifically includes estimating the number of workers required to support the company's activities. Here is the human resource plan for the next five years:

**Table 4**  
**Employee Headcount Estimation**

JABATAN	1st Year	2nd Year	3rd Year	4th Year	5th Year
<b>MAN POWER</b>					
Direktur	1	1	1	1	1
Manager Finance & Accounting	1	1	1	1	1
Manager HR & GA	1	1	1	1	1
Manager Operational	1	1	1	1	1
Manager Sales & Marketing	1	1	1	1	1
Supervisor Sales			1	1	1
Supervisor Marketing	1	1	1	1	1
Staff Finance & Accounting	1	1	1	1	1
Staff HR & GA	1	1	1	1	1
Operator Laundry	3	3	4	5	7
Staff Procurement			1	1	1
Staff Warehouse	1	1	1	1	1
IT	1	1	1	1	1
Staf Health Safety & Environment				1	1
Office Administration	1	1	1	1	1
Teknisi	1	1	1	1	1
Linen Helper	2	2	2	3	4
Driver	2	2	3	3	4
<b>Total</b>	<b>19</b>	<b>19</b>	<b>23</b>	<b>26</b>	<b>30</b>

To support the creation of a Human Capital Plan, PT. Think Clean Laundry will undertake the following steps:

1. Recruitment Process: Conduct recruitment to obtain a group of candidates that align with the company's strategy, vision, and business values.
2. Training Programs: Develop training programs to maintain and enhance competencies (knowledge, skills, and abilities) to achieve organizational effectiveness. Improving competencies through training and development is essential, as training has a positive correlation with employee competence (Maurer, 2001).

3. Career Development Schemes: Implement career development plans to define career paths and directions for employees from the outset. To achieve better career prospects, employees must meet specific qualifications.
4. Compensation Structure: Provide various types of compensation based on company regulations, including salaries and benefits. Salary is a fixed amount paid to workers for their services or work performed (Bandono et al., 2022).
5. Annual Bonus: Grant an annual bonus once a year to employees based on the company's growth and progress (if revenue targets are met), contingent on certain conditions such as employee performance, achieving KPIs, and no punishments.
6. Holiday Allowance (THR): Comply with applicable regulations and legislation regarding holiday allowances.
7. Leave Entitlements: Employees receive annual leave and maternity leave.
8. Performance Evaluation: Focus on assessing employees' abilities to perform specific jobs or activities objectively, often using certain criteria (Ismi et al., 2022).
9. Termination of Employment: Termination of employment (PHK) refers to the dismissal of employees carried out by the organization or company.

### Human Capital Cost Projection

PT. Think Clean Laundry has created this Human Capital Cost projection for the next five years to help the company understand its human resource needs aligned with operational requirements. Below is a general budget outline for Human Capital costs:

**Table 5**  
**Human Capital Cost Budget**

JABATAN	1st Year	2nd Year	3rd Year	4th Year	5th Year
<b>MAN POWER</b>					
Direktur	62.631.156	65.031.156	69.231.156	86.631.156	96.231.156
Manager Finance & Accounting	62.631.156	65.031.156	69.231.156	74.631.156	80.631.156
Manager HR & GA	62.631.156	65.031.156	69.231.156	74.631.156	80.631.156
Manager Operational	62.631.156	65.031.156	69.231.156	81.831.156	80.631.156
Manager Sales & Marketing	62.631.156	65.031.156	69.231.156	74.631.156	80.631.156
Supervisor Sales	-	-	66.831.156	71.031.156	73.431.156
Supervisor Marketing	66.231.156	65.031.156	66.831.156	71.031.156	73.431.156
Staff Finance & Accounting	62.631.156	63.831.156	65.031.156	67.131.156	69.531.156
Staff HR & GA	62.631.156	63.831.156	65.031.156	67.131.156	69.531.156
Operator Laundry	187.893.468	191.493.468	260.124.624	335.655.780	486.718.092
Staff Procurement	-	-	65.031.156	67.131.156	69.531.156
Staff Warehouse	62.631.156	63.831.156	65.031.156	67.131.156	69.531.156
IT	62.631.156	63.831.156	65.031.156	67.131.156	69.531.156
Staff Health Safety & Environment	-	-	-	67.131.156	69.531.156
Office Administration	62.631.156	63.831.156	65.031.156	67.131.156	69.531.156
Teknisi	62.631.156	63.831.156	65.031.156	67.131.156	69.531.156
Linen Helper	125.262.312	127.662.312	130.062.312	201.393.468	278.124.624
Driver	125.262.312	127.662.312	195.093.468	201.393.468	278.124.624
<b>Total</b>	<b>1.193.591.964</b>	<b>1.219.991.964</b>	<b>1.520.316.588</b>	<b>1.809.910.056</b>	<b>2.164.834.680</b>
<b>OTHER COMPONEN</b>					
Overtime	18.789.347	25.052.462	40.475.391	63.774.598	95.952.995
Bonus/Insentif	-	-	-	39.000.000	45.800.000
THR	43.158.636	67.777.331	90.487.686	136.334.114	220.147.054
BPJS Kesehatan	32.150.660	48.799.679	60.812.664	72.396.402	86.593.387
BPJS Ketenagakerjaan	44.226.367	81.739.462	101.861.211	121.263.974	145.043.924
Uniform	9.000.000	-	18.750.000	-	36.000.000
Training	9.600.000	12.000.000	13.200.000	14.400.000	21.600.000
Recruitment	4.000.000	4.500.000	5.000.000	5.500.000	6.000.000
Gathering	2.000.000	3.000.000	4.000.000	6.000.000	10.000.000
<b>Total</b>	<b>162.925.010</b>	<b>242.868.934</b>	<b>334.586.952</b>	<b>458.669.088</b>	<b>667.137.360</b>
<b>GRAND TOTAL</b>	<b>1.356.516.974</b>	<b>1.462.860.898</b>	<b>1.854.903.540</b>	<b>2.268.579.144</b>	<b>2.831.972.040</b>

### RESULT AND DICUSSION

Supporting factors also include human capital. Human capital refers to a collection of knowledge and research that discusses the role and contribution of human resources in

the context of business and management. Human capital pertains to the knowledge, skills, experience, and abilities possessed by individuals within an organization (Unger et al., 2011). Therefore, the role of Human Capital at PT. Think Clean Laundry is to manage human resources that are appropriate and aligned with the company's needs, in terms of qualifications, skills, and knowledge, from the highest management level to ordinary workers. The goal is to enhance the company's productivity by ensuring that every human resource performs their duties and responsibilities fully and optimally according to their respective areas of expertise. Below are the goals of Human Capital at PT. Think Clean Laundry categorized by time frames: short-term, medium-term, and long-term.

## CONCLUSION

Human Capital planning is crucial for the success of the Linen Rental Laundry business utilizing RFID technology at PT. Think Clean Laundry. It plays a vital role in attracting and selecting the right employees, ensuring that the team possesses the skills and attitudes necessary to meet the company's needs. Human Capital is responsible for designing training programs that enhance employee skills, both in technical areas and customer service, which are essential in the laundry sector.

Additionally, Human Capital contributes to setting performance standards and providing constructive feedback, encouraging employees to achieve company targets. By focusing on creating a positive work environment, Human Capital can improve employee satisfaction and retention, while also reducing turnover rates. Furthermore, Human Capital is instrumental in building a company

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