

CORRELATION BETWEEN SUPERVISION AND COLLABORATION USING TRELLO TO ENHANCE QUALITY OF PHOTOBOOTH SERVICE (CASE STUDY ON KOTAK NARSIS PHOTOBOOTH)

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Abstract

The aim of this study is to explore the effectiveness of Trello in improving communication and collaboration enhance quality of service within a service company. The study will use a qualitative approach to collect and analyze data. Qualitative data will be collected through interviews with the CEO and Employee of Kotak Narsis, while the financial report 2020-2023 and the number of problems encountered will be used as secondary sources of data. The qualitative data from the interviews will be analyzed using thematic analysis to identify key themes and patterns in the data. Based on the results of the interviews, it appears that Trello can be an effective solution to the problems faced by the company, mainly poor quality of service. The company also found that the quality of the company's photobooth selfie box service improved, as evidenced by the reduced number of customer complaints.

Keywords: *Collaboration, Quality, Supervision, Trello*

1. INTRODUCTION

The correlation between supervision attachment and collaboration is a critical aspect of project management that can significantly impact the quality and effectiveness of project outcomes (Barros-del Río et al., 2022). In recent years, digital tools such as Trello have emerged as popular project management platforms that facilitate collaboration and enhance team productivity (Rahul Arun, 2023).

Trello is a visual work management tool that provides teams with a user-friendly interface and a range of features to streamline project management processes¹. It allows teams to create boards, lists, and cards to organize and track their work, making it easier to manage tasks, assign responsibilities, and monitor progress²⁶. Trello's mobile-friendly interface and availability on multiple platforms make it a versatile tool for effective project management (Rahul Arun, 2023).

Research has shown that Trello is widely used for project management and collaboration due to its simplicity and adaptability (Barros-del Río et al., 2022). It enables teams to plan, execute, and complete projects by providing features that support the entire

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project management process, from planning and setup to completion(Rahul Arun, 2023). By utilizing Trello's features effectively, teams can enhance their workflow, improve communication, and increase overall productivity(Bishop, 2022).

Supervision attachment plays a crucial role in guiding and supporting team members throughout the project lifecycle. Effective supervision techniques can ensure that team members have the necessary resources, guidance, and feedback to perform their tasks efficiently. The level of supervision attachment can influence the quality of work produced, the timeliness of deliverables, and the overall success of the collaboration process(Trello 101: How to Use Trello Boards & Cards | Trello, n.d.).

Combining the use of Trello with appropriate supervision attachment techniques can potentially enhance the quality and effectiveness of projects. Trello provides a visual and collaborative platform that allows supervisors to monitor progress, provide feedback, and ensure that team members are on track. By leveraging Trello's features, supervisors can actively engage with team members, identify potential issues, and provide timely support and guidance.

Kotak Narsis is a selfiebox photobooth service provider in South Sulawesi and has been established since 2014. Their main service is a selfie photobooth with a high-resolution camera whose results can be printed or shared directly on social media such as Instagram, Whatsapp, Facebook or sent directly to costumer email. Kotak Narsis are often used at special occasions such as birthday parties, weddings and corporate events. Apart from Photobooth, since 2023 the Selfie Box also provides Videobooth 360 services. Kotak Narsis uses trello as a solution for Inherent Monitoring, Work Delegation and Collaboration for handling problems encountered since early 2022 until now.

2. LITERATURE REVIEW

2.1 Social Exchange Theory

Social exchange theory suggests that individuals engage in social relationships based on the exchange of resources, such as support, information, and collaboration(Morrison-Smith & Ruiz, 2020). In this study, digitalized supervision attached can be seen as a resource provided by supervisors to enhance quality of service, while collaboration can be seen as a resource exchanged among team members to achieve common goals.

2.2 Transformational Leadership Theory

Transformational leadership theory posits that leaders who inspire and motivate their followers can enhance their performance and effectiveness(Morrison-Smith & Ruiz, 2020). In this study, supervisors who use digitalized supervision attached can exhibit transformational leadership behaviors, which can positively influence collaboration and enhance quality of service.

2.3 Team Effectiveness Theory

Team effectiveness theory focuses on the factors that contribute to the success of teams in achieving their goals (Kozlowski & Ilgen, 2006). In this study, collaboration is an important factor in team effectiveness, with information sharing, coordination, and synergy among team members, leading to enhanced quality of work.

2.4 Digital Transformation Theory

Digital transformation theory explores the impact of digital technology on organizations and their processes (Kraus et al., 2022). In this study, digitalized supervision attached represents a form of digital transformation in the supervision process. It is expected that the integration of digital technology in supervision can enhance collaboration and ultimately improve service quality.

2.5 Task Interdependence Theory

Task interdependence theory suggests that the degree to which tasks are interrelated affects the need for collaboration among team members (Kozlowski & Ilgen, 2006). In this study, digitalized supervision attached can facilitate task interdependence by providing real-time monitoring and feedback, which can promote collaboration and enhance quality of work.

2.6 Multi-Level Factors Framework

The multi-level factors framework proposes that effective digital transformation requires attention to individual, group, and organizational level factors (Trenerry et al., 2021). At the individual level, technology adoption and individual factors such as health, absenteeism, self-regulation, motivation, creativity, personal and social relationships, and turnovers can impact the effectiveness of digital transformation. At the group level, effective team communication and collaboration, workplace relationships, team identification, and team adaptability and resilience are critical to successful digital transformation. At the organizational level, factors such as culture, structure, and capabilities can impact the effectiveness of digital transformation.

2.7 Previous Research

According to (Badriyansyah, 2022), Proper supervision by leaders is crucial in minimizing harmful deviations and improving employee performance in an organization. A research show that knowledge sharing has a significant impact on the effectiveness of virtual teams, which is facilitated through collaboration. When PT X shifted from traditional teams to virtual teams, team members displayed a willingness to share information despite the limitations. Initially, the contribution of knowledge sharing was 60.6% before a trust mediator was introduced, which subsequently strengthened team collaboration. Ultimately, this led to a further enhancement in the effectiveness of virtual teams, with a contribution of 65.2% (Liman & Idulfilastri, 2022). So, supervision is essential for reducing harmful deviations and enhancing employee performance in an organization. Additionally, research

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indicates that knowledge sharing which is facilitated through collaboration significantly affects the effectiveness of virtual teams.

3. RESEARCH METHOD

To gather and analyze the data for this study, a qualitative approach will be used. A method of conducting research that is increasingly popular in published studies is qualitative research. The process and meaning based on the subject's perspective are stressed in this qualitative study because it is descriptive in nature and tends to utilize an inductive method to analysis (Adlini et al., 2022). The following techniques and steps will be implemented:

3.1 Types of Methods Used

The study will use a qualitative method to collect and analyze data. Qualitative data will be collected through interviews with the CEO and Employee of Kotak Narsis, while the financial report 2020-2023 and the number of problems encountered will be used as secondary sources of data. The financial report 2020-2023 and the number of problems encountered will provide additional context.

3.2 Descriptions of Qualitative Data

The qualitative data collected in this study will be in the form of interview transcripts. The interviews will be conducted with the CEO and Employee of Kotak Narsis to gain insights into their perspectives on Supervision Attached and Collaboration and it is Correlation to Quality and Effectiveness of Kotak Narsis Photobooth Service . The interviews will be semi-structured, allowing for flexibility in the questions asked and the responses given.

3.3 Data Collection Procedures

Interviews with the CEO and staff will serve as key data sources for this study, with the financial report 2020-2023 and the number of problems encountered serving as secondary data sources. The interviews will take place in person or by video conference, and audio recordings will be created with the permission of the participants. The financial report will be based on the company's financial records, and the number of problems encountered will be based on internal company records.

3.4 Data Analysis Procedures

The data analysis procedures for this study will involve qualitative techniques. The qualitative data from the interviews will be analyzed using thematic analysis to identify key themes and patterns in the data. The financial report and problem encountered will be analyzed using year-to-year comparison to identify trends and patterns in the data.

4. RESULTS AND DISCUSSION

Based on the interviews, both with the CEO and Employee of Kotak Narsis, we found that the company faced many problems in the period 2020-2021. Several meetings were held to agree on solutions to the problems encountered, and responsible parties were assigned to

carry out these solutions. However, the solutions that were agreed upon were often not implemented or completed late from the agreed time, so the same problem repeatedly got complaints from customers. After using Trello, CEO can monitor what work has not been done, is being done and has been completed as well as the deadlines. The CEO can also see the obstacles faced by employees in completing their responsibilities based on comments on the kanban board without the need to ask all employees. Existing problems were handled more quickly, and collaborations from two or more staff could do information sharing, coordination, and synergy with each other in the comments section. From the employee's point of view, in the period 2020-2021, problems that should be solved were sometimes forgotten, and sometimes it was difficult to communicate with each other regarding solutions. After using Trello, they could see from the Kanban board on Trello what they were responsible for, as well as the deadlines. Meanwhile, if they needed information or collaboration with other employees, they could tag the employee concerned.

4.1 Research Result

The results of the study show that the company faced several problems in the period 2020-2021, mainly poor quality of service. The solutions that were agreed upon in the meetings included Photobooth Application improvement, and improving training programs. However, these solutions were often not implemented or completed late from the agreed time, resulting in the same problems repeatedly getting complaints from customers. After using Trello, existing problems were handled more quickly, and collaborations from two or more staff could share information with each other in the comments section. Trello helped employees see what they were accountable for and the deadlines, as well as enhanced communication amongst staff, according to both the CEO and the employees.

In the table below, we can examine the number of difficulties faced and consumer complaints from 2020 through the first half of 2023:

Table 1. Problems Encountered and Costumer Complaint

	Periode			
	2020	2021	2022	2023 (First Half)
Number of Events	53	73	110	54
Problems Encountered	10	16	12	4
Customer Complaints	10	18	10	3

Source: Processed Data, 2023

The relationship between the independent variable and the dependent variable can be illustrated in the following constellation diagram:

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Table 2 shows Expense, Income and Net Profite for the period 2020 to the first half of 2023.

Table 2. Expense, Income and Net Profite

	Periode			
	2020	2021	2022	2023 (First Half)
Expense	Rp68,814,096	Rp133,492,268	Rp179,588,867	Rp62,106,241
Income	Rp82,235,000	Rp180,017,000	Rp232,748,660	Rp101,308,000
Net Profite	Rp13,420,904	Rp46,524,732	Rp53,159,793	Rp39,201,759

Source: Processed Data, 2023

Based on the findings of the interviews with the CEO and an employee, it appears that the adoption of Trello can be an effective solution to the company's challenges. Employees can track their obligations and deadlines on Trello's Kanban board, and the CEO can learn about the challenges they confront. Trello also assists employees in becoming more conscious of their work, better managing their time, and communicating with coworkers. The findings imply that effective communication and collaboration inside the organization are critical to addressing the company's operational difficulties.

The study discovered that using Trello helps to address these issues by boosting employee communication and collaboration. Trello enabled staff to keep track of their duties and deadlines, as well as communicate more effectively with one another. The number of issues encountered fell from 16 in 2021 to 4 in the first half of 2023. The survey also discovered that the company's photobooth selfie box service improved, as indicated by a decrease in consumer complaints.

The study's findings highlight the need of effective communication and collaboration within organizations, as well as the need for oversight to ensure that problem solutions are resolved in a timely way.

4.2 Discussion

The study discovered that using Trello helps to address these issues by boosting employee communication and collaboration. As a result of using Trello, staff were able to better manage their tasks and deadlines, as well as communicate more effectively with one another, and the number of difficulties faced reduced from 16 in 2021 to 4 in the first half of 2023. The survey also discovered that the company's photobooth selfie box service improved, as indicated by a decrease in consumer complaints.

This study's findings are linked to various concepts and theories, including Social Exchange Theory, which shows that using Trello can improve employee communication and collaboration, leading to improved relationships and outcomes. Transformational Leadership Theory is also relevant, as the CEO's use of Trello to track staff progress and identify roadblocks can be viewed as transformational leadership. The research is also connected to Team Effectiveness Theory, which highlights the significance of effective communication

and collaboration within teams in order to achieve goals. The use of Trello can be viewed as a type of digital transformation that enhances the company's operations, hence Digital Transformation Theory is also significant. Task Interdependence Theory is also applicable, as the use of Trello can aid in task interdependence management by allowing employees to cooperate on fulfilling their obligations and meeting deadlines.

This study's research weakness is that it only investigated one service company, Kotak Narsis. As a result, the conclusions may not be applicable to other businesses or industries. The study, on the other hand, gives useful insights about Trello's success in increasing communication and collaboration inside a service company, and emphasizes the necessity of good communication and collaboration in addressing operational difficulties. The study's implications for concept or scientific development are that the use of digital tools like Trello can be an effective way to improve communication and collaboration within companies, and that future research should investigate the effectiveness of other digital tools in improving organizational behavior.

5. CONCLUSION

Trello may be an efficient answer to the challenges that Kotak Narsis, a service company, is experiencing. The study discovered that using Trello helps to address these issues by boosting employee communication and collaboration. Trello enabled staff to keep track of their duties and deadlines, as well as communicate more effectively with one another. As a result, from 16 in 2021 to 4 in the first half of 2023, the number of difficulties experienced dropped. The survey also discovered that the company's photobooth selfie box service improved, as indicated by a decrease in consumer complaints. The study's findings highlight the necessity of effective communication and collaboration inside businesses, as well as the need for supervision to resolve problems.

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