



Improve Company Efficiency Through The Use Of Virtual Office

Daffa Risq Mudhoffar¹, Ananda Dea Kusuma² and Lailatul Fitriyah³

Universitas Negeri Surabaya, Indonesia
Daffa.21041@mhs.unesa.ac.id

Abstract. Developments in the current era are getting faster, all work will not be separated from technological development. Technology facilitates good jobs in terms of work processes that run to company-supporting facilities. The existence of technology can make the office work process run quickly. The technology of making innovations and work processes is simpler, such as the current trend, which is a business device called a virtual office. This office is used to provide services that allow employees and business people to work re-motely to be able to manage companies in the situation anywhere and when only so that businesses can run smoothly even though employees and business people work outside the office building area. This adds to the possibility of increasing economic growth, because virtual office helps new entrepreneurs who have a right budget but have complete facilities. The existence of virtual office is in the 8th SDGs, namely decent jobs and economic growth. Virtual Office can increase inclusive and sustainable economic growth, productive, and comprehensive employment opportunities. But in terms of use and comfort due to the existence of a virtual office, there are weaknesses, problems, and challenges also experienced, such as lack of physical space, increased employee fatigue, lack of relationships between colleagues, and so on. This article aims to provide insight into the emergence of changes in employee work life because of the transition from permanent offices to buildings and virtual offices that include four perspectives, namely: communication or interaction, social relations of employees, employers, and customers, recognition of achievement and balance in work life. This article also discusses the impact given by the existence of virtual offices. This article was created using a qualitative method by searching for data based on previous journals and virtual offices. This article aims to expand an understanding of the work settings of virtual offices in employee work life.

Keywords: virtual office, technology, economic growth

1 Introduction

Globalization and technological developments have changed a lot of human life, the faster development of technology today makes digital changes where economic, business, and social activities can be done with the help of technology. This makes economic growth increase. Under the 8th SDGs, namely decent jobs and economic growth,

© The Author(s) 2023

A. Mustofa et al. (eds.), *Proceedings of the International Joint Conference on Arts and Humanities 2023 (IJCAH 2023)*, Advances in Social Science, Education and Humanities Research 785,

https://doi.org/10.2991/978-2-38476-152-4_203

every year people need decent jobs and can increase economic growth. With the existence of technology, everyone becomes more flexible in doing their work and brings positivity to each performance. The use of technology such as computers and telephones can increase the efficiency and smoothness of communication in the office, also stated that information and communication technology (ICT) had the potential to facilitate sustainable interactions between managers and their subordinates. Through the effective use of ICTs, managers can easily communicate with subordinates, provide direction, get status updates, and collaborate in real-time, even if they are in different locations.

By utilizing cellular technology such as smartphones and tablets, managers, employees, and customers can easily interact and connect through social media applications such as LinkedIn, Facebook, Skype, and Twitter. Using this accessible communication mode provides several benefits, such as the use of efficient staff time in the office, better customer service, and various products and services sent. It is very possible to do this as long as you are still an employee, as long as you maintain discipline in using cellular technology only for official assignments or work functions.

The use of mobile technology has also provided a new dimension in advertising and marketing for businesses around the world [1]. If in the last few decades or centuries advertisements were only available through television and radio broadcasts, now advertisements can be easily accessed via mobile phones. Through mobile technology, advertising can reach a wide audience because a large proportion of the world's population uses these devices. This large customer group has become accustomed to seeing business advertisements through various mobile marketing technologies, such as text messages, mobile websites and mobile applications.

Applying the right office technology can improve the flow of communication and collaboration between managers and subordinates, increase work efficiency, reduce communication barriers, and facilitate faster decision making. Thus, effective office technology can make a positive contribution to management performance in offices. With advances in technology in the business sector, many people have set up startup businesses whose operations are closely related to technology. The majority of startup businesses have problems with minimal financial funds. This problem is a problem that often occurs in startup businesses in managing their business. Most business owners want to find a solution so they can run their business professionally but with low operating costs.

This is one of the reasons why virtual offices are now emerging, with virtual offices, startup business owners can reduce the budget needed by medium and small companies to have an office. With a limited budget, you can still have a virtual office for daily office activities such as customer service, customer reception, employee meetings and others.

The existence of a virtual office is also a form of physical protection against the existence of a conventional office, such as a room, desk, chair, or archive storage section. All of these aspects can still be used without us having to budget to buy equipment, and are available to be used in a virtual office to the fullest.

The use of a virtual office is also a solution to environmental problems in big cities, namely building density. As is known, big cities become centers for various economic and business activities, making them ideal wetlands for developing companies and starting the middle class.

With a virtual office, the construction of new offices and buildings can be suppressed, but it doesn't hinder and reduce the work efficiency of a company owned by a company. He also makes the work system more dynamic and flexible for millennial employees and young people.

2 Literature Review

Definitions Of Virtual Office

A virtual office is a service that gives employees and business owners the freedom to work remotely by providing various service facilities and business functions that can be accessed via the internet. Having a virtual office can give organizations the opportunity to create and maintain a presence in their desired location without having to pay rent for the actual space. [2]

With a virtual office, entrepreneurs can provide businesses with a physical address and office-related services without the additional cost of long leases and administrative staff. Apart from that, according to Ahmad, the advantages of a virtual office are that it allows employees to work from anywhere but still have things like mailing addresses, telephone answering services, meeting rooms and video conferencing [3].

Numerous studies have indicated a connection between the virtual office and job descriptions, as well as family considerations. Occupations that frequently offer teleworking options (virtual office) include professionals such as doctors, teachers, or professors, along with managerial roles. Designing a virtual office necessitates careful consideration of various determining factors.

The effects on family members who reside together in a virtual office setting at home also need to be assessed [4]. The performance of a virtual office with a traditional office is no different because both are still a group of people working for a common goal [5]. A series of technologies created to form a workspace that allows employees to do work remotely without being physically present in the organization which will be referred to as a virtual office [6].

Benefits Of Virtual Office

The benefit from virtual office to a small business or start-up is that having a professional business address can result in huge cost savings as there is no need to pay additional rent for physical office space, as well as the costs associated with a traditional office such as owning, furnishing it, and purchasing office equipment and telephone systems, further reducing the risk of running your small business well business or start-up, and lastly you have the flexibility to work whenever and wherever it is convenient for you. [2].

The benefits experienced during the transition from a traditional workplace to virtual offices allow employees to enjoy flexibility in time and work location. This alternative serves to allow employees to take on more responsibilities whether around their home,

family or where they work. For example, as a parent of a newborn, working at home embodies the combination of the role of mother or father and employee at the same time.

Another application of flexibility can be demonstrated in the fact that they work anywhere other than the workplace. employees can work anywhere through the help of media telecommunication technologies such as video conferencing, employees can work anywhere in the world, deliver results conveniently and exchange information timely. Previous works carried out by various studies show that virtual offices have many benefits, especially in terms of company finances [7]. Virtual office provides access to employ employees from the region which can reduce expenses [8].

Virtual Office Success Factors

We should understand this success factor together after the many benefits that companies get when using a virtual office. As explained by [2]. Every company incorporated in a virtual office has a proper quality control approach in every workplace or office to ensure the quality of output and performance is very important. because virtual office can be more significant when managing virtual employees.

Then according to [9] argues that organizational benefits occur when a highly technical team offers a system to facilitate this type of interaction and provides opportunities for employees to share their knowledge and skills towards a common goal quality control approach in the virtual office.

Flow of Responsibilities in a Virtual Office

Responsibilities are very important to ensure the whole process is successful at every level. According to [10] has recommended that is implementing a shared leadership approach that aims to increase responsibility in the virtual office. we as humans must ensure that resource management must be contractual by ensuring that every virtual office staff can understand the flow and accept assigned roles and responsibilities.

Manage Virtual Office

On the other hand, [5] suggests that managing virtual teams poses challenges due to communication barriers, especially when team members are located in different parts of the world. Miscommunication can lead to conflicts and misunderstandings among virtual team members. Therefore, it is important for reliable remote staff to organize virtual meetings to discuss time-sensitive tasks.

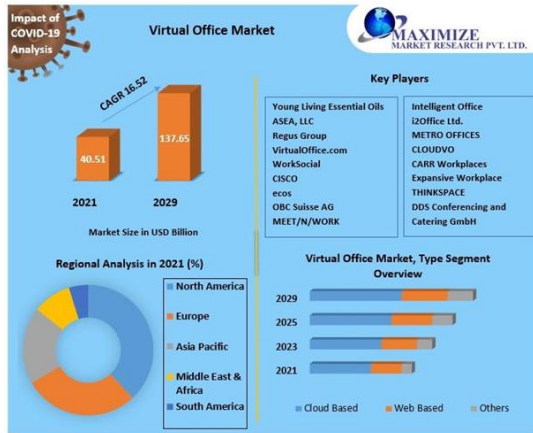
3 Methods

This study uses a qualitative model. Data obtained through observation activities and literature studies. Observations were made by observing the use of the virtual office system from several virtual office sample websites such as voffice. The main target is companies that are just starting a business, business people, company employees and students, to explore the features available on each side. We replaced the interview with reviews of several companies that have used this virtual office and explored information related to the experience of using e-office applications, the obstacles and challenges faced, and possible future developments. Literature study is used to further examine the

concept of virtual office, compare it with the conditions of various literatures at different times in order to clearly see the topic with the theory, and the potentials for its development. All data obtained is then reduced, presented, and analyzed to draw conclusions.

4 Findings and Discussion

Tabel 3.1



Source:

<https://www.maximizemarketresearch.com/market-report/global-virtual-office-market/113811/>

According The CAGR (Compound Annual Growth Rate) of 16.52% illustrates the expected annual growth rate in that period. This means that the virtual office market is expected to grow by around 16.52% annually during the forecast period. Factors contributing to the growth of the virtual office market are advances in information and communication technology, shifts in more flexible working styles, increased remote team collaboration, and growing need for efficient remote work solutions. However, please note that these forecasts are based on assumptions and market

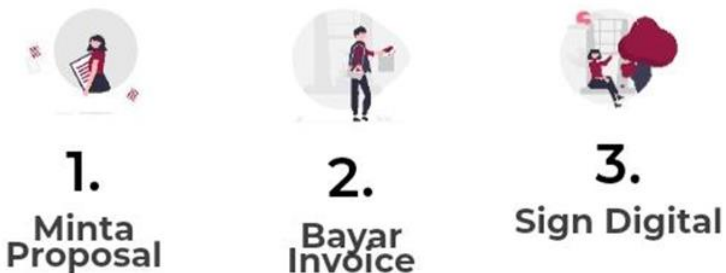
analysis available for 2021. Changes in the global situation or other unforeseen factors may affect the forecasts in the future.

Every company or business person definitely needs media or a comfortable workplace, being out of town is not an obstacle for us to be able to work. With V Office we can work, conduct meetings and business agendas from anywhere. With a v office, we are facilitated in business/office activities, such as receptionist services, mailing services, use of meeting rooms, telephone facilities with extensions, to use of podcast rooms which are certainly interesting for young entrepreneurs. Then job management can be easily handled with the help of virtual staff who assist in terms of reception, telephone, correspondence and much more. then we can rent an office space at an affordable price with complete facilities. By using a Virtual Office office, companies and business people are able to save operational costs and save administrative costs compared to having to rent conventional office space. V Office is available in 9 locations with different places. Making a virtual office order is also easy, the ordering process can be done by:

Tabel 3.2 Source : <https://voffice.co.id/jakarta-virtual-office/virtual-office-di-jakarta.php>

Kantor Anda Siap Dalam 10 Menit

Kamu Dapat Memiliki Virtual Office secara Cepat dengan proses yang Mudah



1. The first thing when you are interested in using Virtual Office, please immediately ask for a proposal. Proposals can be requested via the website or via the voffice team manually. The proposal will then be sent directly to the buyer's email. The proposal contains complete information about your order plan, the price offered, and the facilities that will be obtained according to your order.

2. When you have received a proposal via email, the next step is to please make a payment according to the instructions stated in the proposal. Then Confirm payment if you have made a payment

3. After making the payment, the voffice team will immediately process the agreement (Virtual Office rental agreement) by completing a number of data previously asked (Virtual Office rental requirements discussed above). The customer can immediately

sign the agreement online, via the link that has been sent to the customer's email, and then your voffice company is active and you can visit the place in person.

The facilities provided by Voffice are very complete, namely:

1. Obtain a domicile certificate from the building explaining your business location. This address will later be listed in the company's various legal documents, such as NIB, NPWP, and deed.
2. Business/office activity services as well, such as reception or front office services, mailing services, use of meeting rooms, telephone facilities with extensions, to use of podcast rooms in the Virtual Office.

The development of the virtual office market has been steadily increasing in recent years and is expected to continue to grow in the future. The figure in the figure shows the estimated virtual office market value from 2021 to 2029.

5 Conclusion

With a virtual office, new entrepreneurs who want to set up a company or companies that want to minimize expenses can easily save funds by renting a virtual office. Entrepreneurs or business people can be facilitated by carrying out office services and business activities. Entrepreneurs, business people or companies can order and rent out buildings and their facilities in only 3 ways, namely requesting a proposal, then paying an invoice and finally digital signing then the price offered is very affordable compared to renting a conventional office, the customer will get complete facilities such as getting a domicile letter from domicile certificate building that explains your business location, then business/office activity services as well, such as reception or front office services, mail services, use of meeting rooms, telephone facilities with extensions, to use of podcast rooms in the Virtual Office which are available in various strategic location in 9 major cities.

References

1. Haghirian, P., Madlberger, M. and Tanuskova, A. (2005) 'Increasing advertising value of mobile marketing-an empirical study of antecedents', in Proceedings of the 38th annual Hawaii international conference on system sciences. IEEE, pp. 32c-32c.
2. Ugwu, A. J. (no date) 'IMPACT OF VIRTUAL OFFICE ON BUSINESS ENVIRONMENT'.
3. Ahmad, S. (2014) 'Technology in organizations', International Journal of Research in Business Management, 2(7), pp. 73–80.
4. Zhang, S. et al. (2020) 'A work-life conflict perspective on telework', Transportation Research Part A: Policy and Practice, 141, pp. 51–68.
5. McDaniel, C. L. (2011) 'Removing space and time: Tips for managing the virtual workplace', in Virtual Communities: Concepts, Methodologies, Tools and Applications. IGI Global, pp. 2275–2285.
6. McInerney, C. R. (1999) 'Working in the virtual office: Providing information and knowledge to remote workers', Library & information science research, 21(1), pp. 69–89.

7. Zhang, J. (2016) 'The dark side of virtual office and job satisfaction', *International journal of business and management*, 11(2), p. 40.
8. Zemliansky, P. and St Amant, K. (2008) *Handbook of research on virtual workplaces and the new nature of business practices*. IGI Global.
9. Alonso-Rasgado, T. and Thompson, G. (2006) 'A rapid design process for Total Care Product creation', *Journal of Engineering Design*, 17(6), pp. 509–531.
10. Hoegl, M. and Muethel, M. (2016) 'Enabling shared leadership in virtual project teams: A practitioners' guide', *Project Management Journal*, 47(1), pp. 7–12.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

