

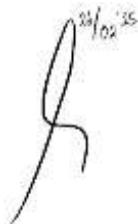
ANALISIS PENGEMBANGAN SUMBER DAYA MANUSIA TERHADAP KINERJA KARYAWAN KUSUMA KENCANA *WEDDING ORGANIZER*

Muhammad Titan Ardhana Maheswara

Abstrak

Penelitian ini bertujuan untuk mengetahui tentang pengaruh program pengembangan SDM terhadap kinerja karyawan Kusuma Kencana *Wedding Organizer* (WO). Jenis penelitian ini menggunakan metode analisis data deskriptif kuantitatif dengan metode perolehan data kuesioner dan dokumentasi. Teknik yang dilakukan adalah dengan menggunakan 35 responden yang berprofesi sebagai perkerja atau karyawan Kusuma Kencana *Wedding Organizer*. Data penelitian ini diolah menggunakan SPSS versi 12. Uji instrumen penelitian yaitu uji validitas dan uji reliabilitas. Sedangkan analisis data responden menggunakan Teknik analisis deskriptif, uji-t, pendekatan regresi linier, dan penentuan hasil R-Square. Hasil Uji instrument menunjukkan bahwa setiap pertanyaan dengan jumlah 13 pertanyaan sudah valid dan reliable. Hasil analisis menunjukkan bahwa program pengembangan SDM positif dan signifikan terhadap kinerja karyawan Kusuma Kencana *Wedding Organizer* berpengaruh.

Kata Kunci: *Wedding Organizer, Pengembangan SDM, Kuantitatif*



A handwritten signature in black ink, appearing to read "Muhammad Titan Ardhana Maheswara". Above the signature, there is a small, faint handwritten note that appears to read "24/02/2015".

ANALYSIS OF HUMAN RESOURCE DEVELOPMENT ON EMPLOYEE PERFORMANCE AT KUSUMA KENCANA WEDDING ORGANIZER

Muhammad Titan Ardhana Maheswara

Abstract

This study investigates the impact of human resource development programs on employee performance at Kusuma Kencana Wedding Organizer (WO). The research employs a quantitative descriptive analysis method, utilizing data obtained through questionnaires and documentation. The study involved 35 respondents who are employees of Kusuma Kencana Wedding Organizer. The research data were processed using SPSS version 12. The research instruments included validity and reliability tests. The analysis of respondent data utilized descriptive analysis techniques, t-tests, linear regression approaches, and determination of the R-squared value. The results of the instrument tests indicate that all 13 questions are valid and reliable. The analysis demonstrates that the human resource development program positively and significantly impacts employee performance at Kusuma Kencana Wedding Organizer.

Keywords: *Wedding Organizer, Human Resource Development, Quantitative*

