

EVALUASI KEBUTUHAN PELATIHAN KARYAWAN BAGIAN PENJUALAN PRODUK DI SUPER DAZZLE CABANG GEJAYAN

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Abstrak

Penelitian ini bertujuan untuk mengevaluasi kebutuhan pelatihan karyawan di Super Dazzle Cabang Gejayan dengan menggunakan pendekatan Training Needs Analysis (TNA) yang terdiri atas tiga indikator utama: Organizational Analysis, Task Analysis, dan Person Analysis. Penelitian ini menggunakan metode kuantitatif deskriptif melalui penyebaran kuesioner kepada 99 karyawan dengan menggunakan skala Likert 1–5. Hasil analisis menunjukkan bahwa rata-rata skor keseluruhan adalah 3,61, yang termasuk dalam kategori “Setuju”. Pada indikator Organizational Analysis diperoleh skor rata-rata sebesar 3,5, dengan 70% karyawan menyatakan setuju bahwa perusahaan mendukung pelatihan kerja. Pada indikator Task Analysis, skor rata-rata sebesar 3,0 menunjukkan bahwa 60% responden memberikan tanggapan netral terhadap kesesuaian pelatihan dengan tugas teknis. Sementara itu, indikator Person Analysis mendapatkan skor tertinggi, yaitu sebesar 4,2, dengan 84% karyawan sangat setuju bahwa pelatihan penting dan mereka siap mengikuti pelatihan untuk meningkatkan kinerja. Temuan ini menunjukkan bahwa kebutuhan pelatihan telah disadari secara individual dan juga mendapat dukungan dari organisasi. Namun demikian, masih terdapat kesenjangan antara materi pelatihan dengan kebutuhan tugas teknis yang dihadapi di lapangan. Oleh karena itu, perencanaan pelatihan di masa mendatang perlu difokuskan pada pemetaan kebutuhan kerja yang lebih spesifik agar pelatihan dapat lebih efektif dan memberikan dampak langsung terhadap peningkatan kinerja karyawan.

Kata Kunci: *Evaluasi Pelatihan Karyawan, Super Dazzle Gejayan*

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EVALUATION OF TRAINING NEEDS FOR SALES STAFF AT SUPER DAZZLE GEJAYAN BRANCH

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Abstract

This study aims to evaluate the employee training needs at Super Dazzle Gejayan Branch using the Training Needs Analysis (TNA) approach, which consists of three leading indicators: Organizational Analysis, Task Analysis, and Person Analysis. The research method employed is a descriptive, quantitative approach, involving the distribution of questionnaires to 99 employees, who were asked to respond using a 5-point Likert scale. The analysis results indicate that the overall average score is 3.61, placing it in the “Agree” category. On the Organizational Analysis indicator, the average score is 3.5, with 70% of employees agreeing that the company supports job training programs. In contrast, the Task Analysis indicator has an average score of 3.0, indicating that 60% of respondents provided neutral feedback regarding the relevance of training to their technical job tasks. Meanwhile, the Person Analysis indicator achieved the highest average score of 4.2, with 84% of employees strongly agreeing that training is essential and expressing a willingness to participate in training to enhance their work performance. The findings indicate that employee training needs are recognized and supported by the organization on an individual basis. However, a gap remains between the training materials and the actual technical tasks performed in the field. Therefore, future training programs should be planned based on a more detailed task-related needs mapping to ensure the effectiveness of the training and its direct impact on employee performance.

Keywords: *Employee Training Evaluation, Super Dazzle Gejayan*