

**ANALISIS PELATIHAN KARYAWAN SALES  
DI PT BUMI BERLIAN MEGA INDONESIA MENGGUNAKAN METODE  
EVALUASI KIRKPATRICK**

**Muhammad Hasan Faqih**

**Abstrak**

Penelitian ini bertujuan untuk mengetahui efektivitas pelatihan karyawan *sales* pada PT Bumi Berlian Mega Indonesia dengan menggunakan metode evaluasi Kirkpatrick. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer bersumber dari hasil kuesioner persepsi karyawan. Berdasarkan hasil penelitian secara keseluruhan para karyawan *sales* setuju atas pelatihan yang diberikan, berdasarkan level 1: *reaction*, level 3: *behavior*, dan level 4: *result*. Berdasarkan hasil level 2: *learning* terjadi peningkatan pengetahuan responden dalam menjawab benar dan penurunan responden menjawab salah setelah mengikuti pelatihan.

**Kata kunci:** Efektivitas Pelatihan, Metode Evaluasi Kirkpatrick

Digitally signed by Gia Rizky, S.M.B., M.M.

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***ANALYSIS OF SALES EMPLOYEE TRAINING AT PT BUMI BERLIAN  
MEGA INDONESIA USING KIRKPATRICK EVALUATION METHOD***

***Muhammad Hasan Faqih***

***Abstract***

*This study aims to determine the effectiveness of sales employee training at PT Bumi Berlian Mega Indonesia by using the Kirkpatrick evaluation method. This study uses a quantitative descriptive method. Primary data sourced from the results of the employee perception questionnaire. Based on the research results, overall sales employees agree on the training provided, based on level 1: reaction, level 3: behavior, and level 4: result. Based on the results of level 2: learning, there was an increase in the knowledge of respondents in answering correctly and a decrease in respondents answering incorrectly after attending the training.*

***Keywords:*** *Training Effectiveness, Kirkpatrick Evaluation Method*

*Digitally signed by Gia Rizky, S.M.B., M.M.*

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