

ABSTRACT

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IMPLEMENTATION PROGRAM FOR THE DEVELOPMENT OF CUSTOMER SERVICE COMPETENCY: A STUDY ON THE EFFECT OF MOOCs QUALITY IN INCREASING COMPETENCY, WORK MOTIVATION, AND SELF-REGULATED LEARNING AT THREE VOCATIONAL HIGH SCHOOL JAKARTA AND TANGERANG

(xvi + 179 pages, 45 table, 8 graphic, 98 appendixes)

Professional competency should also be studied in the education institution. It is specifically aimed in retail industry, which absorbs numbers of employee from Vocational High School (SMK). The industry experiences difficulties in finding competent, independent, and motivated employees. This might be result from the lack of understanding toward retail world that has not been included in the curriculum at schools. The development of online learning system that utilizes professional competence is needed to answer these problems, and it has been carried out in the form MOOCs design. Design quality evaluation in MOOCs is needed to measure the increase of customer service competence and trigger both work motivation and self-regulated learning. This study involves 90 vocational high school students as respondents. The method used in this study is quantitative with cross-sectional studies. The results of the analysis indicate four things. First, there is an increase in customer service competence in terms of understanding after respondents utilize the MOOCs with an increase in Mean of 37.31. Second, there is no impact from repondents' opinions toward the quality of MOOCs design in increasing customer service competence with $p > 0.005$. Third, there is an effect from respondents' opinions toward the quality of MOOCs design on motivation working with $F(1,88) = 8.54$, ($p < 0.005$). Lastly, there is an effect from respondents' opinions toward the quality of MOOCs design on self-regulated learning with $F(1,88) = 30.87$, ($p < 0.005$).

Kata Kunci : Competency, Retail, MOOCs, Motivation, *Self Regulated Learning*

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ABSTRAK

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IMPLEMENTASI PROGRAM PELATIHAN DARING PENGEMBANGAN KOMPETENSI *CUSTOMER SERVICE*: SUATU STUDI TERHADAP PENGARUH KUALITAS MOOCS PADA PENINGKATAN KOMPETENSI, MOTIVASI KERJA, DAN *SELF-REGULATED LEARNING* DI TIGA SMK JAKARTA DAN TANGERANG

(xvi + 179 halaman; 45 table, 8 grafik, 98 lampiran)

Kompetensi yang dibutuhkan di dunia kerja, seharusnya juga dipelajari di dunia pendidikan. Industri ritel yang menyerap banyak karyawan dari Sekolah Menengah Kejuruan (SMK) merasa kesulitan untuk mendapatkan karyawan yang kompeten, mandiri dan memiliki motivasi kerja. Ini disebabkan karena masih sedikitnya pemahaman mengenai ritel yang telah diajarkan di sekolah. Pengembangan sistem pembelajaran daring yang menggunakan kompetensi dunia industri dibutuhkan untuk menjawab permasalahan tersebut telah dilakukan dengan desain MOOCs. Evaluasi terhadap kualitas desain MOOCs tersebut dibutuhkan untuk memastikan adanya peningkatan kompetensi *customer service* dan pengaruh terhadap motivasi kerja dan *self regulated learning*. Penelitian ini melibatkan siswa-siswi SMK sebagai *sample* sebanyak 90 orang. Metode yang digunakan dalam penelitian ini adalah *quantitative* dengan jenis *cross sectional studies*. Hasil analisa dari penelitian ini menunjukkan empat hal; adanya peningkatan kompetensi *customer service* dalam segi pemahaman setelah siswa-siswi SMK menggunakan MOOCs dengan peningkatan *Mean* sebesar 37.31, tidak terdapat pengaruh persepsi siswa mengenai kualitas desain MOOCs terhadap peningkatan kompetensi *customer service* dengan $p > 0.005$, terdapat pengaruh persepsi siswa mengenai kualitas desain MOOCs terhadap motivasi kerja dengan $F(1,88) = 8.54$, ($p < 0.005$), dan terdapat pengaruh persepsi siswa mengenai kualitas desain MOOCs terhadap *self regulated learning* dengan $F(1,88) = 30.87$, ($p < 0.005$).

Kata Kunci : Kompetensi, Ritel, MOOCs, Motivasi Kerja, *Self Regulated Learning*

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