

ABSTRACT

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THE INFLUENCE OF TRAINING AND JOB MOTIVATION ON THE PERFORMANCE OF EMPLOYEES AT 53 STEPS CAFÉ, MEDAN

(xix + 107 pages; 9 figures; 52 tables; 11 appendices)

Training and motivation are known as some of the many alternatives that stimulate employee performance. 53 Steps Café, one of North Sumatra's most well-known cafés, seems to be negatively affected by two problems: poor customer service and frequent employee absences. This research aims to discover the influence that training and motivation might have on employee performance at 53 Steps Café Medan.

Osemeke and Adegboyega (2017, p. 169) describe “three central motivational paradigms achievement, power, and affiliation”. It is believed that people are more motivated when these needs are met.

Quantitative descriptive and causal studies were used to develop this study. Data for this study was gathered through a direct interview with the management of 53 Steps Café Medan, direct on-site observation, and the distribution of a questionnaire to a total of 35 53 Steps Café Medan employees. Saturated sampling approach was used to determine the sample in this study.

Research findings show that partially, motivation has no influence on employee performance, while training is proven to have positive influence. However, training and motivation have significant simultaneous influence on the employee performance.

Based on the findings of the study, the writer recommends that the management of 53 Steps Café Medan focuses more on providing training programs that provide necessary skills to meet job requirements, monitoring the intensity and quality of the training programs, creating team building activities, and providing counselling sessions for employees, all of which are facilitated by the team leader.

Keyword: Training, Job Motivation, Employee Performance

References: 44 (2016-2022)

ABSTRAK

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PENGARUH PELATIHAN DAN MOTIVASI KERJA TERHADAP KINERJA KARYAWAN DI 53 STEPS CAFÉ, MEDAN

(xix + 107 halaman; 9 figur; 52 tabel; 11 lampiran)

Pelatihan dan motivasi dikenal sebagai beberapa dari sekian banyak alternatif yang dapat merangsang kinerja karyawan. 53 Steps Café, salah satu kafe paling terkenal di Sumatera Utara, tampaknya terkena dampak negatif dari dua masalah: layanan pelanggan yang buruk dan seringnya karyawan absen. Penelitian ini bertujuan untuk mengetahui pengaruh pelatihan dan motivasi terhadap kinerja karyawan di 53 Steps Café Medan.

Osemeke dan Adegboyega (2017, p. 169) menggambarkan “tiga paradigma motivasi sentral pencapaian, kekuasaan, dan afiliasi”. Diyakini bahwa orang lebih termotivasi ketika kebutuhan ini terpenuhi.

Penelitian kuantitatif deskriptif dan kausal digunakan untuk mengembangkan penelitian ini. Data untuk penelitian ini dikumpulkan melalui wawancara langsung dengan manajemen 53 Steps Café Medan, observasi langsung di lokasi, dan penyebaran kuesioner kepada total 35 karyawan 53 Steps Café Medan. Pendekatan sampling jenuh digunakan untuk menentukan sampel dalam penelitian ini.

Hasil penelitian menunjukkan bahwa secara parsial, motivasi tidak berpengaruh terhadap kinerja karyawan, sedangkan pelatihan terbukti berpengaruh positif. Namun, pelatihan dan motivasi memiliki pengaruh simultan yang signifikan terhadap kinerja karyawan.

Berdasarkan temuan penelitian, penulis merekomendasikan agar manajemen 53 Steps Café Medan lebih fokus pada penyediaan program pelatihan yang memberikan keterampilan yang diperlukan untuk memenuhi persyaratan pekerjaan, memantau intensitas dan kualitas program pelatihan, menciptakan kegiatan team building, dan memberikan sesi konseling bagi karyawan, yang semuanya difasilitasi oleh ketua tim.

Kata Kunci: Pelatihan, Motivasi Kerja, Kinerja Karyawan
Referensi: 44 (2016-2022)