

ABSTRAK

Mega Haspianti. Tahun 2023 Pengaruh Penerapan Training Need Assesment Terhadap Kinerja Karyawan Melalui Efektifitas Penyusunan Program Pelatihan di PT. Bumi Menara Internusa Cabang Makassar. Skripsi Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Bapak Edi Jusriadi Dan Ibu Zalkha Soraya.

Penelitian ini bertujuan untuk mengetahui Pengaruh Penerapan Training Need Assesment Terhadap Kinerja Karyawan Melalui Efektifitas Penyusunan Program Pelatihan di PT. Bumi Menara Internusa Cabang Makassar. Populasi penelitian ini adalah 159 orang. Metode pengambilan sampel menggunakan sampel Slovin Teknik pengumpulan data yang dilakukan adalah kuesioner. Analisa data yang saya gunakan Analisis Data Kuantitatif dan *Moderated Regression Analysis* (MRA) menggunakan SmartPLS versi 3 hasil penelitian menunjukkan bahwa Penerapan Training Needs Assessment (TNA) (X) berpengaruh positif signifikan terhadap Efektifitas Penyusunan Program Pelatihan (Z) dalam mendukung kinerja karyawan di PT. Bumi Menara Internusa Cabang Makassar, Penerapan Training Needs Assessment (TNA) (X1) berpengaruh positif signifikan dalam mendukung Kinerja Karyawan (Y) di PT. Bumi Menara Internusa Cabang Makassar, dan Penyusunan Program Pelatihan (Z) berpengaruh positif signifikan terhadap peningkatan Kinerja Karyawan (Y) pada PT. Bumi Menara Internusa Cabang Makassar.

Kata kunci : TNA, Program Pelatihan, Kinerja Karyawan

ABSTRACT

Mega Haspianti. 2023. The Influence of The Effect of Implementation of Training Need Assessment on Employee Performance Through the Effectiveness of Training Program Arrangement at PT. Bumi Menara Internus Makassar Branch. Undergraduate thesis, Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Makassar. Supervised by Mr. Edi Jusriadi and Mrs. Zalkha Soraya.

This study aims to determine The Effect of Implementation of Training Need Assessment on Employee Performance Through the Effectiveness of Training Program Arrangement at PT. Bumi Menara Internus Makassar Branch. The study population consists of 159 individuals. The sampling method used was the Slovin method, and data collection was conducted using questionnaires. The data analysis method used was Quantitative Data Analysis and Moderated Regression Analysis (MRA) using SmartPLS version 3. The results show that the implementation of Training Needs Assessment (TNA) (X) has a significant positive effect on the effectiveness of training program development (Z) in supporting employee performance at PT. Bumi Menara Internusa Makassar Branch. The implementation of TNA (X) has a significant positive effect on employee performance (Y) at PT. Bumi Menara Internusa Makassar Branch. Additionally, training program development (Z) has a significant positive effect on improving employee performance (Y) at PT. Bumi Menara Internusa Makassar Branch.

Keywords: TNA, Training Program, Employee Performance