

ABSTRAK

MEINAR R SIAGIAN. NIM 2020116021. Pengaruh Program Pelatihan terhadap Motivasi Kerja Karyawan PT ABC Insurance di Jakarta. Dibawah bimbingan Bapak Miswan, SE, M.Si.

Penelitian ini dilakukan untuk menganalisis penilaian karyawan terhadap program pelatihan, tingkat motivasi kerja karyawan, dan pengaruh program pelatihan terhadap motivasi kerja karyawan PT ABC Insurance pasca merger dan akuisisi, yang dilatarbelakangi oleh turunnya motivasi kerja para karyawan berdasarkan Survei Motivasi Kerja yang dilakukan Perusahaan. Penelitian merupakan penelitian kuantitatif menggunakan kuisioner dengan sampel sebanyak 75 dari populasi 290 orang. Teknik sampling yang digunakan adalah Teknik Slovin dengan nilai error 10%. Data yang terkumpul dianalisis menggunakan analisis regresi liner sederhana. Hasil penelitian menunjukkan bahwa program pelatihan berpengaruh signifikan terhadap motivasi kerja karyawan PT ABC Insurance dengan nilai signifikansi 0,00001057 (lebih kecil dari 0,05). Persamaan regresi linier sederhana adalah $Y = 1,511 + 0,478X + e$, yang berarti jika tidak diadakan program pelatihan (X) maka motivasi kerja karyawan (Y) adalah sebesar 1,511 (sangat rendah). Koefisien regresi pada motivasi kerja karyawan adalah sebesar 0,478 yang artinya motivasi kerja akan meningkatkan sejumlah 0,478 apabila program pelatihan mengalami kenaikan sebesar 1 satuan. Hasil uji koefisien korelasi bernilai 0,48 yang artinya hubungan program pelatihan dan motivasi kerja karyawan berada pada hubungan

sedang dan hasil uji koefisien determinasi bernilai 0,224 yang artinya adalah besarnya nilai motivasi kerja karyawan ditentukan oleh program pelatihan sebesar 22,4%, sementara sisanya ditentukan oleh variabel lain yang tidak diteliti.

Kesimpulan dari penelitian ini adalah program pelatihan di PT ABC Insurance sudah baik, motivasi kerja karyawan tinggi, dan program pelatihan berpengaruh pada motivasi kerja karyawan PT ABC Insurance pasca merger dan akuisisi. Oleh karena itu program pelatihan harus terus dilanjutkan dan ditingkatkan kualitasnya agar semakin efektif. Selain itu perusahaan juga perlu meneliti aspek-aspek lain selain program pelatihan yang dapat meningkatkan motivasi kerja karyawan.

Kata Kunci: Akusisi, Merger, Pelatihan, Motivasi Kerja

ABSTRACT

MEINAR R SIAGIAN. NIM 2020116021. The Effect of Training Program on the Employee Working motivation of PT ABC Insurance in Jakarta. Under the guidance of Mr. Miswan, SE, M.Si.

This study was conducted to analyze employee assessments of training programs, employee work motivation levels, and the effect of training programs on employee work motivation at PT ABC Insurance after the merger and acquisition, which was motivated by the decline in employee work motivation based on the Work

Motivation Survey conducted by the Company. The study was a quantitative study using a questionnaire with a sample of 75 from a population of 290 people. The sampling technique used was the Slovin Technique with an error value of 10%. The collected data were analyzed using simple linear regression analysis. The results showed that the training program had a significant effect on employee work motivation at PT ABC Insurance with a significance value of 0.00001057 (less than 0.05). The simple linear regression equation is $Y = 1.511 + 0.478X + e$, which means that if there is no training program (X) then employee work motivation (Y) is 1.511 (very low). The regression coefficient on employee work motivation is 0.478, which means that work motivation will increase by 0.478 if the training program increases by 1 unit. The result of the correlation coefficient test is 0.48, which means that the relationship between training programs and employee work motivation is in a moderate relationship and the result of the determination coefficient test is 0.224, which means that the value of employee work motivation is determined by the training program by 22.4%, while the rest is determined by other variables that are not studied. The conclusion of this study is that the training program at PT ABC Insurance is good, employee work motivation is high, and the training program influences employee work motivation at PT ABC Insurance after the merger and acquisition. Therefore, the training program must be continued and its quality improved to be more effective. In addition, the company also needs to examine other aspects besides the training program that can increase employee work motivation.

Keywords: Acquisition, Merger, Training, Work motivation