

Review Article

The Effect of Training on Employee Performance Improvement (Case Study of Matahari Bangkalan Plaza Store)

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Abstract. *Employee training is a crucial element in enhancing individual and organizational performance. This study aims to analyze the impact of training on employee performance at Store Matahari Bangkalan Plaza. Using a qualitative approach, data was collected through in-depth interviews with 10 employees who participated in training programs. The findings indicate that training positively contributes to improving work skills, motivation, productivity, and adaptability to workplace changes. Additionally, training enhances the quality of customer service. Therefore, companies should develop more systematic and continuous training programs to ensure optimal employee performance.*

Keywords: *Training, Employee Performance, Productivity, Human Resource Development*

1. BACKGROUND

Employee training is an important factor to improve the quality of the workforce in the company. In the highly competitive world of trade, improving the skills and efficiency of employees is a primary need so that companies can compete and provide the best service to customers. Matahari Plaza Bangkalan Store, as one of the growing shopping centers in Bangkalan Regency, Madura, realizes how important it is to have competent and trained human resources to maintain the continuity and growth of its business.

trained employees can cause various operational problems, such as errors in transactions, delays in service, and inability to properly handle customer complaints. Therefore, a systematic and continuous training program is an important solution to ensure employees have the skills that match the demands of their jobs.

Employee training at Matahari Plaza Bangkalan Store covers various aspects, from customer service techniques, stock management, cashier system usage, to communication skills and teamwork. With this training, it is expected that employees are not only more skilled in carrying out their duties, but also have high motivation

Received: March 30 2025
Revised: April 20 2025
Accepted: May 06 2025
Online Available : May 08 2025
Curr. Ver.: May 08 2025



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and loyalty to the company. In addition, improved employee skills have a direct impact on customer satisfaction, which in turn contributes to increased company profitability. According to Sumadi (in Irawati et al., 2021), training is the condition around the workplace, both in terms of physical and non-physical, which provides a pleasant, safe, and comfortable experience. This makes employees feel at home at work. Meanwhile, Nitisemito (2015) states that training includes all things around workers that can affect them in carrying out their assigned tasks.

This study aims to analyze the effect of training on improving the quality of the workforce at Matahari Bangkalan Store. Using a qualitative method, this study will conduct interviews with 10 employees who have participated in the training. The aim is to explore their experiences before and after receiving training, and how the training has contributed to improving their productivity and work efficiency. Through this research, it is hoped that useful insights can be found for the development of more effective training programs in the future.

2. KAJIAN TEORITIS

Definition of Training

According to Simamora (2018), training is a systematic process that aims to improve employees' skills, knowledge, and attitudes in order to improve their performance at work. Training can be done through various methods such as hands-on training, technology-based training, and work experience-based training.

Dessler (2021) also explains that training is part of a human resource development strategy that aims to improve employee competence and effectiveness. With training, employees can be better prepared to face job challenges and increase their work productivity.

Training is the company's responsibility in developing employee potential to achieve organizational goals. According to Bangun (2012), training is a process that aims to increase and improve employee work skills, so that it can support the achievement of company targets. With training, it is expected that the company's value can increase through increased employee capacity and competence.

Saeed & Asghar (2012) define training as an organized activity that aims to improve employee skills and knowledge. Training also helps employees perform their duties more effectively and efficiently.

Based on these definitions, training can be defined as a structured and systematic process of change in the aspects of knowledge, skills, attitudes, and behaviors of employees. These changes take place on an ongoing basis to improve individual

competencies, so that they can contribute to the achievement of organizational or company goals.

With training, companies can ensure that the desired human resource (HR) standards are met. In addition, training also serves to increase productivity and encourage innovation and adaptability to changes in the work environment.

Definition of Performance

According to Mangkunegara (2017), performance is the work achieved by a person in carrying out their duties and responsibilities based on the standards set by the organization. Employee performance can be influenced by various factors, including training, motivation, work environment, and work experience.

Meanwhile, according to Mathis and Jackson (2019), performance is the level of achievement of individual work results in an organization related to work effectiveness and efficiency. Therefore, improving employee performance can be achieved through various strategies, one of which is effective training.

According to Armstrong and Taylor (2020), employee performance is not only measured based on individual work results, but also on how employees are able to work in teams, adapt to change, and make real contributions to organizational goals. Therefore, it can be concluded that employee performance is the result of work that is influenced by various factors, including training, motivation, and work environment. Improved performance can be achieved through effective strategies, such as training, that focus not only on individual results, but also on employees' ability to collaborate, adapt and contribute to organizational goals.

Definition of Employee

Hasibuan (2019) defines employees as individuals who work for an organization by receiving compensation in the form of salary or wages. Employees have an important role in running company operations and achieving business goals. Well-trained employees will be able to increase productivity, provide better service, and contribute to the overall success of the company.

According to Robbins and Coulter (2021), employees are the main resource in the organization, where their welfare, satisfaction, and development have a direct effect on overall organizational performance.

So it can be concluded that employees are the main resource in an organization that plays an important role in achieving business goals. Well-trained employees can improve productivity and service, and contribute to the success of the company. Employee welfare and development also have a direct effect on overall organizational performance.

3. RESEARCH METHODS

This research uses a qualitative method with a case study approach. Data was collected through in-depth interviews with 10 employees who have participated in the training program at Matahari Bangkalan Plaza Store. The interviews were conducted with open-ended questions to explore their experiences, perceptions and the impact of training on their performance. Qualitative methods were used to obtain a more in-depth and detailed picture of the effect of training on improving employee performance at Matahari Bangkalan Plaza store. The interview method was used to collect data through question and answer sessions with the interviewees. This research is expected to contribute knowledge and better management practices in analyzing the effect of training on improving employee performance at Matahari Bangkalan Plaza store.

4. RESULTS AND DISCUSSION

Based on the results of the interviews, there are several main findings related to the effect of training on employee performance:

1. Job Skill Improvement

Most employees expressed that the training they attended was very useful in understanding their tasks. The training not only improved their technical skills, but also helped them complete their daily work more quickly and accurately. For example, an employee in the cashier department explained that after attending training on the latest cashier system, they were able to serve customers more efficiently and reduce errors when entering transactions. This shows that training directly contributes to improving work quality.

2. Increase Motivation and Job Satisfaction

Employees who take part in training feel more valued by the company, which results in an increase in their motivation. When employees feel that the company is investing in their development, they tend to be more eager to work. This leads to higher levels of job satisfaction. This sense of being valued creates a positive work environment, where employees feel motivated to give their best in their work.

3. Efficiency and Productivity

The training provided to employees is proven to help them work more efficiently. By reducing work errors, employees can increase overall productivity. For example, an employee in the customer service department stated that after receiving communication training, they were better able to handle customer complaints. Not only does this improve customer satisfaction, but it also speeds up the problem-solving process, so that work time can be utilized more optimally.

4. Adaptability to Change

In the ever-changing commerce industry, training is essential to help employees adapt to new policies, the latest technology, and customer service trends. One employee from the sales team noted that after attending the digital marketing training, their ability to use social media to attract new customers improved significantly. The training gave them the tools and knowledge necessary to stay relevant in a competitive market.

5. Improve Service to Customers

Employees who have undergone training show improvement in communication and customer service skills. This has a positive impact on the customer shopping experience. Several employees in the customer service department explained that after receiving training on customer-facing techniques, they became more patient and professional in handling queries and complaints. This improvement not only increases customer satisfaction, but also builds a good reputation for the company as a responsive and quality service provider.

Thus, training not only provides direct benefits to employees, but also contributes to the overall performance and image of the company.

5. CONCLUSION AND SUGGESTION

Conclusion

Based on the research results, it can be concluded that training has a significant impact on improving employee performance at Matahari Bangkalan Plaza Store. The training not only improves technical skills, but also encourages employees' work motivation, productivity, and readiness to face various challenges in the work environment. In addition, training contributes to operational efficiency and improved customer service quality, which are crucial in a competitive industry. Therefore, company management should make training part of their sustainable human resource development strategy. By implementing systematic and job-relevant training, companies can strengthen their competitiveness and improve customer satisfaction. Overall, training is an important investment that not only benefits employees, but also has a positive impact on the company as a whole. As such, training should be viewed as a priority in an effort to achieve better business goals and create a more productive and satisfying work environment.

Suggestion

To optimize the benefits of training, Matahari Bangkalan Plaza Store needs to increase the frequency and variety of training provided to employees. Training should be designed according to the specific needs of each department to optimize the results.

In addition, the company needs to regularly evaluate the effectiveness of training by measuring employee performance before and after training. Providing incentives for employees who successfully apply the training results can also be an additional motivation to increase their productivity. Companies can also develop a mentoring program for new employees, where senior employees who have undergone training can share their experiences and guide new employees so that they adapt more quickly. By implementing these strategies, companies can ensure that training is not just a routine obligation, but also provides tangible benefits for employees and the company as a whole.

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