

## HR Development in Comfortable Coffee Eatery in Sragen

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**Abstract:** This study aims to evaluate the training and development of human resources at Nyaman Coffee Eatery, focusing on enhancing customer service quality through employee competence development. Based on the definition of training as a structured process aimed at improving individual performance, and development which includes the design of learning materials, this research highlights the importance of setting clear training objectives, ensuring adequate trainer qualifications, ensuring material relevance, and applying suitable training methods. The findings show that training at Nyaman Coffee Eatery is focused on developing communication skills, customer service, and teamwork, using on-the-job training methods. Furthermore, an experiential learning approach and job rotation are implemented to increase employee flexibility and skills across various positions. The impact of this training is reflected in increased employee engagement and their ability to provide better service to customers, which ultimately contributes to improved service quality. This research recommends the need for continuous evaluation to assess the long-term effectiveness of the training programs and suggests collaboration with educational institutions to ensure that training materials remain relevant and up-to-date. Overall, this study emphasizes the importance of investing in human resource development for the sustainability and success of Nyaman Coffee Eatery.

**Keywords:** Human Resources, Village Original Revenue, Village-Owned Enterprises

### 1. Introduction

Mariot Tua Efendi H (2002) Training and development can be defined as a planned business from the organization to increase employee knowledge, skills, and abilities.

Training is a process to equip employees and form employees by adding abilities, expertise, knowledge and behavior, meaning that the training will have an effect on the formation of employee behavior as expected by the company. (Humaira, Agung, and Kuraesin 2020).

Development is learning for employees to develop for the better, improve their performance so that it can improve positions in the future. (Hardityo and Fahrullah 2021).

In an increasingly competitive culinary industry, the development of Human Resources (HR) is one of the key factors that determines the success of a business. Comfortable Coffee Eatery realizes that employee skills and motivation is a vital element in providing satisfactory customer experience. Skilled and motivated employees are not only able to carry out their duties efficiently, but also contribute to a positive atmosphere at work, which in turn can increase customer satisfaction and their loyalty.

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In Condition Coffee Eatery, we implement various strategies to improve employee skills, ranging from technical training in the operation of coffee machines and food manufacturing techniques, to the development of soft skills such as communication and problem solving. We believe that comprehensive training will equip employees with the knowledge and skills needed to face daily challenges in this industry.

Through this article, we will discuss more deeply about the human resource development strategy that is implemented in Coffee Eatery, measurement of employee satisfaction with training programs, the role of management in creating a positive work environment, as well as the challenges faced and how to overcome them. With a better understanding of the development of HR, it is hoped that COFFEE EATERY can continue to grow and provide the best service to customers.

## 2. RESEARCH METHODS

This research methodology uses a descriptive qualitative approach to understand the effectiveness of training programs and human resource development in cafes and restaurants. Data was collected through semi-structured interviews with managers and managers to explore their views on the applied training, as well as through direct observations of the training process that took place. In addition, interviews with employees are conducted to gain their perspective on training experience and their influence on their performance. This approach allows researchers to gain a deep understanding of the context and dynamics of training as well as the factors that influence success.

## 3. DISCUSSION

### Strategy to improve employee skills in the cafe

Strategy is a pattern of behavior that is consistent and easily predicted based on the patterns that have been done in the past where managers or CEOs do a relatively same strategy then they can be said to carry out strategies as a pattern (Mintzberg, Aldi, 2015). Strategy is an action that is incremental (always increasing) and continuous, and is carried out based on the perspective of what is expected by the customers in the future that starts from what can happen and not start from what happens (Hamei & Prahad 1995, Rahim & Radjab, 2017, P.04).

At Condition Coffee Eatery, managers understand that employee skills are the key to success in providing extraordinary customer experience and different employee skills. Therefore, it has several strategies such as always holding meetings and providing training, such as how to operate coffee machines efficiently, quality food manufacturing techniques, as well as barista skills and cashier management. It also provides training in the field of soft skills, such as good communication skills and creative problem solving, because with good communication skills will increase employee interaction with customers. At Comfortable Coffee Eatery also gives employees the opportunity to carry out external activities or industrial events to broaden their horizons and get relevant certification.

### Measurement of employee satisfaction with the training program

In an increasingly fierce era of business competition, the organization needs to understand how factors such as training, job satisfaction and motivation affect employee performance. This is related to the success and sustainability of the organization. In addition, improve employee performance. The organization always seeks to improve the performance of its employees. Research on the factors that influence employee performance can help the organization identify areas where they can make improvements.

In this study managers always provide efforts to ensure the training programs provided have real value for employees. One way to do is to give employees speaking time after meeting and training sessions, where employees can provide an assessment of various aspects, ranging from the relevance of the material, the way of delivering training, and whether the training helps them in their daily work.

In addition, managers also ask employees to provide input directly in small group discussions after training. To understand the long-term impact of training, and also conduct question and answer sessions to find out the extent to which they feel they can apply the knowledge gained in their work.

### **The role of management in creating a positive work environment**

The conducive work environment supports employees feel comfortable at work so that employees can be more productive and more enthusiastic at work, but the work environment that is less conducive will cause employees to feel less satisfied or depressed inner so that it can interfere with the productivity of the employee. According to Hasibuan (Prasetyo and Wahyudin, 2006) that work productivity is a measure of the work or performance of a person with the input process as input and output as an output which is an indicator of employee performance in determining how efforts to achieve high productivity in an organization. According to Mardiana (2005), the work environment is an environment where employees do their daily work.

A good work environment is expected to spur high employee work productivity. Every company will face technical and phenomatic environmental changes. To support the level of work productivity of employees can be done by creating a fun work environment, the work environment is everything around the worker and can affect the workers. A good work environment will have a huge influence on employee work productivity, aspects that affect the work environment include: lighting arrangements, work levels, noise, but lighting here is interpreted as regulatory and good air circulation, especially in the work environment, cleanliness of the work environment, and safety of employee property.

Comfortable management Coffee Eatery plays a very important role in creating a positive environment, by ensuring employees feel valued and have mutual respect at work. Here they practice two-way communication, which means that management is always open to feedback from employees, both suggestions and complaints.

In Comfortable Coffee Eatery also involves employees in decision making, especially those related to the operation of the cafe, which gives them a sense of belonging and responsibility for business success. In addition, managers also believe that rewarding employees' achievements, both large and small, can strengthen positive relationships and increase their morale. In this cafe also always encourages togetherness outside working hours, with togetherness events or social activities that can strengthen relations between teams.

### **Evaluation methods to assess the effectiveness of HR development programs**

Evaluation is the activity of gathering information about whether or not an activity is achieved compared to its initial objective standards. To assess the effectiveness of the HR development program, leaders not only rely on surveys, but also monitor real changes in employee performance. One method used is the measurement of KPI -based performance (key performance indicators), such as increasing customer satisfaction, service speed, and product quality. Here also conducts an internal evaluation of the implementation of new skills that have been taught in training.

SIMS (2006) states that the reasons for the HR development program especially training and development need to be evaluated. Some of the important reasons for evaluating training and development programs are as follows:

- 1) Knowing the strengths and weaknesses of training and development programs. Including determining whether the program is in accordance with the learning objectives, the quality of the learning environment and whether the application of the development that has been carried out actually occurs at work.
- 2) Assessing whether the content, organization and administration of the program contributes to learning and content in human resource development are used in work.
- 3) Knowing whether this development program is beneficial or detrimental to participants.
- 4) Getting marketing data by asking the participants whether they will recommend the program and how their level of satisfaction with the program.
- 5) Determine financial benefits and program costs.
- 6) Comparing the costs and benefits of different HR development programs to choose the best program.

After that, managers routinely review individual performance, provide feedback, and determine areas that need to be further improved. In this way, managers can see whether training and development programs really have an impact on the quality of work and operational efficiency.

### **The main challenges in developing human resources and how to overcome them**

One of the main challenges faced by COFFEE EATERY in the development of HR is to maintain the high level of employee motivation even though turnover in this industry is relatively high. The high level of employee turnover is one of the main challenges in Human Resource Management (HR). When employees leave the company continuously, this not only interferes with operational stability, but also has the potential to incur significant costs. Employee change requires a process of recruitment, training, and new adaptation, which can hamper productivity and affect work culture. Therefore, companies must have an effective strategy to overcome this problem. Some of the main challenges faced by HR management in handling high employee turnover include identification of the causes of turnover, the creation of a supporting work environment, as well as the application of appropriate retention policies. Many employees may not see this job as a long -term career, so they need to make sure they feel involved and have the opportunity to develop.

To overcome this problem, management focuses on the construction of a clear career path for employees. This career path allows employees to develop in various positions, not only limited to one skill or position.

Some solutions applied to reduce turnover and increase employee loyalty include:

- a) Career Development Program: Employees are given the opportunity to rolling to various positions, such as from the position of the kitchen to the cashier or pastry, to train various employees' abilities so that they are not only settled in one skill, and provide development programs that help employees achieve their potential.
- b) Awards and incentives: Provision of bonuses, incentives, and awards for employee achievement.
- c) Supporting cultural creation: Ensuring employees feel valued by providing recognition of their achievements and being involved in the decision making process.

With this approach, managers hope to foster a sense of loyalty among employees and create a stable and productive work environment.

In every effort there must be a certain challenge and also must believe and realize that every challenge will bring opportunities, and efforts to continue to adapt and learn from experience in managing HR to be comfortable Coffee Eatery can continue to develop

#### 4. CONCLUSION

The development of employee skills in the cafe is the key to creating extraordinary customer experience. Through a comprehensive training strategy, which includes technical skills and soft skills, as well as measurement of employee satisfaction, this cafe is committed to improving team competencies and motivation. The role of active management in creating a positive and supportive work environment, as well as evaluating the effectiveness of HR development programs, is an important factor in achieving this goal. Despite facing challenges such as employee turnover, this cafe focuses on the construction of a clear career path and recognition of employee achievement to foster loyalty and create a stable work environment. With an adaptive and developmental approach oriented, comfortable Coffee Eatery is trying to continue to develop and compete in dynamic industries.

Improving employee skills in comfortable Coffee Eatery, management implements a holistic and structured development strategy. Training programs that include technical skills and soft skills, such as communication and problem solving, play an important role in ensuring employees can provide quality services to customers. In addition, the opportunity to attend external events and obtain certification also expand employee insights, which in turn can improve their performance. This creates an atmosphere where employees feel empowered and motivated to develop, which in turn increases their loyalty to the company.

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