

THE ROLE OF EDUCATION AND JOB TRAINING IN ENHANCING EMPLOYEE PERFORMANCE AT PT MULTI ARTHA UTAMA BOBOTSARI BRANCH

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Abstract

Education and job training are key elements in employee development to enhance employee performance. This study aims to provide the author with an understanding of how the role of education and job training at PT Multi Artha Utama Bobotsari Branch affects the improvement of employee performance. The author used a qualitative descriptive method in this study with data collection techniques including observation, interviews, recording. The population and sample in this study consist of 30 employees of PT Multi Artha Utama Bobotsari Branch. This research employs data analysis techniques using Miles and Huberman's interactive model, which includes data reduction, data display, documentation and conclusion drawing. The results of the study indicate that the optimal role of education and job training can significantly influence the enhancement of employee performance at PT Multi Artha Utama Bobotsari Branch.

Keywords : Job Education, Job Training, Employee Performance Improvement.

Introduction

PT Multi Artha Utama Bobotsari Branch is a financing institution that provides conventional financial services. PT Multi Artha Utama Bobotsari Branch has full legality and is registered with the Financial Services Authority (OJK) as a financing institution that consistently complies with existing regulations and laws in Indonesia. In fulfilling its government functions, the Financial Services Authority (OJK) acts as a regulator and supervisor of activities for all financing institutions, including PT Multi Artha Utama Bobotsari Branch (Fitriana, 2014). The company aims to achieve monthly targets and provide services to its customers through its employees.

Employees, as Human Resources, play a vital role as the main drivers of the company in determining its success in achieving its goals (Sinaga sarman, 2020). The key to this success is influenced by the quality and performance of employees that are well-managed by the company. The company needs the performance of its employees as thinkers, planners, and drivers to meet the company's established targets and goals (Pratama, 2018). Employee performance becomes a fundamental conflict in the company and a basic challenge for all employees to meet the demands of improving their performance. The company has a broad opportunity to achieve its goals when its Human Resources have improved performance (Makmur et al., 2022).

Employee performance is the result of good work achievements by employees in carrying out tasks and fulfilling responsibilities according to the targets set by the company (Yasin et al., 2021). PT Multi Artha Utama Bobotsari Branch is fully aware that by improving employee performance, the goals of achieving monthly targets and providing maximum service to customers can be achieved. Therefore, PT Multi Artha Utama Bobotsari Branch prioritizes education and job training, which is held once a year for each division to improve employee performance. According to Edy Sutrisno in (Putra, 2022) states that "Education is a human activity aimed at enhancing one's potential, conducted continuously to improve knowledge, skills, thoughts, and human nature itself." Meanwhile, job training or training is a human activity process in a short period or within a time span of no more than one year to complete specific tasks to improve professional knowledge and skills, thereby obtaining a professional employee certificate (Pratama, 2018).

Education and training are priority activities that need to be implemented for human resources (employees) in a company to broaden knowledge, skills, and competencies of employees, which play a role in enhancing employee performance. Previous research results have shown that education and job training do not affect the improvement of employee performance by (Sharfina et al., 2024) finding empirical evidence at PT BNI Main Branch Office Bekasi. This research differs from the study conducted by (Yusman et al., 2021) which aligns with the research conducted by (Putra, 2022) which proves that the implementation of education and job training has a positive or significant impact on improving employee performance. Previous research has yielded consistent results in line with this study, but a research gap

was found. Previous studies have shown that education and job training do not influence employee performance improvement because other driving factors are needed.

Based on the above explanation, previous research still identified a research gap. Therefore, the author hopes that this study can provide a more in-depth review by examining the role of education and job training in improving employee performance in a company. The purpose of this research is to understand and prove the role of factors such as education and job training at PT Multi Artha Utama Bobotsari Branch in impacting employee performance improvement in the company. This research is important to maintain the performance of employees at PT Multi Artha Utama Bobotsari Branch, ensuring that the company's success through employee performance levels becomes the responsibility of both the company and its employees (Maharani et al., 2021).

Research Method

The author's research was conducted in November 2024 at PT Multi Artha Utama Bobotsari Branch, located at Jl. Sersan Sayun Dsn 2 Majapura, Bobotsari sub-district, Purbalingga district. The employees at PT Multi Artha Utama Bobotsari Branch total 30 people, who were used as the population or sample in this study. The information obtained from this research is what the author gathered to obtain the necessary facts or data. This research uses a qualitative research method aimed at obtaining data from a more detailed analysis and having a deeper meaning about a situation, using a descriptive approach. (Malahati et al., 2023) explains that "Qualitative research is research that focuses on holistic descriptions by detailing the activities and situations that occur, rather than the effects of special treatments to compare or explain human attitudes, focusing on relationships, activities, situations, and research conducted by analyzing the quality of various documents or actions." Qualitative research is the method used by the author in this study, relying on data collection techniques such as observation, interviews with informants, and documentation.

In this study, the author uses a qualitative descriptive research method to analyze the Role of Education and Job Training in Improving Employee Performance at PT Multi Artha Utama Bobotsari Branch. Descriptive research refers to a form of research that describes and interprets the phenomena that occur, then connects them with other phenomena (Rusandi & Muhammad Rusli, 2021). The descriptive research format in this study refers to the case study method, which focuses on phenomena by studying specific subjects to generate and test hypotheses rather than attempting to generalize research conclusions. Case studies in research focus on "how" or "why" questions, where the researcher has little control over an event and focuses on current (contemporary) phenomena occurring in real life (Ridlo, 2023).

Results And Discussion

Explanation of the Research Object

The author conducted research at PT Multi Artha Utama Bobotsari Branch, which is a financing institution providing conventional financial services. This company has been established for 8 years since May 3, 2016. The main goal of PT Multi Artha Utama Bobotsari Branch is to sustain the company by maintaining good professional service to all customers to build reputation and achieve the company's operational targets. Human Resources (employees) need to have superior quality to achieve the company's goals successfully. In an effort to produce superior quality and a spirit of perfectionism, PT Multi Artha Utama Bobotsari Branch works hard to develop positive relationships with customers with the help of a skilled and highly motivated team. PT Multi Artha Utama Bobotsari Branch adopts the motto "Be the one, be the best, be professional in financial solutions," which means "be the first choice, provide the best service with a professional attitude in providing financial solutions," based on the spirit and motivation embodied in a clear vision and goals to provide optimal service with the best professionalism to its customers.

The Contribution of Job Education in Improving Employee Performance

With technological advancements, employee competition, and changing scenarios and working conditions in the company, job education becomes very important and necessary to meet job demands and employee positions. PT Multi Artha Utama Bobotsari Branch runs job education programs to obtain human resources (employees) with competitive advantages. This is implemented to keep up with the development of knowledge and technological advancements so that the company can survive and compete in the era of globalization. In carrying out the company's operational activities, each employee in the organization is still subject to staff limitations. To reduce these limitations, PT Multi Artha Utama Bobotsari Branch implements instructional program education.

According to the research findings supported by Figure 1, the results show that the education level of employees at PT Multi Artha Utama Bobotsari Branch falls into the "good" category. This is because employee performance in the company is closely related to the education level and skill alignment of the employees. As a result, the company will obtain more productive human resources (employees) because employees are placed in specific positions according to their abilities, which positively impacts the improvement of employee performance itself (Nurriqli & Karsudjono, 2020). PT Multi Artha Utama Bobotsari Branch provides the necessary support to enhance the performance of human resources (employees) in the workplace. As of November 2024, the number of employees is 30, consisting of 12 employees with a high school/vocational school education, 15 employees with a bachelor's degree, and 3 employees with a master's degree. Observing the improvement in employee performance after participating in the provided job education programs, fundamental changes in their work scope have been achieved.

According to the leadership of PT Multi Artha Utama Bobotsari Branch, job education is conducted using the vestibule school method. This vestibule school is carried out for all employees outside the office, using equipment and systems that match the actual working conditions (Makmur et al., 2022). The vestibule school is mandatory for all employees, with direct supervision from experienced instructors. This ensures that employees become proficient in the skills they acquire and can reduce errors in the workplace, as they have already gained practical experience from job education before entering the actual work environment. The leadership of PT Multi Artha Utama Bobotsari Branch believes that job education through the vestibule school can prepare human resources (employees) to face challenges in the industrial world. When the goals of job education for employees are achieved, it is believed that job education can enhance employee performance.

In addition to the mandatory vestibule school to support employee talents and skills, the company also provides education on employee attitudes, such as moral skills and communication, which need to be improved because PT Multi Artha Utama Bobotsari Branch enforces protocols that all employees must follow. This educational program focuses on integrity and ethics, covering topics such as ethical principles, good behavior governance, understanding the consequences of unethical behavior, and learning to make decisions and take responsibility. The researcher found that education on moral attitude formation significantly enhances the work environment, thereby expectedly improving employee performance.

This research aligns with the findings of (Yusman et al., 2021) which discovered the impact of education and job training on the performance of employees in the Security Directorate of BP Batam. Their study showed that education and job training are the most effective and significantly influential methods for improving employee performance in the Security Directorate of BP Batam.



Figure 1
Job Education Invitation

The Contribution of Job Training in Improving Employee Performance

In today's times, employees certainly face increasingly competitive challenges in the workplace. Companies need to invest in systematically and strategically planned job training programs so that employees can develop skills, knowledge, and competencies that are beneficial in completing their tasks (Makmur et al., 2022). Effective job training will provide many benefits for the company, particularly in improving employee performance, which plays a significant role in contributing to the company's success.

The rapid development of technology has led PT Multi Artha Utama Bobotsari Branch to conduct job training focused on enhancing employees' technological skills and knowledge. In its implementation, PT Multi Artha Utama Bobotsari Branch conducts job training that focuses on employee skills training, including technology and skills training. This type of technology and skills training (Technology Information) is designed to improve employees' knowledge and skills in using information technology, including software usage, company operating systems, and customer service skills, both directly and indirectly. These findings are supported by Figure 2.

Job training at PT Multi Artha Utama Bobotsari Branch is considered a very important part that can support the improvement of employee performance. All employees, both current and new, are required to participate in job training conducted once a year for each division. When job training is effective, it positively impacts employee performance, benefiting the company. Conversely, if job training yields poor results, the company will experience negative impacts, which can harm both employees and the company itself, resulting in the company's goals not being achieved (Nurul Ichsan & Nasution, 2021). Every employee at PT Multi Artha Utama Bobotsari Branch is required to complete the job training provided by the company to achieve effective results in completing their work tasks.

The job training provided is intended for all employees. In its implementation, the company needs to require all its employees to participate in the job training. If job training is not followed by all employees, then the business will gain more benefits. Job training will have a direct impact on employees' work to improve their job skills and avoid any form of negligence and workplace accidents in their respective fields, thereby enhancing their performance within the company. Thus, job training for employees becomes an important part of the company, as it can minimize workplace accidents caused by employee negligence and avoid output that is detrimental to the company.

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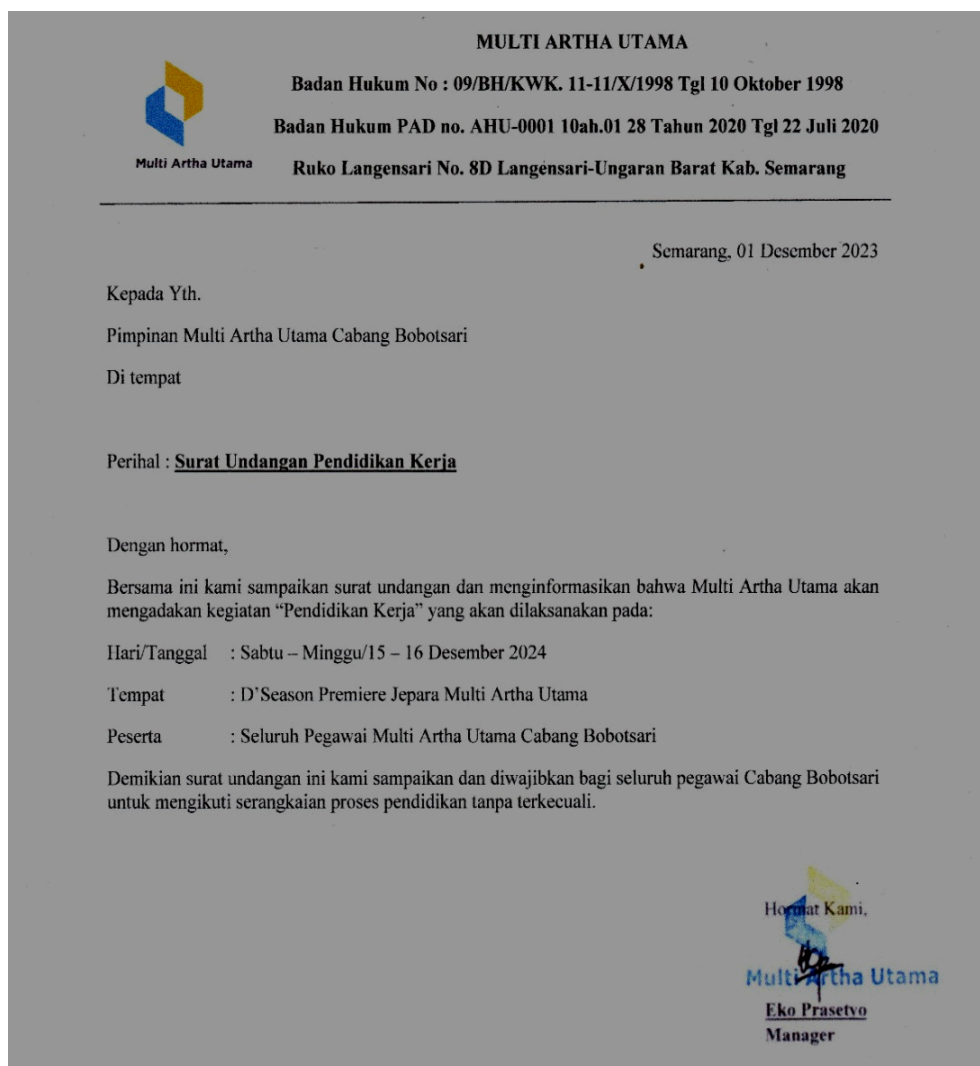


Figure 2
Job Training Invitation

Improvement of Employee Performance After Attending Education and Job Training

Improvement of employee performance after attending education and job training is a fundamental element in the empowerment of human resources (employees) in a company. With structured education and job training, employees not only gain new insights but also acquire skills in specific expertise that can be directly applied to completing their work tasks. It is expected that through education and job training programs, employees will become more efficient and effective in their work, leading to improved performance. Furthermore, in its implementation, employees need to have high enthusiasm and curiosity to complete the education and job training to achieve maximum results.

The performance of employees at PT Multi Artha Utama Bobotsari Branch has improved after employees completed education and job training. Employees have been working better and more systematically, making their work productive and resulting in high-quality outputs. In its application, the improvement in employee performance has a significant impact on business growth and the company's success in achieving monthly targets and improving customer service. This occurs because the company has employees who are more professional, knowledgeable, and skilled.

Education and job training improve knowledge, skills, and expertise and the implementation of work with a structured pattern that will support the career advancement of employees. As a result, employees become better in completing tasks, both in targets and services, and the processing time is shortened. All these factors lead to an improvement in employee performance. From interviews with the management of PT Multi Artha Utama Bobotsari Branch, the researchers found that there has been no decline in employee performance after attending the education and job training programs conducted. Thus, it can be concluded that the education and job training programs conducted by PT Multi Artha Utama Bobotsari Branch are very effective and contribute to increased employee performance.

The response from employees after completing education and job training includes better development in attitude, behavior, and knowledge, which the company notices in employees after completing the programs. Employees feel benefited after completing education and job training because they have superior professional skills, making them more productive in meeting demands and fulfilling their job responsibilities. Consequently, employee evaluations show better results, and they can complete tasks with more targets and services than before. The author collected information from informants, who mentioned that among the 30 employees of PT Multi Artha Utama Bobotsari Branch, 10 employees showed higher performance improvement with higher monthly target achievements compared to the average of other employees. As a result, these employees were given incentives as rewards based on the percentage of increase achieved after completing the education and job training programs.

This research aligns with the findings of (Yusman et al., 2021) which discovered the impact of education and job training on the performance of employees in the Security Directorate of BP Batam. Their study showed that education and job training are the most effective and significantly influential methods for improving employee performance in the Security Directorate of BP Batam.

Conclusion

Based on the results and discussion above, it can be concluded that education and job training at PT Multi Artha Utama Bobotsari Branch have a significant contribution to improving employee performance. Job education such as Vestibule School and training in technology and skills can enhance employees' knowledge, expertise, and skills, making them more productive and professional in completing their tasks and responsibilities. This positively impacts the company's business growth, operational target achievement, and service quality improvement for customers.

Work evaluations show that employees have achieved better performance after completing education and job training. Most employees are able to meet the set operational targets. Education and job training also help the company minimize the risks of work negligence, workplace accidents, and unfavorable outputs. Therefore, education and job training are important aspects that need to be implemented in the company to support business sustainability effectively in the era of globalization.

Suggestions

Based on the results and discussion above, PT Multi Artha Utama can implement several recommendations to enhance the effectiveness of education and training programs. The company needs to implement regular and periodic job education and training to continuously improve employee performance. In addition, company management should conduct monitoring and evaluation of employees' work results from the implementation of the program to ensure that job education and training are assessed correctly.

To further motivate employees, the company should enhance the reward system, such as incentives or promotions, for employees who show outstanding performance after attending the training program, to encourage other employees to participate more actively in the program. Furthermore, for future research, it is possible to add other variables such as work experience, which can be used as additional variables besides the variables of education and job training.

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