

ANALISIS KEBUTUHAN PELATIHAN KARYAWAN BAGIAN PENJUALAN SUKU CADANG (*PARTS SALES*) DI PT ASTRA INTERNATIONAL-TOYOTA SALES OPERATION

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ABSTRAK

Pelatihan merupakan satu cara perusahaan untuk mengembangkan kompetensi karyawan dan analisis kebutuhannya diperlukan agar pelatihan efektif dan efisien. Penelitian ini bertujuan untuk mengidentifikasi tingkat kompetensi, kebutuhan pelatihan dan jenis pelatihan yang dibutuhkan oleh Parts Sales AUTO2000. Metode yang digunakan dalam penelitian ini adalah kombinasi antara metode kuantitatif menggunakan *Training Need Assessment Tool* dengan pendekatan kompetensi dan metode kualitatif dengan wawancara. Subjek analisis dalam penelitian ini adalah Parts Sales AUTO2000 yang berjumlah 50 orang dan berada di beberapa daerah di Indonesia seperti Jakarta, Bogor, Bandung, Malang, Denpasar, Medan, Padang, dan Balikpapan. Hasil yang diperoleh menunjukkan bahwa Parts Sales AUTO2000 membutuhkan pelatihan untuk meningkatkan kemampuan mengerjakan pekerjaan persuasi dan hubungan dengan pelanggan. Kompetensi yang harus dikembangkan adalah kemampuan persuasi, logika berpikir, percaya diri, *customer service*, *interpersonal relationship* dan *customer focus*. Begitu pula pelatihan tentang pergudangan, *product knowledge* dan pelatihan keperibadian.

Kata Kunci: Analisis Kebutuhan Pelatihan, *Training Needs Assessment Tools*, Kompetensi, Wawancara.

TRAINING NEEDS ANALYSIS OF SPARE PARTS SALES EMPLOYEES (PARTS SALES) IN PT ASTRA INTERNATIONAL-TOYOTA SALES OPERATION

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ABSTRACT

Training is a way that can be done by the company to develop the competence of employees and training needs analysis is needed to make the training effective and efficient. This study aims to identify the level of competence, training needs and the type of training required by the Parts Sales AUTO2000. The method used in this study is a combination of quantitative methods using the Training Need Assessment Tool with the competence approach and qualitative methods using interview. The subject of analysis in this study is Parts Sales AUTO2000 which is around 50 peoples and located in several regions in Indonesia like Jakarta, Bogor, Bandung, Malang, Denpasar, Medan, Padang, and Balikpapan. The results showed that the Parts Sales AUTO2000 need training to improve the ability to do the work of persuasion and customer relationships. Competencies that should be developed is the ability of persuasion, logical thinking, confident, customer service, interpersonal relationships, and customer focus. Moreover training on warehousing, product knowledge and training personality.

Keywords: Training Needs Analysis, Competency, Training Needs Assessment Tools, Interview.