

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pelatihan kerja, pengembangan karir, dan penempatan kerja terhadap kinerja karyawan pada PT. Aira Advertising. Metode penelitian yang digunakan adalah pendekatan kuantitatif deskriptif dengan sampel sebanyak 45 responden yang merupakan seluruh karyawan perusahaan. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, serta uji hipotesis parsial (t) dan simultan (F). Hasil penelitian menunjukkan bahwa secara parsial pelatihan kerja, pengembangan karir, dan penempatan kerja berpengaruh signifikan terhadap kinerja karyawan. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap kinerja karyawan. Nilai koefisien determinasi (R^2) sebesar 0,694 menunjukkan bahwa 69,4% variasi kinerja karyawan dapat dijelaskan oleh pelatihan kerja, pengembangan karir, dan penempatan kerja, sedangkan sisanya dipengaruhi faktor lain di luar penelitian ini.

Kata Kunci: Pelatihan Kerja, Pengembangan Karir, Penempatan Kerja, Kinerja Karyawan

Abstract

This study aims to analyze the effect of job training, career development, and job placement on employee performance at PT. Aira Advertising. The research method used is a descriptive quantitative approach with a sample of 45 respondents, representing the entire population of employees. Data were collected through questionnaires and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, as well as partial (t-test) and simultaneous (F-test) hypothesis testing. The results show that partially job training, career development, and job placement have a significant effect on employee performance. Simultaneously, the three variables also significantly affect employee performance. The coefficient of determination (R^2) of 0.694 indicates that 69.4% of the variation in employee performance can be explained by job training, career development, and job placement, while the remaining 30.6% is influenced by other factors not examined in this study.

Keywords: Job Training, Career Development, Job Placement, Employee Performance