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PENGARUH PELATIHAN SOFT-COMPETENCY TERHADAP MOTIVASI KERJA KARYAWAN PT. TASPEN (PERSERO) KANTOR CABANG JEMBER

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Pengaruh Pelatihan Soft-Competency terhadap Motivasi Kerja Karyawan PT. Taspen (Persero) Kantor Cabang Jember

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ABSTRACT

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Rendahnya motivasi kerja karyawan masih menjadi tantangan di sektor pelayanan publik dan perusahaan BUMN, yang berdampak pada produktivitas, disiplin, serta kualitas pelayanan. Penelitian ini bertujuan untuk mengetahui pengaruh pelatihan soft-competency terhadap motivasi kerja karyawan pada PT Taspen (Persero) Kantor Cabang Jember. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian kuasi eksperimen dan desain one-group pretest-posttest design. Populasi penelitian berjumlah 15 karyawan dan seluruh populasi dijadikan sampel menggunakan teknik sampling jenuh. Pengumpulan data dilakukan menggunakan instrumen motivasi kerja yang mencakup aspek intrinsic motivation, integrated regulation, identified regulation, introjected regulation, external regulation, dan amotivation. Instrumen penelitian terdiri atas 18 butir pernyataan yang telah melalui proses backward translation dengan pilihan jawaban “Ya” dan “Tidak”. Analisis data dilakukan menggunakan analisis deskriptif dan uji paired sample t-test. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan pelatihan soft-competency terhadap motivasi kerja karyawan dengan nilai signifikansi sebesar 0,000 (<0,05). Nilai rata-rata motivasi kerja juga mengalami peningkatan dari 20,47 pada pre-test menjadi 32,00 pada post-test. Penelitian ini menunjukkan bahwa pelatihan soft-competency dapat meningkatkan motivasi kerja karyawan melalui pengembangan kemampuan interpersonal, komunikasi, dan pengelolaan diri dalam lingkungan kerja pelayanan publik.

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