

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh training effectiveness and career development opportunity terhadap employee performance dengan work motivation sebagai variable mediasi pada Radio Republik Indonesia (RRI) Purwokerto, Semarang, dan Surakarta. Penelitian dilakukan di Radio Republik Indonesia Purwokerto, Surakarta, dan Semarang dengan populasi sebanyak 247 karyawan dengan teknik pengambilan sampel sebanyak 72 karyawan dengan menggunakan purposive sampling dan convenience sampling. Kriteria purposive sampling dalam penelitian ini yaitu telah bekerja di Radio Republik Indonesia minimal 1 tahun dan telah mengikuti pelatihan selama bekerja di Radio Republik Indonesia minimal 1 kali. Alat analisis yang digunakan adalah analisis Structural Equation Modelling (SEM) dengan dibantu program SmartPLS 3.3.2.

Berdasarkan hasil analisis data menunjukkan bahwa pertama training effectiveness berpengaruh positif terhadap work motivation. Kedua, career development opportunity berpengaruh positif terhadap work motivation. Ketiga, training effectiveness berpengaruh positif terhadap employee performance. Keempat, career development opportunity tidak berpengaruh terhadap employee performance. Kelima, work motivation berpengaruh positif terhadap employee performance. Keenam, work motivation memediasi secara parsial antara training effectiveness terhadap employee performance. Terakhir, work motivation memediasi secara full antara career development opportunity terhadap employee performance.

Kata Kunci: Employee Performance, Training Effectiveness, Career Development Opportunity, Work Motivation

SUMMARY

The study aims to analyze the impact of training effectiveness and career development opportunity on employee performance with work motivation as a mediation variable on Radio Republic of Indonesia (RRI) Purwokerto, Semarang, and Surakarta. The research was carried out at Radio Republic of Indonesia Purwokerto, Surakarta, and Semarang with a population of 247 employees with sampling techniques of 72 employees using purposive sampler and convenience sampler. The criteria for purposive sampling in this research are having worked at Radio Republik Indonesia for at least 1 year and having attended training while working at Radio Republik Indonesia for at least 1 time. The analysis tool used is Structural Equation Modelling (SEM) with the help of the SmartPLS program 3. 3. 2.

Based on the data analysis results showed that first training effectiveness has a positive impact on work motivation. Second, career development opportunity has a positive effect on work motivation. Third, training effectiveness has a positive effect on employee performance. Fourth, career development opportunities have no effect on employee performance. Fifth, work motivation has a positive effect on employee performance. Sixth, work motivation partially mediates between training effectiveness and employee performance. Finally, work motivation fully mediates between career development opportunity and employee performance.

Keyword: Employee Performance, Training Effectiveness, Career Development Opportunity, Work Motivation