

## Analysis Of Job Training Case Study Of Gibbs Technology Company

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**Abstract:** *Analyzing how training and development affect employee performance is the goal of this study. The analysis's case study was carried out at PT Gibbs Technology. Two respondents participated in this training utilizing purposive sampling and qualitative research approaches. Based on the findings of the interviews and firsthand observations from the case study, primary data was gathered for this investigation. This study demonstrates how crucial well-thought-out and pertinent training is to raising the caliber of human resources and ensuring the business's operations are successful.*

*Keywords:*

*Training and Development, Operations, Employees*

## INTRODUCTION

In the era of global competition, organizations are required to have human resources (HR) that are not only competent but also adaptive to technological changes and market dynamics (da Silva et al., 2022). Job training is one way to answer these needs, where training aims to develop employee skills, knowledge, and attitudes that are in accordance with job demands (Chen et al., 2023). In a broader context, job training is part of an important HR management strategy to keep employees productive, competent, and motivated (Bilderback & Miller, 2023).

As the company PT Gibbs Technology develops, problems will certainly be found that hinder employee work and hinder the development of the company. The following are some points of the problems found at PT Gibbs Technology that will certainly require job training. First, Employees in this division need training in communication skills and handling customer complaints. Second, The marketing team needs training in data analysis and the use of digital advertising platforms for more effective marketing campaigns. Third, Employees in the logistics division need a deeper understanding of supply chain management and inventory management systems. Fourth, The survey shows that the customer satisfaction rating level has decreased by 0.3 in the last six months (from 4.8 to 4.5), mostly due to long response times and shipping errors. Fifth, Data shows that errors in product delivery have increased due to a lack of understanding of the new logistics web system.

Training is defined as any effort to improve the performance of each employee in a particular job that is his/her responsibility or in tasks related to the job (Liaquat et al., 2024). Training is a process of pursuing the skills needed by employees in carrying out their work, where employee training provides practical knowledge and its application in the company's work world to increase work productivity in achieving the desired goals of the company organization (Blanchard & Thacker, 2023).

Through training analysis or Training Needs Analysis (TNA), companies can determine existing performance gaps and design training that suits the needs. This training needs analysis aims to ensure that investment in training programs brings real results in the form of improved performance and work efficiency (Chen, 2023). In this case study, PT Gibbs Technology faces challenges related to customer service and operational efficiency, where job training analysis is expected to be a strategic solution to improve the quality of human resources and the company's competitiveness.

The case study for this analysis was conducted at PT Gibbs Technology. PT Gibbs Technology is an e-commerce company that focuses on selling several products such as snacks, jewelry, and automotive. This company has only been established in Indonesia for approximately two years. In the last 2 years, the company has experienced rapid growth, but has also faced challenges in terms of customer service and operational efficiency. With increasing competition in

the market, management realizes the importance of improving employee skills to stay relevant, growing and competitive.

The implementation of job training using formal training consists of 8 methods, namely internship system, lectures, guidance, demonstrations, practical exercises, discussions, games and also combinations. In the implementation of job training at PT. Gibbs Technology includes 4 methods, namely with a lecture system, guidance, discussion and practice system. These 4 methods are emphasized in the focus of job training in the company.

Job training is an important part of human resource development in an organization, especially in improving the skills needed by employees to support effective operations. At PT Gibbs Technology, an e-commerce company that focuses on products such as snacks, jewelry, and automotive, the need for training is important to face the challenges of customer service and operational efficiency that are increasing along with the growth of the company. The purpose of this study is to analyze the impact of training and development on employee performance.

## **RESEARCH METHODS**

The research process stated by Yuliana (2022) and Yuliana et al., (2024) begins with the collection of research data, which is then supplemented through the use of supporting references and interviews with two respondents. In conducting this research, the author used a qualitative approach. Yuliana (2024), Wati et al., (2024), Bali & Yuliana (2024) and Riyanto & Yuliana (2024) define qualitative research as research that is descriptive in nature and often uses analysis. This qualitative descriptive research relies on observations and interviews in collecting data in the field (Nazara & Yuliana, 2024; Fatharani & Yuliana, 2024; Tybah et al., 2024).

Purposive sampling, a sampling technique in which the approach is based on the characteristics of the existing population, is the sampling strategy used in this study (Alfian et al., 2024; Hamdani & Yuliana, 2024; Astri et al., 2024). Data collection involving direct observation, in-depth interviews were conducted to comply with documentation (Oktafianto et al., 2024). The research process stated by Ningsih et al., (2023) and Slamet & Yuliana (2024) began with the collection of research data, which was then supplemented through the use of supporting references and interviews with respondents. The respondents in this study were employees working at Gibbs Technology Company. A total of two respondents were involved in this training. Data collection was carried out in October-November 2024.

## **RESULTS AND DISCUSSION**

Various training methods can be applied based on the training objectives and characteristics of the employees being trained. Commonly used methods include on-the-job training, off-the-job training, and technology-based training such as online modules. On-the-job training allows employees to learn directly

in their work environment, while off-the-job training is usually held in a class or seminar format. Looking at the findings of the problems above that have been described, the training methods used in the company PT Gibbs Technology are carried out in the workplace and outside the workplace which include several methods, namely: First, Holding training sessions from supervisors that focus on communication skills and customer complaint handling techniques. This session is intended for the customer service division. Second, Digital Marketing Training: Inviting experts from social media platforms, such as TikTok, to provide training on data analysis and digital marketing strategies, especially the use of TikTok Ads. This training is only attended by advertising specialists in the company. Third, Logistics Management Training: Using logistics management software such as Big Seller and UPFOS, where all divisions related to logistics are given training to improve their understanding of supply chain and inventory management.

Based on the training methods and training methods implemented by PT Gibbs Supply Chain, it will certainly produce results. The results obtained include: First, After the training, the analysis showed an increase in customer response time and customer satisfaction levels also increased. This point shows that with the right training, employees become more skilled and faster in responding to requests and problems that arise, which ultimately contributes to higher customer satisfaction. It also shows that the company has succeeded in providing relevant practical skills to support their daily work. Second, Post-training shows that employees feel more prepared and confident in carrying out their duties and feel that this training is useful. This sense of confidence is important to ensure that employees feel competent in their work, which in turn can increase motivation and work productivity. In addition, the feeling that the training provided is useful shows that the training methods used are in accordance with employee needs and are relevant to their work.

Third, The delivery error rate decreased, indicating a significant increase in understanding of logistics management. The decrease in the error rate in shipping goods is an important indicator that shows that the training has been effective in improving employee understanding of logistics management. The decrease in delivery errors not only saves operational costs, but also increases customer trust in the company. This shows that the training does not only focus on improving technical skills, but also includes other important aspects such as attention to detail and effective problem solving. Finally, Increased employee understanding of various things that are deeper and better. The training that was implemented succeeded in improving employee understanding of various aspects of their work. With good training, employees are better prepared to face more complex work challenges. This increase in understanding allows them to make more appropriate and effective decisions in their daily work, as well as showing an increase in overall work quality.

## CONCLUSION

Based on the results of the research and discussion above in the case study of PT Gibbs Technology, it shows that a comprehensive and planned job training analysis can help companies identify urgent skill needs. By implementing targeted training programs, the company has succeeded in improving employee skills and several other points. Investment in training has proven to have a positive impact on the sustainable growth of PT Gibbs Technology in the competitive e-commerce market. The managerial implementation in this study, namely the training method applied by PT Gibbs Supply Chain, has a significant positive impact on employee performance.

Improved performance, positive feedback from employees, reduced errors, and better understanding will provide competitive advantages for the company in the long term. Therefore, this paper shows that planned and relevant training is very important in improving the quality of human resources and the success of the company's operations. This study has limitations, suggestions for further research by conducting research related to employee motivation, job satisfaction, and happiness at PT Gibbs Technology.

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