

Evaluation of Training Implementation Satisfaction Based on Important Performance Analysis

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Abstract—This study aims to evaluate the satisfaction of organizing training based on Important Performance Analysis (IPA). The research method used is descriptive method with a quantitative approach. The research subjects were training participants. The results of the study show that the evaluation of the satisfaction of organizing training based on the Important Performance Analysis (IPA) is very good in the educative aspect (system), the aspect of facilities (facilities) and the aspect of service (HR). Recommendations in this study include the need for systematic efforts to encourage Community Satisfaction Index targets, namely by using the SERVQUAL approach, conceptually, high SERVQUAL achievement will affect consumer satisfaction and loyalty, carry out periodic curriculum reviews, asynchronous learning is one of the solutions to deal with limited lesson hours. , it is necessary to re-examine the evaluation instrument, especially the compatibility with the elements in the Community Satisfaction Index.

Keywords— *satisfaction of training implementation, important performance analysis*

INTRODUCTION

The process of education and training is an activity in which it seeks to transfer knowledge, attitudes, skills to trainees. As for its implementation, education and training is a service where there is a measure of community or training participants' satisfaction with the service where satisfaction can be defined as a feeling that arises because of the impact of the performance provided[1]–[3].

Meanwhile, research on customer satisfaction has been carried out a lot, where customer satisfaction is one of the most important things in an organization, customer

satisfaction occurs after customers experience a service or product when they evaluate or evaluate it, where in practice service quality will have a positive effect. on customer satisfaction, so it can be concluded that service quality is an important driver for higher levels of customer satisfaction. In other words, if the service quality is good then customer satisfaction will be achieved [4], [5].

As for measuring customer satisfaction, it is necessary to carry out an evaluation of the implementation of the training, the implementation of this evaluation is seen as a very important stage because evaluation is an inseparable activity from the training cycle, with evaluation, the training organizer will get accurate and objective information, therefore evaluation of this training must be carried out effectively [6]–[8].

Evaluation of training must be carried out effectively so that the information obtained can be used as material for consideration in making decisions, then when deciding on the type or model of evaluation, an evaluator will consider the type of program being evaluated and the purpose or purpose of carrying out the evaluation [9], [10]. Because as is known that the training program is a long and continuous process in which the program will try to meet their needs and satisfaction with the implementation of the training so that it can motivate them during the education and training process, in training activities, service quality is a major concern because it has a strong effect on satisfaction customers, loyalty and profitability [11], [12].

Based on the statement that has been conveyed, it is clear that evaluation is seen as very important because it is information for making a decision and as a tool for measuring the success of training implementation. As for this evaluation, there is an evaluation of customer satisfaction where the evaluation is carried out based on

the Important Performance Analysis (IPA). Meanwhile, the Important Performance Analysis (IPA) method is an application technique that is considered easy to manage attributes from the level of importance and the level of implementation itself which is useful for developing effective programs [13].

Many studies related to Important Performance Analysis (IPA) have been carried out, where by measuring customer satisfaction there are two services that must be a top priority for immediate improvement. In addition, other research states that good service does not always produce service quality that matches customer expectations, which can be concluded that customer satisfaction must be seen from the customer's perception, where the customer will feel satisfied if his expectations are met or will be very satisfied if his expectations are exceeded [14]–[16].

Based on this statement, with the urgency of the importance of satisfaction in training implementation, this study will examine the evaluation of training implementation based on Important Performance Analysis (IPA).

LITERATURE REVIEW

Important Performance Analysis (IPA)

The Importance Performance Analysis (IPA) method mentioned by James is a tool in analyzing or used to compare the extent to which the performance/service that can be felt by service users is compared to the desired level of satisfaction. Importance Performance Analysis is used to map the relationship between interests and the performance of each of the attributes offered and the gap between performance and expectations of these attributes. Importance Performance Analysis is actually a graphical method of showing in a two-dimensional coordinate system the average value of importance and performance of different service/product elements calculated in relation to each other, mainly in areas divided into four quadrants [17], [18].

In this method, it is necessary to measure the level of conformity to find out how much the customer is satisfied with the company's performance, and how much the service provider understands what the customer wants for the services they provide.

Importance Performance Analysis (IPA) has the main function of displaying information about service factors which according to consumers greatly affect their satisfaction and loyalty, and service factors which according to consumers need to be improved because currently they are not satisfactory.

A positive (+) gap will be obtained if the perception score is greater than the expectation score, whereas if the expectation score is greater than the perception score a

negative (-) gap will be obtained. The higher the expectation score and the lower the perception score, the bigger the gap.

Importance Performance Analysis (IPA) is a method used to find out the location of the quadrants of each attribute that is being measured so that you can find out what are the strengths and weaknesses of the company [19]. Below is described the quadrants in the Important Performance Analysis (IPA) method.

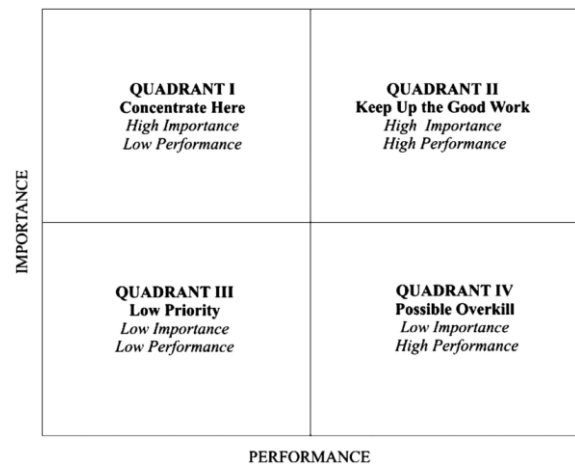


Figure 1. Importance Performance Analysis Grid [20]

a. Quadrant I (Top Priority)

This quadrant contains attributes/statements that are considered important by visitors but in reality these attributes/statements are not in accordance with customer expectations. The level of performance of these attributes/statements is lower than the level of customer expectations for these attributes/statements. The performance of the attributes/statements contained in this quadrant must be further improved in order to satisfy customers.

b. Quadrant II (Maintain Achievement)

These attributes/statements have a high level of expectation and performance. This shows that these attributes/statements are important and have high performance and must be maintained for the next time because they are considered very important/expected and the results are very satisfying.

c. Quadrant III (Low Priority)

Attributes/statements contained in this quadrant are considered less important by customers and in fact their performance is not too special/mediocre. This means that the attributes/statements contained in this quadrant have a low level of importance/expectations and their performance is also considered unfavorable by customers. Improvements to the attributes/statements included in this quadrant need to be reconsidered by looking at the attributes/statements that have a big or small impact on the

benefits felt by the customer and also to prevent these attributes/statements from shifting to quadrant I.

d. Quadrant IV (Excessive)

In this quadrant, these attributes/statements have a low level of expectation according to customers but have good performance, so that they are considered excessive by customers. This shows that the attributes/statements that affect customer satisfaction are considered excessive in their implementation, this is because the customer considers them not too important/less expected of these attributes/statements, but the implementation is very well done.

METHODOLOGY

This research was conducted using a descriptive method with a quantitative approach. The research was carried out by distributing questionnaires to training participants to measure satisfaction with the training. Meanwhile data processing techniques using Weighted Mean Score (WMS).

FINDING AND DISCUSSION

a. State Civil Apparatus Field

Following are the results of the Importance Performance Analysis (IPA) in the State Civil Apparatus Field in terms of implementation and its relation to Community Satisfaction Index.

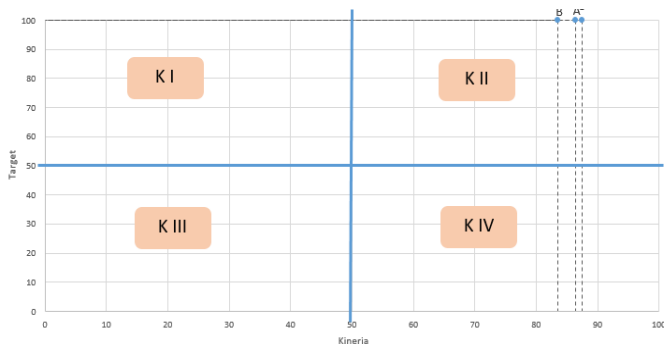


Figure 2. State Civil Apparatus Sector Science Results

| | | |
|---|---|------------------------------------|
| A | : | Educative Aspect (System) |
| B | : | Aspects of Facilities (Facilities) |
| C | : | Service Aspect (Human Resources) |

Based on the graphic above through the use of the Important Performance Analysis (IPA) method, the organizer aspect in the State Civil Apparatus field is in quadrant II, this means that the educational aspect

(system), facility aspect (facilities) and service aspect (HR) need to be maintained in service his.

b. Industrial Sector

The following are the results of the Importance Performance Analysis (IPA) in the industrial sector of the implementation aspect and its relation to Community Satisfaction Index.

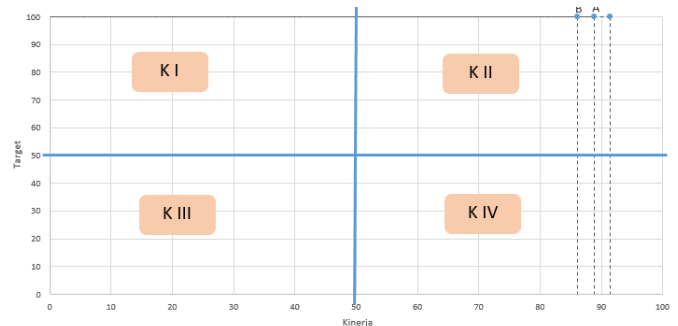


Figure 3. IPA Analysis Results in the Industrial Sector

| | | |
|---|---|------------------------------------|
| A | : | Educative Aspect (System) |
| B | : | Aspects of Facilities (Facilities) |
| C | : | Service Aspect (Human Resources) |

Based on the graph above through the use of the Important Performance Analysis (IPA) method, the organizer aspects in the industrial sector are in quadrant II, this means that the educational aspects (systems), facilities aspects (facilities) and service aspects (HR) need to be maintained in their services.

DISCUSSION

a. State Civil Apparatus field

The following is an analysis of the linkages between Community Satisfaction Index achievements and the aspects of training providers in the State Civil Apparatus field.

Table 1. Linkage of Community Satisfaction Index Achievements with Aspects of Training Organizers in the State Civil Apparatus Sector

| Community Satisfaction Index Aspect | Score | Organizer Aspect | Score | Information |
|--|------------------|--|-------------------|-------------|
| Q2. What is your opinion on the training registration process at | 3.63 (Very good) | Service Aspect (Service to Participants) | 87.49 (Very good) | Relevant |

| Community Satisfaction Index Aspect | Score | Organizer Aspect | Score | Information |
|--|------------------|--|-------------------|-------------|
| PPSDM KEBTKE? | | | | |
| Q3. What do you think about the service we provide? | 3.61 (Very good) | Service Aspect (Service to Participants) | 87.49 (Very good) | Relevant |
| Q4. What is your assessment of the rates and the service you receive? | 3.50 (Well) | Service Aspect (Service to Participants) | 87.49 (Very good) | Relevant |
| Q5. Do you think the training materials taught match your needs? | 3.49 (Well) | Educative Aspect 1. Schedule and Duration of Implementation 2. Material or learning materials provided 3. Appropriateness of pre test and post test | 86.33 (Very good) | Relevant |
| Q7. What do you think about the attitude and behavior of the committee/teachers in providing services? | 3.69 (Very good) | Service Aspect (Service to Participants) | 87.49 (Very good) | Relevant |
| Q8. What is your assessment of the facilities and | 3.67 (Very good) | Aspects of Facilities (Facilities) | 83.53 (Well) | Relevant |

| Community Satisfaction Index Aspect | Score | Organizer Aspect | Score | Information |
|--|------------------|--|-------------------|-------------|
| infrastructure that we provide? | | | | |
| Q9. What is your assessment of the complaint service provided? | 4.00 (Very good) | Service Aspect (Service to Participants) | 87.49 (Very good) | Relevant |

Based on the table, it can be described that the results of the analysis of the linkages of Community Satisfaction Index with the evaluation results of the aspects of training organizers in the State Civil Apparatus field get good and very good criteria, this indicates that the results of the evaluation of training implementation are good. Meanwhile, when viewed through the use of the Important Performance Analysis (IPA) method, the implementation aspect in the State Civil Apparatus sector is in quadrant II, this means that the educational aspect (system), facility aspect (facilities) and service aspect (HR) need to be maintained in its service. Where these attributes/statements have a high level of expectation and performance. This shows that these attributes/statements are important and have high performance and must be maintained for the next time because they are considered very important/expected and the results are very satisfying.

b. Industrial Sector

The following is an analysis of the linkages between Community Satisfaction Index achievements and the aspects of organizing training in the industrial sector.

Table 2. Linkage of Community Satisfaction Index Achievements with Aspects of Organizing Training in the Industrial Sector

| Community Satisfaction Index Aspect | Score | Organizer Aspect | Score | Information |
|--|------------------|--|-------------------|-------------|
| Q2. What is your opinion on the training registration process at PPSDM KEBTKE? | 3.63 (Very good) | Service Aspect (Service to Participants) | 91.38 (Very good) | Relevant |

| Community Satisfaction Index Aspect | Score | Organizer Aspect | Score | Information |
|--|------------------|--|-------------------|-------------|
| Q3. What do you think about the service we provide? | 3.61 (Very good) | Service Aspect (Service to Participants) | 91.38 (Very good) | Relevant |
| Q4. What is your assessment of the rates and the service you receive? | 3.50 (Well) | Service Aspect (Service to Participants) | 91.38 (Very good) | Relevant |
| Q5. Do you think the training materials taught match your needs? | 3.49 (Well) | Educative Aspect 1. Schedule and Duration of Implementation 2. Material or learning materials provided 3. Appropriateness of pre test and post test | 88.87 (Very good) | Relevant |
| Q7. What do you think about the attitude and behavior of the committee/teachers in providing services? | 3.69 (Very good) | Service Aspect (Service to Participants) | 91.38 (Very good) | Relevant |
| Q8. What is your assessment of the facilities and infrastructure | 3.67 (Very good) | Aspects of Facilities (Facilities) | 86.07 (Very good) | Relevant |

| Community Satisfaction Index Aspect | Score | Organizer Aspect | Score | Information |
|--|------------------|--|-------------------|-------------|
| that we provide? | | | | |
| Q9. What is your assessment of the complaint service provided? | 4.00 (Very good) | Service Aspect (Service to Participants) | 91.38 (Very good) | Relevant |

Based on the table, it can be described that the results of the analysis of the linkages of Community Satisfaction Index with the evaluation results of aspects of the industrial sector training organizers get good and very good criteria, this indicates that the results of the evaluation of training implementation are good. Meanwhile, when viewed through the use of the Important Performance Analysis (IPA) method, the implementation aspect in the State Civil Apparatus sector is in quadrant II, this means that the educational aspect (system), facility aspect (facilities) and service aspect (HR) need to be maintained in its service. Where these attributes/statements have a high level of expectation and performance. This shows that these attributes/statements are important and have high performance and must be maintained for the next time because they are considered very important/expected and the results are very satisfying.

CONCLUSION AND RECOMMENDATION

Based on the findings, the following conclusions were obtained:

- The results of Community Satisfaction Index evaluating the implementation of training are in quadrant II, namely maintaining achievement;
- On average, the results of the implementation evaluation reach above 80. However, in order to achieve the very good Community Satisfaction Index target, it seems that improvements are needed both in terms of education, facilities and services;
- The results of the evaluation of State Civil Apparatus training implementation are smaller than the industrial sector. However, the results of State Civil Apparatus training Community Satisfaction Index are greater than industrial training Community Satisfaction Index. This is an important indication that in terms of industrial training services it still needs to be improved, because it is directly related to the needs of the community.

- d. In technical trainings, the target value should be at 90, because this is related to assurance from the training provider to the community. In this case the community has no doubt about the skills achieved by the training graduates.

Meanwhile the recommendations in this study are as follows:

- a. Systematic efforts are needed to push the Community Satisfaction Index target, namely by using the SERVQUAL approach;
- b. In a conceptual model, high SERVQUAL achievement will affect customer satisfaction and loyalty;
- c. It is necessary to re-examine the evaluation instrument, especially its suitability with the elements of the Community Satisfaction Index

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