

Training Driver Go-Jek Indonesia Guna Meningkatkan Kualitas Pelayanan

by

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ABSTRACT

This study aims is to determine how training process in PT. GO-JEK Indonesia, to see how effective is the training maintaining the quality of service, and also providing an alternative of training program that appropriate. This research is descriptive research with qualitative methods. Data were obtained by interview, observation, and documentation from GO-JEK's driver and consumers who's used GO-JEK.

Training process of GO-JEK's driver can be divided into two phases, it is SOP training and defensive riding training. Based on the results of the evaluation carried out by using Kirkpatrick's evaluation model, the conclusion is SOP training not effective enough to maintain the quality of service if viewed from the perspective of the drivers. While defensive riding training is effective enough in maintaining the quality of service if viewed from the perspective of the drivers.

From the discussion, it was concluded that the SOP training has not been sufficiently effective, that's why make a alternative training model is needed. The alternative training models are change the location training, number of trainees, and make the program more interesting, create a quis in the end of the program, making a program that reminding about the rules in GO-JEK, and create a system where management conduct surveillance.

Keywords: training, evaluation, Kirkpatrick

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