

The Relationship between Training Needs Assessment and Customer Satisfaction and Employee Interest in Participating in Training Programs at the Health Training Center

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Abstract : There are some problems in the implementation of work in the Southeast Sulawesi Provincial Health Training Center such as limited budget, human resources and available facilities and infrastructure, lack of good planning of activities, and the quality of services that have not been optimal. The purpose of this study is to find out factors related to employee interest in participating in the training program at the health training centre in Southeast Sulawesi Province. The study was a quantitative observational study using a cross-sectional study design. The populations in this study were all health workers who had attended training in which participants came from Kendari City and Southeast Sulawesi Province in 2018, consisting of 148 participants. The number of samples in this study was 59 people who were determined using simple random sampling technique. Data were analyzed using the chi-square test and the phi test. Statistical test results show that there is a strong relationship between training needs assessment and employee interest in participating in training (X^2 count = 22.354 > X^2 table = 3.841 $\phi=0.65$). There is a relationship between promotion and employee interest in training (X^2 count = 11.342 > X^2 table = 3.841 $\phi=0.47$). There is a relationship between the ability to pay and employee interest in training (X^2 count = 12.527 > X^2 table = 3.841 $\phi=0.49$). There is a moderate relationship between service quality and employee interest in training (X^2 count = 8.508 > X^2 table = 3.841 $\phi = 0.41$). There is a relationship between customer satisfaction and employee interest in training at a health training center (X^2 count = 14.648 > X^2 table = 3.841 $\phi=0.53$).

Keywords: Interests, Training, Training Needs Assessment, Satisfaction

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I. Introduction

The era of globalization has led to high competition among business actors or organizations, both small, medium and large scale. This situation inevitably makes every business actor or organization try to improve competent and quality human resources. Competent and quality human resources will facilitate an organization to carry out strategies to achieve the desired goals. Human resources are the only resources that have a sense of feeling, desires, skills, knowledge, encouragement, power and work (ratio, taste and intention) [1]. As good and as advanced as any technology used in an organization, the amount of information and adequate capital of the organization will not run smoothly without the support of quality human resources [2].

Employees in the government bureaucratic organization must be supported by the quality of competence of human resources owned. It aims at providing public services to the community efficiently and effectively. It is because the high quality of human resources are organizational assets that must be maintained, nurtured, and developed because their existence has a significant role in determining the success of achieving the organization's goals and objectives. Although the technology completes the facilities and infrastructure owned by a government bureaucratic organization, it will not guarantee the functioning of all components of the organization's resources towards the goals to be achieved in accordance with the organization's vision and mission without being supported by the quality of existing human resources [3].

To produce good work results in accordance with the program to be implemented, it is necessary to have the training to train individual competencies first. Three factors influence the improvement of work results in general, which affect the work results of employees, namely the quality and physical abilities of employees, supporting facilities and infrastructures. Individual competence is essential for the sustainability of the work obtained. This competence will be better if the competencies of knowledge and skills or expertise are developed by increasing these competencies through education and training programs [4]. Training is also crucial for employees [5]. Training for employees is a process of teaching specific knowledge and expertise and attitudes so that they are more skilled and able to carry out their responsibilities better, according to their respective capacities [5]. Training can improve the workability of participants. It means that the training activities have a specific goal that is to improve the workability of participants, which cause behavioral changes in cognitive

aspects, skills and attitudes [6]. An evaluation is required at the end of each activity. It is to find out whether a training program is running in accordance with what is expected, y. Evaluation is performed to find out someone's achievement of the activities that have been followed. It is also to know the achievement of the objectives of the activity. The evaluation includes two activities, namely measurement and assessment. It is an activity or process to assess something [7].

The Southeast Sulawesi Provincial Health Training Center is one of the Regional Technical Implementation Unit. This unit has a role in improving the quality of human resources owned both structural, functional staff in improving health science and technology in accordance with the specialization of their respective fields. The function of the health training center is the organization which assesses the technical guidelines for public health training and provides training in the field of health for government employees and the public in accordance with applicable laws and regulations and the Decree of the Minister of Health of the Republic of Indonesia. Number: 725 / Health Ministry / SK / V / 2003 concerning Guidelines for Providing Training in the Health Sector. The training that was held had real results towards the training objectives, namely changes in positive attitudes and behavior and improved performance in accordance with their respective main tasks.

Based on data from the Health Training Center of Southeast Sulawesi Province, it is known that BOR and SOR data in 2015 were 19.45%, in 2016 the data were 10.56%, in 2017 the data were 8.36%, and in 2018 the data were 18.87% of the target set (20%). Meanwhile, SOR data for 2015 were 43.22%, in 2016 they were 25.48%, in 2017 they were 12.88%, and in 2018 they were 34.56% of the target (40%).

The data shows that the number of BOR and SOR do not reach the target set so that it will affect the achievement of health training center activities. In addition, several problems were found in the implementation of work at the Southeast Sulawesi Provincial Health Training Center such as limited budget, limited human resources, facilities and infrastructure, lack of proper planning of activities, and service quality which is not optimal. The achievement of the implementation of training activities at the health training center is also still very low. It can be seen from the achievement of the training program. The realization of the program in 2015 was only 28.0%, in 2016 only 26.7%, in 2017 only 33.4%, and in 2018 only 48.65%. The data show that it is far from the training target set, namely 60%. The lack of coordination between sectors in planning and the lack of management evaluation of employee performance are also the cause of not achieving the planned training activities targets.

Several things that are summarized to be a problem in the lack of achievement of the training program namely training needs assessment, promotion, ability to pay, service quality, and customer satisfaction as well as other factors related to the facilities and infrastructure owned. Promotions and prices have a significant effect on consumer interest in buying the product or service. In addition, product quality, price, and promotion had a significant effect on buying interest.

Satisfaction is a feeling of pleasure or disappointment faced by someone who comes from a comparison between his impression of the performance (or results) of a product with its expectations. Furthermore, satisfaction is a function of the impression of performance and expectations. If performance is below expectations, the customer is not satisfied [8].

The purpose of this research is to analyze the relationship between training needs assessment and customer satisfaction with employee interest in participating in training programs at the health training centre of Southeast Sulawesi Province.

II. Materials and Methods

This study used quantitative research methods with cross-sectional study design. This research was conducted from May 8 to July 8 in 2019. The populations in this study were all health workers who had attended training at the Southeast Sulawesi Provincial Health Training Center in which the participants came from Kendari City and Southeast Sulawesi Province in 2018. The numbers of the population are 148 people. There were 59 samples which were determined using simple random sampling technique.

The data were analyzed using descriptive analysis and inferential analysis. The formulations of the descriptive analysis are.

$$x = \frac{f}{n} \times k$$

Notes:

- x : Percentage of results studied
- f : Examined variables / frequency of correct answer scores
- n : Number of samples
- k : Constants (100%) (Sugiyono, 2011).

Inferential analysis was using the chi square statistical test. The Chi-square test formula is as follows.

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Notes:

X^2 = Chi – square Value.

O = Frequency observed.

E = Expected frequency

Decision making:

- 1) If $X^2_{count} > X^2_{table}$, H_0 is rejected and H_a is accepted. It means that there is a relationship between the independent variable and the dependent variable.
- 2) If $X^2_{count} < X^2_{table}$, H_0 is accepted and H_a is rejected. It means that there is no relationship between the independent variable and the dependent variable.

III. Results

Data collection was conducted on 59 respondents with the following results:

Table 1. Distribution of Training Needs Analysis and Customer Satisfaction with Participation Interest in Training at the Health Training Center in Southeast Sulawesi Province

Variables	Participation Interest in Training		Total
	High interest	Low Interest	
Training Needs Assesmens (TNA)			
Fair	23	2	25
Low	9	25	34
Customer satisfaction			
Good	23	5	28
Low	9	22	31

The table 1 shows that out of 25 respondents with sufficient TNA assessments, 23 respondents (92.0%) were interested in participating in training at the Health Training Center. Meanwhile, among 34 respondents, there were less than 25 respondents (73.5%) who were less interested in participating in the training. It means that respondents who were less interested in following the training at the health training center of Southeast Sulawesi Province were more likely to be found among respondents with less TNA ratings. In addition, from 28 respondents with satisfied customer satisfaction assessment categories, there were 23 respondents (82.1%) who were interested in participating in training at the Health Training Center. Meanwhile, among the 31 respondents with an unsatisfied customer satisfaction assessment category, there were 22 respondents (71.0%) who were less interested in participating in the training. It means that respondents who were not interested in attending training at the health training center of Southeast Sulawesi Province were more likely to be found in respondents with dissatisfied customer ratings.

Inferential Analysis

Table 2. Analysis of the Relationship between Training Needs Assessment and Customer Satisfaction with Participation Interest in Training at the Southeast Sulawesi Provincial Health Training Center

Variables	X^2_{count}	P	Φ
Training Needs Assessment	22.254	0.000	0.65
Customer Satisfaction	14.648	0.000	0.53

Table 2 shows that the value of X2 count on the training needs assessment variable is 22.254 in which the significance value is 0.000 and phi value is 0.65. Meanwhile, the value of X2count on customer satisfaction variable is 14,648 in which the significance value is 0.000, and the phi value is 0.53.

IV. Discussion

Training Need Analysis (TNA) is a process to identify gaps in training needs. TNA refers to the Key Performance Indicator (KPI), which aims to cover the gap between the job holder and the KPI demands on the job [9]. The analysis of training needs is carried out through a process of asking questions and getting answers. Questions are asked to each employee and then make verification and documentation of various problems where finally the training needs can be known to solve the problem.

The research data shows that from the 59 respondents, in terms of training needs assessment, there are 25 people (42.4%) that are on fair category and there are 34 people (57.6%) that are on fair category. Based on

these results, it is known that the categories of the Training Need assessment are more or less than the sufficient TNA categories. It happens because of the lack of socialization about the training material to be taught. Moreover, the health training center did not play an active role in evaluating the results of the training and the needs of employees who needed to be immediately trained.

Training is often carried out if a program at the community health centers has been running for a long time. Supposedly, a needs analysis has been programmed for a long time. This analysis is, of course, adjusted to the programs of the central and regional governments. Therefore, when employees carry out the task as the spearhead of health services, they are no longer confused about the technical implementation of the task.

The results showed that there was a relationship between training needs assessment and employee interest in participating in training at the Southeast Sulawesi Provincial Health Training Center. This study is in line with research with the title "Application of Training Needs Assessment" to improve nurse competence at Wawa Husada Hospital. The results of the study revealed that one of the efforts to improve nurse competence was by holding training, education and development. Competence will increase if training is carried out with good requirements. Training Needs Analysis (TNA) is the initial stage that must be made in training planning so that training can run effectively and efficiently [10].

Through the results of the research, training is, of course, needed to impact competency improvement and to improve the competence of employees that will result in the performance of employees at the community health centers. Therefore, the health training center needs to make a planned schedule related to the employee needs the evaluation process by capturing all employees in the scope of Southeast Sulawesi Province. At present, many things can be conducted. If there are constraints on the costs associated with evaluator trips and so on, there are many things that can still be done to make this happen. Several things can be done to find out the current needs of employees with a comprehensive scope. It includes designing a website that allows all civil servants to access and provide entries in accordance with the format that has been created by the health training center, Therefore, the training that is indeed the needs of employees will be known so that employees will be happy to be interested in or take part in training organized by the health training center because it suits the needs of the employees themselves.

Customer Satisfaction is a condition regarding the desires, hopes and needs of customers fulfilled. A service is considered satisfactory if the service can meet customer needs and expectations. The measurement of customer satisfaction is an essential element in providing better, more efficient, and more effective services. If the customer feels dissatisfied with a service that has been provided, the service can be ascertained to be ineffective and inefficient [11].

The results of the study showed that from the 59 respondents, there were 28 people (47.5%) who are in the satisfaction category and there were 31 people (52.5%) who are in dissatisfaction category. Based on these results, it is identified that the category of customer satisfaction is more than the satisfied assessment category. It happens because the satisfaction assessment always goes hand in hand with the quality of the service received. It can be stated that if the quality of service received is right, then a feeling of satisfaction will arise. On the contrary, if the perceived lack of quality of service will result in a feeling of dissatisfaction with the services provided.

The results showed that there was a relationship between customer satisfaction and employee interest in training at the Southeast Sulawesi Provincial Health Training Center. The customer satisfaction has a positive and significant effect on customer loyalty because, with increasing customer satisfaction, surviving customers will also increase.

Customer satisfaction is an attitude based on a customer's experience where the past practice supports the development of trust felt by customers to the company. Customers believe in honesty and the company's ability to meet customer needs and demands. If customers are satisfied, they will trust the company. Customer satisfaction significantly influences customer trust. The results of this study have proven that better customer satisfaction will increase customer confidence and customer loyalty to continue buying goods at the company.

V. Conclusion

There is a relationship between training needs assessment with the interest of employees attending training at the Southeast Sulawesi Provincial Health Training Center. Besides, there is a relationship between customer satisfaction and employee interest in training at the Southeast Sulawesi Provincial Health Training Center. The suggestion in this research is that the Southeast Sulawesi Provincial Health Office together with the health training center of Southeast Sulawesi Province regulates policies related to the development promotion that can be carried out to capture or increase employee interest in becoming training participants in the health training center of Southeast Sulawesi Province.

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