

## **ABSTRACT**

### **EMPLOYEE DEVELOPMENT PROGRAM EFFECT ON EMPLOYEE PRODUCTIVITY IN MARKETING DIVISION AT CV TITIPAN KILAT (TIKI) in BANDARLAMPUNG**

**By:**

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Employee development program is one way out that can be done in improving the productivity of company employees.

The problem for companies is the level of employee productivity during the Marketing Division in 2006 was Rp. 949,831-/labor, still below the standard labor productivity that have been set by the company is Rp. 1300000, -/labor. Actual receipts during the year 2006 had fluctuated with an average decrease of -0.73% per month with the level of achievement against the set target of 73.68% per month. Though the company has been providing education and job training to employees even if only for 11 people than 25 people the number of employees in the Marketing Division.

The problem is formulated in this paper is "Is there any influence of employee development programs to the labor productivity advances the marketing division at CV Express (TIKI)."

The purpose of writing is to know the effect of employee development programs on employee productivity advances in CV Express (TIKI).

Uses the writing is as conceptual contribution to the company to take appropriate steps to increase employee productivity advances in CV Express (TIKI).

The hypothesis proposed is a significant employee development programs to the labor productivity advances in CV Express (TIKI).

The analysis method is the Product Moment.

Based on the results of calculation and discussion, it can be concluded that the Employee Development Program significantly influence the productivity of employee advances in CV Express (TIKI) in Bandarlampung, so the hypothesis can be accepted. This can be proved as follows:

(1) Based on the results of quantitative analysis, ie from t test can be known that the t value of 8.7134 is greater than t table (1.717) so that  $H_0$  refused and  $H_a$  accepted. This means that staff development programs conducted Rapid advances CV (TIKI) has a significant impact on employee productivity.

(2) The effect of employee development programs (X) of CV advances Express (TIKI) on work productivity (Y) can be seen from the value of the determining coefficient (KP) amounted to 75.98% while the remaining 24.02% influenced by other factors.

(3) Based on the qualitative analysis found that there are many employees who felt that staff development programs implemented during the company is still less can be enjoyed by the employees thus resulting in lower work productivity.