

ABSTRAK

Cindy Silvia Agustin, Pengaruh Pelatihan Dan Gaya Kepemimpinan Terhadap Kinerja Pembuat Jamu Pada Industri Jamu Tradisional Di Pamekasan

Pertumbuhan industri jamu semakin meningkat dari tahun ke tahun, peluang perkembangan industri jamu pada tingkat nasional maupun internasional semakin besar. Namun, Fakta di lapangan menunjukkan bahwa kinerja industri jamu semakin menurun dari waktu ke waktu. Menurun dan meningkatnya suatu industri tidak lepas dari peran sumberdaya manusianya. Riset ini dilaksanakan untuk mengkaji pengaruh pelatihan dan gaya kepemimpinan terhadap kinerja karyawan dalam industri jamu tradisional di Kabupaten Pamekasan baik secara simultan maupun persial. Penelitian ini menggunakan metode kuantitatif. Teknik pengambilan data seanyak 72 populasi dan 61 sampel pada idustri jamu traisional di Kabupaten Pamekasan. Cara pengumpulan data melalui wawancara, kuesioner, serta studi pustaka. Teknik analisis yang diterapkan adalah Uji Validitas, Uji Reliabilitas, Uji Normalitas, Uji Multikolinieritas, Uji Heteroskedastisitas, Uji Regresi Linier Berganda, Uji Hipotesis. Hasil penelitian ini adalah (1) Pelatihan secara parsial (individu) berpengaruh positif dan signifikan terhadap kinerja pembuat jamu (2) Gaya Kepemimpinan secara parsial (individu) berpengaruh positif dan signifikan terhadap kinerja pembuat jamu (3) Pelatihan dan gaya kepemimpinan berpengaruh secara simultan (bersama-sama) terhadap kinerja pembuat jamu. Pada industri jamu tradisional di Kabupaten Pamekasan.

Kata Kunci: Pelatihan, Gaya Kepemimpinan, Kinerja, Industri Jamu

ABSTRACT

Cindy Silvia Agustin, The Effect of Training and Leadership Style on the Performance of Herbal Medicine Makers in the Traditional Herbal Medicine Industry in Pamekasan

The growth of the herbal medicine industry is increasing from year to year, the opportunities for the development of the herbal medicine industry at the national and international levels are getting bigger. However, facts in the field show that the performance of the herbal medicine industry has decreased over time. The decline and increase of an industry cannot be separated from the role of its human resources. This research was conducted to examine the effect of training and leadership style on employee performance in the traditional herbal medicine industry in Pamekasan Regency both simultaneously and individually. This research uses quantitative methods. Data collection techniques as many as 72 populations and 61 samples in the traditional herbal medicine industry in Pamekasan Regency. Data collection methods through interviews, questionnaires, and literature studies. The analysis techniques applied are Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Hypothesis Test. The results of this study are (1) Training partially (individually) has a positive and significant effect on the performance of herbalists (2) Leadership style partially (individually) has a positive and significant effect on the performance of herbalists (3) Training and leadership style simultaneously (together) affect the performance of herbalists. In the traditional herbal medicine industry in Pamekasan Regency

Keywords: Training, Leadership Style, Performance, Herbal Industry