

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran pelatihan dan pengembangan karyawan Gen-Z dalam peningkatan kualitas pelayanan di PT JRX Pool & Café kota Bandung. Pelatihan dan pengembangan karyawan menjadi faktor kunci dalam meningkatkan keterampilan, efisiensi kerja, dan profesionalisme, khususnya bagi karyawan Gen-Z yang memiliki karakteristik unik dalam dunia kerja.

Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa pelatihan di PT JRX Pool & Café masih terbatas, dengan hanya satu kali pelaksanaan dalam tiga tahun terakhir, serta pelatihan ulang (*retraining*) yang masih dalam tahap perencanaan. Selain itu, program pelatihan lintas fungsi dan kreativitas belum diimplementasikan secara resmi, meskipun ada inisiatif informal di beberapa departemen.

Dalam aspek pengembangan, penelitian ini menemukan bahwa evaluasi kinerja dilakukan secara berkala melalui *self-assessment* dan penilaian atasan. Namun, masih terdapat tantangan dalam disiplin kerja, tingkat absensi, serta inisiatif karyawan dalam berkontribusi terhadap inovasi layanan. Kualitas pelayanan karyawan Gen-Z di PT JRX Pool & Café dinilai cukup baik, tetapi masih terdapat beberapa kendala dalam aspek keandalan, ketanggapan, dan empati terhadap pelanggan.

Kesimpulan dari penelitian ini menegaskan bahwa pelatihan dan pengembangan yang lebih terstruktur dan berkelanjutan sangat dibutuhkan untuk meningkatkan kualitas layanan dan kepuasan pelanggan. Perusahaan perlu memperbaiki metode pelatihan agar lebih sesuai dengan karakteristik Gen-Z, termasuk pendekatan berbasis teknologi, simulasi kasus nyata, dan evaluasi berkelanjutan guna memastikan standar layanan tetap optimal.

Kata kunci: Pelatihan, Pengembangan, Gen-Z, Kualitas Pelayanan.

ABSTRACT

This study aims to analyze the role of training and development of Gen-Z employees in improving service quality at PT JRX Pool & Café. Employee training and development is a key factor in improving skills, work efficiency, and professionalism, especially for Gen-Z employees who have unique characteristics in the world of work.

This research uses descriptive qualitative methods with data collection techniques through observation, interviews, and documentation. The results show that training at PT JRX Pool & Café is still limited, with only one implementation in the last three years, as well as retraining which is still in the planning stage. In addition, cross-functional training and creativity programs have not been formally implemented, although there are informal initiatives in some departments.

In terms of development, the study found that performance evaluations are conducted regularly through self-assessment and supervisor appraisals. However, there are still challenges in work discipline, absenteeism, and employee initiative in contributing to service innovation. The service quality of Gen-Z employees at PT JRX Pool & Café is considered quite good, but there are still some obstacles in the aspects of reliability, responsiveness, and empathy towards customers.

The conclusion of this study confirms that more structured and continuous training and development is urgently needed to improve service quality and customer satisfaction. Companies need to improve training methods to better suit Gen-Z characteristics, including technology-based approaches, real case simulations, and continuous evaluation to ensure service standards remain optimal.

Keywords: Training, Development, Gen-Z, Service Quality.