

ABSTRAK

Argi Gumilar (110392). Studi Evaluatif Program Pelatihan *Selling Made Simple* Pada PT. Shafutama Indonesia (Studi Evaluatif Pelaksanaan Program Pelatihan Pada Bank Pembiayaan Rakyat Syariah Harta Insan Karimah Periode Juli 2017).

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Program pelatihan *Selling Made Simple* merupakan suatu program pelatihan yang diperuntukan kepada pemasaran/*marketing* pada perbankan, asuransi dan sebagainya. Dalam pelaksanaannya, Program pelatihan *Selling Made Simple* harus melalui tahap evaluasi program agar kualitas dari program ini tetap terjaga. Penelitian ini berusaha menjawab rumusan masalah “bagaimana kualitas pelaksanaan program pelatihan *Selling Made Simple* pada BPRS Harta Insan Karimah periode Juni 2017?”. Penelitian ini menggunakan model evaluasi *Context, Input, Process, Product* (CIPP) dengan menggunakan pendekatan kuantitatif. Data dikumpulkan dengan menggunakan instrument berupa angket, wawancara, studi dokumentasi dan observasi. Sampel dalam penelitian ini adalah BPRS Harta Insan Karimah Parahyangan yang berjumlah 55 orang. Teknik analisis data yang digunakan adalah dengan kai kuadrat dan deskriptif persentase. Berdasarkan hasil penelitian di lapangan, dapat diambil simpulan bahwa secara keseluruhan kualitas program pelatihan *Selling Made Simple* dinyatakan sangat baik. Adapun rinciannya adalah 1) Kualitas pelaksanaan program pelatihan *Selling Made Simple* pada aspek *Context* dinyatakan sangat baik. 2) Kualitas pelaksanaan program *Selling Made Simple* pada aspek *Input* dinyatakan sangat baik. 3) Kualitas pelaksanaan program *Selling Made Simple* pada aspek *Process* dinyatakan sangat baik. 4) Kualitas pelaksanaan program *selling made simple* pada aspek *Product* dinyatakan baik. Proses evaluasi program dalam penelitian ini diharapkan dapat terus dilaksanakan sehingga kualitas dari program pelatihan *Selling Made Simple* dapat terus terjaga.

Kata kunci : Studi Evaluatif, Model CIPP, Evaluasi Program Pelatihan, PT. Shafutama Indonesia

ABSTRACT

Argi Gumilar (110392). Evaluative Study Selling Made Simple Training Program on PT. Shafutama Indonesia (Evaluative Study Implementation Selling Made Simple Training Program at Bank Pembiayaan Rakyat Syariah Period July 2017).

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Selling Made Simple training program is a training program intended for marketing in banking, insurance and the likes. In practice, the Selling Made Simple training program must go through the program evaluation phase so that the quality of the program is maintained. This research tries to answer the problem formulation "how is the quality of implementation of Selling Made Simple training program at BPRS Harta Insan Karimah in June 2017?". This research uses evaluation model Context, Input, Process, Product (CIPP) by using quantitative approach. Data were collected by using questionnaires, interviews, documentation and observation. The sample in this research is BPRS Harta Insan Karimah Parahyangan which amounts to 55 people. The data analysis technique used is with chi square and descriptive percentage. Based on the results of the research in the field, it can be concluded that the overall quality of the Selling Made Simple training program is very good of which are 1) The quality of the implementation of the Selling Made Simple training program on the Context aspect is very good. 2) The quality of the implementation of Selling Made Simple program on the aspect of Input is very good. 3) The quality of Selling Made Simple program implementation on the aspect of Process is very good. 4) The quality of implementation of the program selling made simple on the aspect of Product good. The process of program evaluation in this research is expected to continue to be implemented so that the quality of the Selling Made Simple training program can be maintained.

Keywords : Evaluative Study, CIPP Model, Training Program, PT. Shafutama Indoensia