

ABSTRAK

GALUH PRATIWI. 2025. **Pelatihan Kerja Melalui Metode *On The Job Training* dalam Meningkatkan Kualitas Layanan di *We Coffee House*** (Studi pada Pelatihan Kerja di *We Coffee House* Tasikmalaya). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan.

Dalam era persaingan bisnis yang semakin ketat, kualitas layanan menjadi faktor penentu keberhasilan suatu organisasi. Untuk meningkatkan dan meningkatkan kualitas layanan, pelatihan kerja menjadi hal yang tidak dapat diabaikan. Metode *On The Job Training* (OJT) telah banyak digunakan oleh berbagai organisasi sebagai pendekatan pelatihan yang efektif, mengingat sifatnya yang praktis dan efisien. Dengan begitu, tujuan dari penelitian ini adalah untuk mengetahui proses dan hasil dari pelatihan kerja melalui metode *on the job training* dalam meningkatkan kualitas layanan. Penelitian ini dilakukan dengan metode penelitian kualitatif menggunakan teknik pengambilan data *purposive sampling* dengan dilaksanakan melalui proses observasi, wawancara, dokumentasi yang dilakukan pada *We Coffee House* Tasikmalaya. Hasil dari penelitian ini meliputi 5 macam teknik dalam prosesnya diantaranya, instruksi, pendampingan, rotasi kerja, penugasan sementara, dan magang. Selain daripada itu, metode ini juga berhasil membangun budaya pembelajaran berkelanjutan dalam organisasi, di mana karyawan senior berperan sebagai mentor bagi karyawan junior. Keberhasilan implementasi metode *on the job training* di *We Coffee House* dapat menjadi model referensi bagi usaha sejenis dalam mengembangkan sumber daya manusia yang kompeten dan adaptif terhadap tuntutan industri *coffeeshop* yang terus berkembang. Sehingga dapat disimpulkan bahwa proses pelatihan kerja melalui metode *On The Job Training* mampu meningkatkan keterampilan dan pengetahuan peserta sehingga dapat dilihat dari hasil kualitas layanan yang diberikan kepada konsumen dan dapat terus dikembangkan untuk hasil yang maksimal dengan beberapa catatan poin perbaikan untuk kedepannya.

Kata Kunci: Kualitas Layanan, *On The Job Training* (OJT), Pelatihan Kerja

ABSTRACT

GALUH PRATIWI. 2025. ***Job Training Through the On The Job Training Method in Maintaining Service Quality at We Coffee House*** (Study at job training in We Coffee House Tasikmalaya) Department of Community Education, Faculty of Teacher Training and Education.

In an era of increasingly fierce business competition, service quality is a determining factor in the success of an organization. To maintain and improve the quality of services, job training is something that cannot be ignored. The On The Job Training (OJT) method has been widely used by various organizations as an effective training approach, considering its practical and efficient nature. Thus, the purpose of this study is to find out the process of job training through the on the job training method in maintaining service quality. This research was carried out using a qualitative research method using purposive sampling data collection techniques carried out through the process of observation, interviews, and documentation carried out at We Coffee House Tasikmalaya. The results of the research entitled Job Training Through the On The Job Training Method in Maintaining Service Quality at We Coffee House include 5 types of techniques in the process, including, instruction, mentoring, job rotation, temporary assignments, and internships. Apart from that, this method has also succeeded in building a culture of continuous learning in the organization, where senior employees act as mentors for junior employees. The successful implementation of the on-the-job training method at We Coffee House can be a reference model for similar businesses in developing competent and adaptive human resources to the demands of the coffee shop industry that continues to grow. So it can be concluded that the job training process through the On The Job Training method is quite successful in improving the skills of participants so that it can help improve the quality of service and can continue to be developed for maximum results with several improvement points for the future.

Keywords: *Service Quality, On The Job Training (OJT), Job Training*