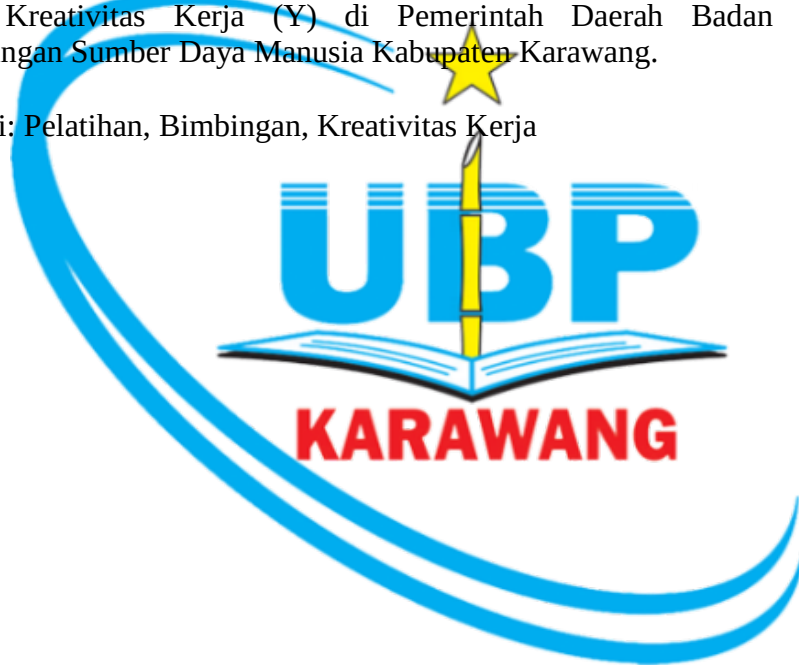


ABSTRAK

Penelitian bertujuan untuk mengetahui, menganalisis, dan menjelaskan pengaruh parsial serta simultan pelatihan, Bimbingan terhadap Kreativitas Kerja pegawai. Jenis Penelitian Kuantitatif. Penelitian dilakukan dengan metode deskriptif verifikatif menggunakan *Statistical Product Service Solution (SPSS) 25 for Windows*. Sampel dikumpulkan dengan metode *Non Probability Sampling - Purposive Sampling*, dengan menyebarkan kuesioner kepada 109 Pegawai Negeri Sipil (PNS) yang telah mengikuti Diklat di Kampus Diklat BKPSDM Kabupaten Karawang. Jenis dan sumber data penelitian yaitu data primer dan sekunder, teknik analisis data menggunakan rentang skala, analisis korelasi, analisis path, Uji t, Uji F. Berdasarkan hasil evaluasi secara keseluruhan didapatkan kesimpulan bahwa terdapat korelasi yang kuat dan positif antara Pelatihan (X1) dan Bimbingan (X2) dengan nilai interval koefisien 0,926, terdapat pengaruh yang signifikan antara Pelatihan (X1) terhadap Kreativitas Kerja (Y), terdapat pengaruh yang signifikan antara Bimbingan (X2) terhadap Kreativitas Kerja (Y) di Pemerintah Daerah Badan Kepegawaian dan Pengembangan Sumber Daya Manusia Kabupaten Karawang.

Kata kunci: Pelatihan, Bimbingan, Kreativitas Kerja



ABSTRACT

This study aims to determine, analyze, and explain the partial and simultaneous effect of training and coach on the creativity of employees in the Regional Government for Personnel and Human Resources Development in Karawang Regency. The type of this research is quantitative. The research was conducted using descriptive verification method through Statistical Product Service Solution (SPSS) 25 for Windows. Samples were collected using the Non Probability Sampling - Purposive Sampling method, with a population of 150 employees by distributing questionnaires to 109 Civil Servants (PNS) who had attended the Training and Education Campus at the BKPSDM Training Campus, Karawang Regency. The types and sources of the data in this study are primary and secondary data with data analysis techniques using scale ranges, correlation analysis, path analysis, t-test, F-test. Based on the Coach (X2) with an interval coefficient of 0.926, there is a significant effect between Training (X1) on Work Creativity (Y), there is a significant influence between Coach (X2) on Work Creativity (Y) in the Regional Government Personnel Sector and Human Resources Development of Karawang Regency. This research seeks to increase the initiative or sharpen the thinking ability and creativity of employees, so as to avoid obsolescence of human resources and organizational activities to achieve goals, therefore it can run effectively.

Keywords: Training, Coach, Work Creativity

