

**PENGARUH PELATIHAN *SOFT SKILL UPSELLING* DAN
PRODUCT KNOWLEDGE TERHADAP KOMPETENSI
KARYAWAN K3MART DI MEDAN**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pelatihan *soft skill upselling* dan *product knowledge* terhadap kompetensi karyawan K3Mart di Medan. Variabel independen dalam penelitian ini adalah pelatihan *soft skill upselling* (X1) dan *product knowledge* (X2), sedangkan variabel dependen adalah kompetensi karyawan (Y). Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada karyawan K3Mart di Medan dengan menggunakan skala Likert. Sampel penelitian berjumlah 87 responden yang merupakan karyawan K3Mart di Medan yang telah mengikuti pelatihan *soft skill upselling* dan *product knowledge*. Data yang diperoleh dianalisis menggunakan uji validitas dan reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa pelatihan *soft skill upselling* dan *product knowledge* berpengaruh positif dan signifikan terhadap kompetensi karyawan, baik secara parsial maupun simultan. Hasil uji parsial (uji t) menunjukkan bahwa pelatihan *soft skill upselling* berpengaruh positif dan signifikan terhadap kompetensi karyawan dengan nilai signifikansi sebesar $0,000 < 0,05$ dan nilai t hitung sebesar $13,542 > t$ tabel $1,988$. Pelatihan *soft skill product knowledge* juga berpengaruh positif dan signifikan terhadap kompetensi karyawan dengan nilai signifikansi sebesar $0,000 < 0,05$ dan nilai t hitung sebesar $14,178 > t$ tabel $1,988$. Hasil uji simultan (uji F) menunjukkan bahwa pelatihan *soft skill upselling* dan *product knowledge* secara bersama-sama berpengaruh signifikan terhadap kompetensi karyawan dengan nilai signifikansi sebesar $0,000 < 0,05$ dan nilai F hitung sebesar $120,449 > F$ tabel $2,13$. Hasil uji koefisien determinasi (R^2) sebesar $0,741$ menunjukkan bahwa $74,1\%$ kompetensi karyawan dipengaruhi oleh pelatihan *soft skill upselling* dan *product knowledge*, sedangkan $25,9\%$ sisanya dipengaruhi oleh variabel lain di luar penelitian ini. Dengan demikian, pelaksanaan pelatihan secara berkala berperan penting dalam meningkatkan kompetensi karyawan K3Mart di Medan.

Kata Kunci: Pelatihan *Soft Skill*, *Upselling*, *Product Knowledge*, Kompetensi Karyawan

**THE INFLUENCE OF SOFT SKILL UPSELLING AND
PRODUCT KNOWLEDGE TRAINING ON
THE COMPETENCY OF K3MART
EMPLOYEES IN MEDAN**

ABSTRACT

This study aims to examine the effect of upselling soft skills training and product knowledge on the competence of K3Mart employees in Medan. The independent variables in this study are upselling soft skills training (X1) and product knowledge (X2), while the dependent variable is employee competence (Y). This research employs a quantitative method with data collection conducted through the distribution of questionnaires to K3Mart employees in Medan using a Likert scale. The research sample consists of 87 respondents who are K3Mart employees in Medan and have participated in upselling soft skills and product knowledge training. The collected data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that upselling soft skills training and product knowledge have a positive and significant effect on employee competence, both partially and simultaneously. The partial test (t-test) shows that upselling soft skills training has a positive and significant effect on employee competence, with a significance value of $0.000 < 0.05$ and a t-value of $13.542 > t\text{-table value of } 1.988$. Product knowledge training also has a positive and significant effect on employee competence, with a significance value of $0.000 < 0.05$ and a t-value of $14.178 > t\text{-table value of } 1.988$. The simultaneous test (F-test) demonstrates that upselling soft skills training and product knowledge jointly have a significant effect on employee competence, with a significance value of $0.000 < 0.05$ and an F-value of $120.449 > F\text{-table value of } 2.13$. The coefficient of determination (R^2) of 0.741 indicates that 74.1% of employee competence is influenced by upselling soft skills training and product knowledge, while the remaining 25.9% is affected by other variables outside this study. Therefore, the implementation of regular training plays an important role in improving the competence of K3Mart employees in Medan.

Keywords: Soft Skill Training, Upselling, Product Knowledge, Employee Competence