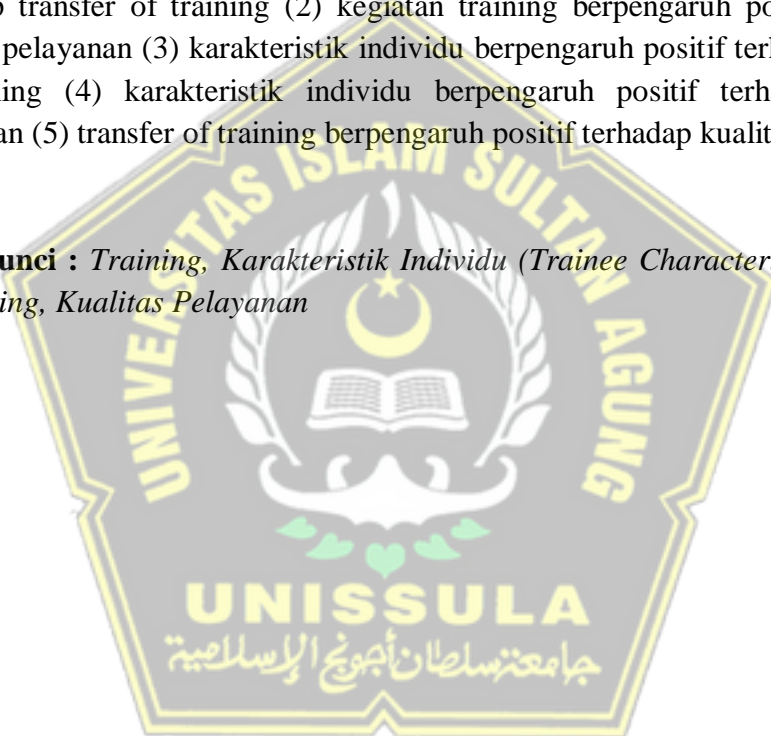


## ABSTRAK

Penelitian ini menganalisis pengaruh *training* dan *karakter individu (trainee Characteristic)* terhadap *kualitas pelayanan* melalui *transfer of training*. Populasi pada penelitian ini adalah seluruh karyawan PDAM Kab. Batang dengan sampel sebanyak 100 karyawan menggunakan kuesioner sebagai instrumen peneliian. Pengumpulan data menggunakan teknik *non-probability sampling* dengan metode random atau pengambilan data secara acak.. Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh yang signifikan antara kegiatan training terhadap transfer of training (2) kegiatan training berpengaruh positif terhadap kualitas pelayanan (3) karakteristik individu berpengaruh positif terhadap transfer of training (4) karakteristik individu berpengaruh positif terhadap kualitas pelayanan (5) transfer of training berpengaruh positif terhadap kualitas pelayanan.

**Kata Kunci :** *Training, Karakteristik Individu (Trainee Characteristic), Transfer of Training, Kualitas Pelayanan*



## ABSTRACT

*This study analyzes the effect of Training and Trainee Characteristic on Service Quality through the Transfer of Training. The population in this study were all employees of PDAM Kab. Batang with 100 employees as a sample and using a questionnaire as a research instrument. The sampling uses non-probability sampling techniques with random methods or random data sampling. The results of this study indicate that (1) training have a positive effect on transfer of training (2) training activities have a positive effect on service quality (3) trainee characteristic have a positive effect on transfer of training (4) trainee characteristic have a positive effect on service quality (5) transfer of training have a positive effect on service quality.*

**Keyword :** *Training, Trainee Characteristic, Transfer of Training, Service Quality*

