

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh efektivitas modul dan kuis dalam program *product knowledge* terhadap kinerja karyawan *kitchen* di Anantara The Palm, Dubai. Modul pelatihan disajikan melalui platform berbasis tautan internal yang berisi video, kuis pilihan ganda, esai, dan materi visual yang harus diselesaikan oleh seluruh karyawan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui kuesioner terbuka kepada 11 karyawan *kitchen* dari berbagai posisi. Hasil penelitian menunjukkan bahwa materi pelatihan seperti *HACCP*, penanganan tamu dengan kebutuhan khusus, dan pengetahuan pariwisata memberikan kontribusi positif terhadap pemahaman karyawan dalam menjalankan tugas. Namun, efektivitas modul dan kuis terganggu oleh faktor pelaksanaan, seperti beban tugas yang tinggi, waktu pelatihan yang terbatas karena tidak boleh dikerjakan saat jam kerja, serta tekanan dari atasan untuk menyelesaikan pelatihan. Ditemukan pula praktik tidak sehat, seperti penyelesaian tugas oleh pihak lain. Penelitian ini menyimpulkan bahwa meskipun isi modul dan kuis bersifat mendukung peningkatan kompetensi, sistem pelaksanaannya perlu diperbaiki agar benar-benar berdampak terhadap kinerja karyawan secara optimal.

Kata Kunci: *Modul pelatihan, kuis, kinerja karyawan, product knowledge, hotel*

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*This study aims to analyze the influence of training modules and quizzes on the performance of kitchen employees at Anantara The Palm, Dubai. The product knowledge training is delivered through an internal platform containing video lessons, multiple-choice quizzes, essays, and visual materials, which must be completed by all employees. This research uses a descriptive qualitative approach, with data collected through open-ended questionnaires answered by 11 kitchen employees from various positions. The findings indicate that training topics such as HACCP, handling guests with special needs, and tourism knowledge positively contribute to employees' understanding in carrying out their daily duties. However, the effectiveness of the modules and quizzes is hindered by execution factors, including workload, limited time due to the prohibition of completing the training during working hours, and pressure from supervisors to finish the program. Unhealthy practices such as asking others to complete the tasks were also reported. The study concludes that while the training content supports skill development, improvements in the implementation system are needed to ensure it has a real impact on employee performance.*

*Keywords: Training modules, quizzes, employee performance, product knowledge, hospitality*