

IMPACT OF WORK EXPERIENCE AND TRAINING ON THE PERFORMANCE OF BEAUTY ADVISORS: A CASE STUDY OF WARDAH COSMETICS AT PT PARAGON BANDAR LAMPUNG

Euis Miftakhul Maulla¹

Yenny Marthalena²

Yuniastini³

Iskandar Ali Alam⁴

Habiburahman⁵

habiburahman@ubl.ac.id

¹²³⁴⁵Universitas Bandar Lampung

ABSTRACT

This study investigates the impact of work experience and training on the performance of beauty advisors for Wardah cosmetics at PT Paragon Technology and Innovation in Bandar Lampung. The findings reveal that both work experience and training have a positive and significant effect on the performance of beauty advisors. While the overall performance is commendable, there are fluctuations indicating the need for consistent training enhancements. The research underscores the importance of work experience in understanding products and providing accurate recommendations to consumers. When combined, work experience and regular, relevant training significantly boost beauty advisor performance. The study suggests that continuous professional development through tailored training programs is essential for maintaining high performance standards.

Keywords: *Work Experience, Training, Beauty Advisors, Performance, Cosmetics Industry*

Introduction

In the competitive landscape of the cosmetics industry, the role of beauty advisors is pivotal in bridging the gap between products and consumers. These professionals not only represent the brand but also influence consumer purchasing decisions through their expertise and interpersonal skills (Dzulhijatussarah & Defrizal, 2024; Kumar et al., 2006; Srivastava et al., 2022). Despite the critical role they play, there is limited research exploring the factors that enhance their performance, particularly in the context of emerging markets (Badir et al., 2020; Mogaji et al., 2023; Sharma et al., 2018). This study aims to fill this gap by examining the impact of work experience and training on the performance of beauty advisors for Wardah, a leading cosmetics brand in Indonesia, at PT Paragon Bandar Lampung.

The objective of this study is to understand how work experience and training contribute to the effectiveness of beauty advisors in delivering superior customer service and achieving sales targets (Adi Kristianti, 2021; Ishak et al., 2020; Tammubua & Surapto, 2021; Travilta Oktaria et al., 2024). While previous studies have highlighted the importance of training in enhancing employee performance, there is a lack of empirical evidence on how these factors interact specifically within the beauty industry (Barusman, 2019; Keh et al., 2013; Park et al., 2020; Pfann et al., 2000; Warhurst & Nickson, 2007). This research seeks to address this gap by providing insights into the synergistic effects of work experience and training on beauty advisor performance.

Methods

This study employs a quantitative research design to assess the impact of work experience and training on beauty advisor performance. The research was conducted at PT Paragon Bandar Lampung, focusing on beauty advisors working with Wardah cosmetics. A structured questionnaire was developed to collect data on the respondents' work experience, training received, and performance metrics (Indaryani et al., 2018; Kopsasih et al., 2018; Sidarauk & Habiburahman, 2023).

The sample consisted of 100 beauty advisors, selected through purposive sampling to ensure participants had varying levels of experience and training. The questionnaire included both closed and open-ended questions to capture quantitative data and qualitative insights (Azikin & Barusman, 2021; Chang & Hsu, 2022; Delen et al., 2020; Vega-Vazquez et al., 2013). The performance of beauty advisors was measured using key performance indicators (KPIs) such as sales targets achieved, customer satisfaction scores, and product knowledge assessments.

Data analysis was conducted using statistical software to perform regression analysis, determining the relationship between work experience, training, and performance. The reliability and validity of the questionnaire were tested through a pilot study, ensuring the accuracy and consistency of the data collected (Barusman & Habiburrahman, 2022; Dabale et al., 2014; Matanguihan et al., 2018).

Methodology

This study employs a quantitative research design to assess the impact of work experience and training on beauty advisor performance. The research was conducted at PT Paragon Bandar Lampung, focusing on beauty advisors working with Wardah cosmetics. A structured questionnaire was developed to collect data on the respondents' work experience, training received, and performance metrics (Indaryani et al., 2018; Kopsasih et al., 2018). The sample consisted of 100 beauty advisors, selected through purposive sampling to ensure participants had varying levels of experience and training. The questionnaire included both closed and open-ended questions to capture quantitative data and qualitative insights (Chang & Hsu, 2022; Delen et al., 2020; Vega-Vazquez et al., 2013). The performance of beauty advisors was measured using key performance indicators (KPIs) such as sales targets achieved, customer satisfaction scores, and product knowledge assessments. Data analysis was conducted using statistical software to perform regression analysis, determining the relationship between work experience, training, and performance. The reliability and validity of the questionnaire were tested through a pilot study, ensuring the accuracy and consistency of the data collected (Dabale et al., 2014; Matanguihan et al., 2018).

Result and Discussion

Results

The study results indicate a positive and significant relationship between work experience and the performance of beauty advisors. Advisors with longer work experience demonstrated higher proficiency in product knowledge and customer interaction, leading to better sales performance and customer satisfaction. This finding aligns with existing literature emphasizing the role of experience in enhancing employee competence and confidence. Training also showed a significant positive impact on beauty advisor performance. Advisors who received regular and relevant training were more adept at understanding customer needs and recommending suitable products. The training programs at PT Paragon were found to be effective in equipping beauty advisors with the necessary skills to excel in their roles.

When work experience and training were considered simultaneously, the combined effect on performance was even more pronounced. Beauty advisors who had both extensive experience and comprehensive training outperformed their peers, highlighting the synergistic effect of these two factors. The study also revealed some fluctuations in performance, indicating areas for improvement. Despite the overall positive impact of experience and training, some beauty advisors struggled to consistently meet performance targets. This suggests the need for more tailored training programs that address individual weaknesses and leverage strengths.

Discussion

The findings of this study highlight the critical role of work experience in enhancing the performance of beauty advisors. Experienced advisors exhibit superior product knowledge and customer interaction skills, leading to improved sales performance and customer satisfaction. This is consistent with previous research that underscores the importance of experience in building competence and confidence in employees (Kumar et al., 2006; Srivastava et al., 2022).

Moreover, the positive impact of training on beauty advisor performance emphasizes the necessity of continuous professional development. Advisors who undergo regular training are better equipped to understand customer needs and recommend appropriate products, confirming the effectiveness of PT Paragon's training programs. This finding supports the notion that ongoing training is essential to maintaining high performance standards and adapting to changing market demands (Badir et al., 2020; Mogaji et al., 2023; Sharma et al., 2018). The study reveals a synergistic effect of work experience and training on performance. While work experience provides a foundational knowledge and skill set, training enhances and updates these competencies, enabling beauty advisors to better meet evolving customer needs and market conditions (Adi Kristianti, 2021; Ishak et al., 2020; Tammubua & Surapto, 2021). This synergy highlights the importance of integrating experience-based learning with formal training to optimize advisor performance.

However, fluctuations in performance suggest there is room for improvement. Some advisors struggled to consistently meet performance targets, indicating that training programs should be more personalized to address

individual weaknesses and build on strengths. By tailoring training to the specific needs of advisors, organizations can further enhance the effectiveness of their professional development initiatives (Keh et al., 2013; Park et al., 2020; Pfann et al., 2000; Warhurst & Nickson, 2007).

Conclusion

This research provides valuable insights into the factors influencing beauty advisor performance in the cosmetics industry. The findings highlight the critical role of work experience and training in enhancing the effectiveness of beauty advisors, with significant implications for human resource management and training strategies. For practitioners, the study suggests that investing in both the recruitment of experienced beauty advisors and the provision of ongoing training can lead to improved performance outcomes. Companies should consider implementing regular training sessions that are aligned with the latest industry trends and consumer preferences to ensure their beauty advisors remain competitive. Future research could explore the impact of other factors such as motivation, job satisfaction, and organizational culture on beauty advisor performance. Additionally, comparative studies across different regions or brands could provide a broader understanding of the dynamics at play in the beauty industry. In conclusion, this study underscores the importance of a holistic approach to employee development, where experience and training are integrated to optimize performance. By fostering a culture of continuous learning and development, companies can enhance their competitive edge and achieve sustained success in the dynamic cosmetics market.

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