

Implementation Mentoring, Training, Counselling, Coaching, Certification on Employee Performance

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ABSTRACT

The purpose of this scientific article is to see the implementation of the variables in this article whether it has been implemented with research results and look for supporting literature for the results of this literature research. By reviewing the literature pertinent to this research variable, qualitative techniques are used in this methodology for writing research papers. Theoretical analysis, analysis of the relationships between variables in books and journals acquired both offline and online from Mendeley, Google Scholar, and other online media. The implementation of mentoring, training, counseling, coaching, certification, on employee performance has many existing articles and uses only in the elaboration of the results above as reinforcement found by the research team who are close to the object of research in the cargo object, there has not been a maximum of representatives who state the results with the object of cargo institutions, but other fields.

INTRODUCTION

The dynamics of the cargo industry is constantly evolving, companies in this sector are increasingly realizing the importance of optimizing the potential of their employees to achieve the best performance (Scherbakov & Silkina, 2019). To achieve this, cargo companies are progressively adopting an approach that includes various employee development strategies, such as mentoring, coaching, counseling, coaching, and certification (Wenny Desty Febrian.S.E.M.M | Rini Ardista et al., 2022). The combination of all of these not only affects the individual performance of employees, but also impacts operational efficiency, customer satisfaction, and a company's competitive position in an increasingly competitive market, in this article we will explore in depth how these five components - mentoring, training, counseling, coaching, and certification - contribute to improved employee performance in a cargo industry environment. Look at how each of these components interacts with the unique dynamics of the cargo industry, identifying how each influence can shape employee expertise, managerial capabilities, as well as the company's ability to respond to emerging challenges. The discussion is also concerned with the holistic integration of these components with a greater impact than simply individual performance improvement, involving aspects such as adaptability, innovation, and career development.

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By understanding the positive impact of this approach, cargo companies can leverage various components of employee development to create an environment that supports individual growth, operational improvement, and continuous customer satisfaction (Rachmad Edhie Yoesoep.et.al. 2022). Through this exposure, we aim to provide deep insights into how employee development strategies can shape the future of the cargo industry and generate significant impact for company performance in an increasingly changing

environment and increasingly complex challenges. Mentoring has a central role in guiding new and growing employees (Roberts et al., 2019). With the complexity of the With workflows, regulations, and customer demands diverse, an experienced mentor can provide valuable guidance. According to (Lunsford, 2016) through one-on-one interaction, mentors can share experiences and best practices, helping employees better understand critical aspects such as logistics management and delivery arrangements.

Training becomes the foundation for improving technical and operational skills. Employees need to be provided with an in-depth understanding of safe packaging techniques, international regulations, and goods handling procedures (Van Der Heiden et al., 2015), This training should also include an understanding of the latest technologies in item tracking, inventory management, as well as data analysis to improve efficiency and optimize shipments (Van Der Heiden et al., 2015). Complex deliveries, and possible weather delays can adversely affect the psychological well-being of employees in the cargo industry. Counseling can help employees cope with stress and better handle emergency situations. Employees can gain skills to manage uncertainty, communicate effectively, and maintain balance in an often stressful atmosphere (Capuzzi & Gross, 2013).

Managers and leaders in cargo companies must have strong leadership skills to overcome the challenges that arise every day. Individual coaching can help them hone their decision-making, team management, as well as complex problem-solving skills (Rauen, 2014). This training can help leaders deal with emergency situations and develop effective action plans. Certification is concrete evidence of competence in regulations and related practices. Employees who have certifications related to aviation safety, dangerous goods shipping, or logistics management will give customers confidence that the company has the highest standards in operations (Mastra, IG. P.Mastra.,2017). Certification can also strengthen the company's safety, security, and reputation (Gunaryadi., 2016).

The holistic integration of mentoring, coaching, counseling, coaching, and certification forms a solid foundation for optimal performance. In the cargo industry, where challenges arise all the time, employees who are trained and ready to deal with any situation will make a significant contribution. This integration also encourages adaptability to change, innovation in operations, and sustainable career development. Through a comprehensive approach to employee development, cargo companies can take steps towards long-term success (Baalsrud Hauge, 2016). With skilled and competent employees, companies can be better prepared to face industry dynamics, meet customer needs, and maintain competitive advantage (Hussein & Song, 2022). In this view, employee development strategies are not just an investment in current performance, but also a foundation for sustainable growth in the future (Goswami et al., 2020).

The purpose of this scientific article is to see the implementation of the variables in this article whether it has been implemented with research results and look for supporting literature for the results of this literature research.

LITERATURE REVIEW

Mentoring

If the following factors are taken into consideration: improved performance, increased employee engagement, and organizational process efficiency, mentoring can be a useful tool for achieving business goals. (Baran & Zarzycki, 2021). Mentoring is the process of someone with more experience (mentor) guiding, supporting, and learning from someone with less experience (mentee) to help mentees achieve their personal, academic, or professional goals (Clutterbuck, 2014). Mentoring relationships are usually based on mutual respect, open communication, and sharing of wisdom and experience between mentors and mentees (Zachary & Fain, 2022). Mentoring is done by leaders so that their followers can be as successful as their leaders (Susanto et al., 2022); (Susanto, 2021); (Susanto & Sawitri, 2022).

Training

Training is a systematic process designed to develop the knowledge, skills, and attitudes of individuals or groups in order to improve their performance in a particular task, job, or activity (Bisbey et al., 2020). Training can be done through various methods, such as formal training in the classroom, online training, on-the-job training, simulation, and so on (Rothwell et al., 2015).

Counseling

Counseling is an interactive process in which a professional counselor provides emotional, psychological, and mental assistance to an individual or group in overcoming personal, emotional, social, or psychological problems (Neukrug, 2015). Counseling aims to help clients understand and overcome life's challenges, develop self-understanding, improve stress handling skills, and achieve positive changes in their lives (Herlihy & Corey, 2014).

Coaching

Coaching is the process by which a coach provides guidance, support, and development to individuals or groups in order to achieve personal, professional, or academic goals (Cox et al., 2014). The coaching process is used to empower employees to achieve organizational goals. (Susanto et al., 2023). Coaching involves providing constructive feedback, skill development, and direction to help clients identify their potential, overcome obstacles, and achieve desired outcomes (Passmore et al., 2013).

Certification

Certification refers to the process by which a person or an entity is granted formal recognition that they possess certain knowledge, skills, and competencies in a particular field or profession (Wilson & Beard, 2013). Certification is often awarded by an authoritative body authorized to ensure that the individual or organization meets established standards and can reliably carry out tasks or work in a particular field (Noe et al., 2016).

Employee Performance

Employee performance refers to the work results and contributions made by an employee in the context of his work (Bratton et al., 2021). The extent to which employees achieve work goals, assigned tasks, established quality standards, and how employees contribute to the achievement of overall organizational goals (Bisht & Mahajan, 2021).

METHODOLOGY

By reviewing the literature pertinent to this research variable, qualitative techniques are used in this methodology for writing research papers. The process of writing a literature review involves conducting library research. Theoretical analysis, analysis of the relationships between variables in books and journals acquired both offline and online from Mendeley, Google Scholar, and other online media.

RESULTS

The expected results in the form of several articles found as a result in supporting this article as a result, the implementation of the variables in this article want to be searched with the same object, starting from a proprietary study (Mundia & Iravo, 2014) where the aim is to investigate the role of mentoring programs in employee performance and productivity at Dedan Kimathi University of Technology and Karatina University. With the results of the research the mentoring programme plays an important role in staff performance and is enhanced by knowledge transfer, career development training and mentoring skills enhancement. Results with the object of implementation in higher Education institutions with related variables in this scientific article.

The next study with mentoring variables and employee performance studies from (Agarwal & Raghav, 2023) with the aim of research to test whether employer branding and reverse mentoring factors also affect employee performance at work, and the results are four key variables that improve employee performance. These are employee engagement, employee empowerment, development value and interest value. Based on the results of the study, this study equips managers and decision makers with useful knowledge to determine priorities in policymaking, work practices, and shape or encourage work culture.

The next study is still with the variable of mentoring with employee performance from (Salau, 2022) the purpose of the study to determine the effect of mentoring on the work outcomes of selected employees of small and medium enterprises in Lagos State, Nigeria, where the results of the Internship research enable employees to increase their productivity. In addition, the study found that training has a significant effect on employee engagement. The study also shows that through thanks to employee orientation, employees can improve their civic behavior within the organization. Of the three literature articles found by the research team in this article, implementation in various

types of institutions already exists, it's just that there is no cargo company with the same variables as this article.

The next study with training variables with employee performance studies from (Salau, 2022) where the purpose of the study states that knowing the effect of training and development on employee performance at DCT Transnet, with the results of training and development research is very important organizational effectiveness. The study recommends that DCT define training objective strategies from the outset and needs analysis should be performed improving program performance. A comprehensive survey of all future South African ports.

The next study from (Ibrahim et al., 2017) with the aim of research to investigate the impact of soft skill acquisition and training methodology adopted on employee work outcomes, the results of the study examine training trends and work performance research in organizations that focus on technical or hard skills to train employees and assess work performance.

The next study from (Abukhader & Onbaşıoğlu, 2021) with the aim of research to determine the influence of five general factors of quality management Health practices of Turkish public hospital employee performance, the results of TQM factor research have significant importance in analyzing the data collected, there is an increased impact on employee performance and training retention effect, correlation between employee performance and TQM factors. After being described from some literature, research results from scientific articles that exist are very minimal for training variables with employee performance in literature from various journal sources.

The next study with the variable of counselling with employee performance studies from (Matolo & Mukulu, 2016) with the aim of research to explore the role of employee performance counseling in public universities and focusing on Kenyatta University as a case study in Kenya, population administration research, counselors, teachers and non-teachers, the results of the study produced a positive relationship between both counseling and staff performance in public universities in Kenya.

The next study from (SALUM ABDUL PALANGO, 2020) where the purpose of the study was to test the effectiveness of training and performance counseling for local government employees in Tanzania using the case study of Nanyumbu District Council, the results of research on the importance of training and mentoring in their performance. From some existing literature, the implementation of the results of the variables of counsel and employee performance is in fields other than those related to this article, namely cargo.

A subsequent study of coaching variables with employee performance variables studies from (Song & Thompson, 2011) with the aim of introducing empirical studies from two international field studies, one of which uses B2B salespeople in Latin America and elsewhere using the frontline between business and consumer employees of service organizations in Canada, the results of coaching research can explain 2.9% and 6.2% variation in results when you examine length of service and experience.

A subsequent study from (Budhiraja, 2023) with the aim of research testing whether employees will perform better on task and contextually when organizational learning is coupled with coaching behavior from their superiors, the research results of selected organizational leaders show two main types of training behaviors: inspiration-based training behaviors and facilitation-based training behaviors. Regarding the moderating role of training behavior, it is documented that facilitation-based training behavior significantly moderates established good relationships (CL-TP and CL-CP), while inspiration-based training behavior from supervisors significantly affects CL-TP relationships. but negatively reduces the CL-CP ratio.

The study of the next results will be variable Certification with employee performance where the study from (Brkic-Spasojevic et al., 2017) with the aim of research the types of performance most often studied available literature includes quality, operations, markets and finance, employee performance, innovation, projects, overall company performance and customer satisfaction, research results onsisten with previous research conducted in other countries and contexts. Future studies may consist of longitudinal studies, but how to review operational performance indicators and other Serbian industrial employees also in the fields.

The next study from (Muhammad & Tahir, 2023) with the aim of research to determine the direct relationship between education, certification and qualification variables with performance mediated by employee development, the results of unidirectional relationship research and using literature research without survey respondents and not statistically. Data processing, many findings in this study can be developed again in future studies by other researchers. From the article findings for certification and employee performance variables, there has been an implementation of variables used in various objects, it's just that there is no one for cargo objects.

DISCUSSION

The elaboration of the results above is to support this results article where the research team is looking for reinforcement and describing with objects that if found to be the same will be deepened, it's just that it has not been maximized at all to find research results with the same variables and the same objects from the results of the literature found and used in this article. So this scientific article proves that there is indeed an implementation for all variables in this article with objects or fields that are not the same.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of mentoring, training, counseling, coaching, certification, on employee performance has many existing articles and uses only in the elaboration of the results above as reinforcement found by the research team who are close to the object of research in the cargo object, there has not been a maximum of representatives who state the results with the object of cargo institutions, but other fields.

In the future, it is necessary to use variables in this study with the object of cargo research, with quantitative or qualitative methods in the future.

FURTHER STUDY

The results of this scientific article contribute to a collection of qualitative research results by using article literature as reinforcement in producing this scientific article.

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