

# The Effect of Training Lecture, e-Learning on the Improvement of Professional Competency and its Impact on the Medical Representative Performance of PT XYZ

Charles<sup>1</sup>, Prih Sarnianto<sup>2</sup>, Derriawan<sup>3</sup>

<sup>1,2,3</sup>Masters Program in Pharmaceutical Sciences, Pancasila University, Indonesia

Jl. Raya Lenteng Agung No.56-80. Srengseng Sawah, Kec. Jagakarsa, Kota Jakarta Selatan 12640, Indonesia

wirnata.charles[at]gmail.com

**Abstract:** Professional competence is important in supporting employee performance, especially marketing staff. In this study, professional competence is the focus of this research because it is a very important basis for marketing staff to be able to market their products well to customers so that it will impact on performance. To increase the professional competence of marketing staff, it is necessary to provide ongoing training such as face-to-face training and independent study. Face-to-face training / training lectures (variable X1) and e-Learning (Variable X2) are associated with professional competence (Variable Y1) and professional competence is associated with performance (Variable Y2). This research was conducted on 126 injection line medical representatives and 224 oral lines from 11 major cities in Indonesia by filling out a questionnaire. The data obtained were analyzed using appropriate software to analyze the characteristics of Medical representatives who were used as respondents and for the analysis of the validity test and reliability test of the questionnaire items, then the data were also analyzed using SEM to see the relationship between the variables. From the results of the analysis, the results of the Training lecture can significantly increase professional competence, e-Learning can significantly increase professional competence, Professional competence has a significant impact on performance, training lectures do not have a significant impact on performance and e-Learning has a significant impact on performance.

**Keywords:** Training lecture, e-Learning, professional competence, performance, medical representative

## 1. Introduction

Competition in an industry is generally influenced by internal factors of the company and external factors / macro environmental factors where the business is located. Internal factors will be strongly influenced by the resources and competencies of a company, for example in terms of mastery of technology, production processes, logistics, marketing and the company's distribution capabilities. Macro environmental factors are a factor outside the company that is constantly changing and has an impact on the company and industry. Company management must be able to see and understand these changes and adapt to changes with adjustments to corporate strategy.

Competition The pharmaceutical industry in Indonesia has experienced significant changes in the last 6 years. The main factor affecting the pharmaceutical industry competition in Indonesia is the implementation of JKN which began in 2014 which changed the pattern of drug use from patents or branded generics to generic drugs, although market growth was high due to the increase in the number of JKN participants which did not make pharmaceutical industry sales grow high.

Data for 2017, the number of BPJS participants reached 188 million, while the Indonesian pharmaceutical market was only 72.2 trillion with a growth of only 4.5%. Can be analyzed more deeply how much the existing market share is when compared to the number of pharmaceutical industries which reached 217 companies so that the competition is getting tighter.

Although the market share after JKN increased, only generic drugs, while branded generics, which were before JKN, had decreased. So that all pharmaceutical companies are fighting over the branded generic market share because they have a bigger margin.

**Table I:** JKN and the Indonesian Pharmaceutical Market

Year	JKN participants		Pharmaceutical Industry	
	Amount	Growth	Market Share	Growth
2013	76 million	30% of the population	53.8 T	-
2014	122 million	60.50%	59.5 T	10.60 %
2015	142 million	16.40%	62.3 T	4.70%
2016	172 million	21.10%	69.1 T	18.90%
2017	188 million	9.30%	72.2 T	4.50%

High regulation in the pharmaceutical industry also has an impact on regulations in the marketing of the product itself, when viewed from the marketing, there are 2 types of drugs, namely OTC (Over the Counter) drugs or commonly known as OTC (over the counter) drugs that can be sold without a doctor's prescription and ethical drugs must be through a doctor's prescription. Direct consumer OTC drugs determine what drug they want, while ethical patients do not have a choice in determining what drug to use but the doctor has the decision. Thus ethical drug marketing is very different from ordinary commercial products.

The marketing / marketing department is one of the most important departments for a company. The marketing function allows companies to identify consumer needs and wants, and how to deliver their products to meet consumer

needs and wants. This also applies to pharmaceutical companies, thus pharmaceutical companies cannot be separated from marketing.

Marketing communication plays a very important role in influencing consumers to purchase a product. Marketing communications can provide information or show consumers about the importance of using the product, who needs the product, how to use the product, and the conditions that require the use of the product. Communication in marketing allows a company to connect their brand with a person, place, event, experience, feeling and other things. Doing so can increase brand equity and drive sales.

In promoting its products to customers or doctors, the pharmaceutical industry requires marketing personnel who have good professional competence because they will communicate scientific medicinal products to scientific medical personnel, in the pharmaceutical industry the marketers are known as Medical Representatives, with the main task of providing information.

regarding the products that are the doctor's responsibility so that the doctor will write a prescription to be given to patients in need. Medical Representative is the spearhead in a company.

Medical Representative can be defined as a company ambassador / someone who is trusted to represent the company in order to promote products in a professional, credible and with integrity. Another term for a Medical Representative is a Detailer, because in carrying out their duties, the Medical Representative must be able to explain in detail about the product being promoted to the doctor.

In marketing their products, Medical Representatives must have good competence, this can be obtained by attending training, continuous training, this training aims to make Medical Representatives update their competencies to be more confident in marketing their products, have the courage to argue, be brave is to provide discussion information and have the ability to have a good relationship with doctors.

Training is a method used by companies to increase knowledge, skills needed by employees in order to achieve the desired performance. Uses Moodle which can be accessed directly via the cellphone of each Medical Representative. The platform can be downloaded via the play store or appstore.

## 2. Literature Review

Training refers to the method used to deliver new or existing employees with existing skills they need to do the job [1]. The main objectives of training can be divided into 5 areas: 1) To improve employee skills in accordance with technological changes; 2) To reduce study time for new employees to become competent; 3) To help with operational problems; 4) To prepare employees for promotion; 5) To orient employees to be more familiar with the organization [2].

E-Learning is learning that is structured with the aim of using an electronic or computer system so that it is able to support the learning process [3]. The characteristics of E-learning are networked, which makes it able to quickly repair, store or retrieve, distribute, and share learning and information [4].

The definition of competence is an ability or the capacity of a person to perform various tasks in a job, where the ability is determined by intellectual and physical factors [5].

Quality is a comprehensive and multi facet phenomenon. The service quality dimension is based on the five aspects of the quality component. The five components of service quality are known as ServQual. The five dimensions of quality include: Responsiveness, Reliability, Assurance, Empathy, and Tangible [5]. Professional Competency is an individual's ability in matters relating to the implementation and completion of certain tasks at work [6].

Medical representatives (medical reps) are people who work in the sales (sales) and marketing (marketing) fields of the pharmaceutical industry. This medical rep represents companies to promote their products to doctors as prescribers or representing end consumers (patients) in determining the drugs they will consume and possibly to other institutions such as clinics, hospitals, and maternity homes [7].

## 3. Problem Definition

To improve the professional competence of Medical Representatives at PT XYZ, PT XYZ has conducted trainings and trainings that are lecture or face-to-face with trainers with very limited frequency and duration of training, the disadvantage of this method is that the level of understanding is different between one Medical Representative. With others, besides that, the level of knowledge needs that is not the same is also an obstacle so that e-Learning is needed which can be learned anytime and anywhere according to their needs. This e-Learning platform.

Based on the description above, the writer wants to know whether there is a difference in the effect of training lectures with e-Learning on Professional Competence and Performance, for that the author takes the research title The Effect of Training Lectures, e-Learning on Increasing Professional Competence and Its Impact on Performance Medical Representatives of PT. XYZ.

## 4. Methodology

This research is a quantitative descriptive study that performs calculations by looking at the variables that have more influence between the two conditions, Training Lecture and e-Learning. The data obtained are survey data from Medical Representatives and primary data from HR PT XYZ.

The calculation of professional competence and performance is carried out using the SEM method. This study begins with a questionnaire to see the competence

and performance of 126 Medical Representatives for the Injection line and 224 people for the PT XYZ oral line in 11 major cities in Indonesia (PekanBaru, Palembang, Jakarta, Bekasi, Tangerang, Bandung, Semarang, Yogyakarta, Solo, Surabaya, and Makassar). In the flow of activities, there are components that will be evaluated such as professional competence and performance. Then do an analysis of the effect of Lecture training with e-Learning, the highest score is the better.

**5. Results of Research**

Based on the results of research conducted on 350 PT XYZ Medical Representatives then processed using the appropriate software and it is known some of the characteristics of the respondents.

**a) Department**

Respondents based on the department numbered 350 people consisting of an oral team of 224 people and from the injection team as many as 126 people. These results indicate that most departments are oral, which is 64%.

**Table 2:** Respondents Department

	Frequency	Percent	Valid Percent	Cumulative Percent
a. Oral	224	64	64	64
b. Injeksi	126	36	36	100
Total	350	100	100	

**b) Length of Work**

Respondents according to length of work amounted to 350 people, respondents who worked 1-2 years as many as 78 people and more than 2 years as many as 272. These results indicate that the most length of work is over 2 years, namely 77.7% of the most length of work is over 2 years, namely 77.7%.

**Table 3:** Respondents' length of work

	Frequency	Percent	Valid Percent	Cumulative Percent
a. 1to 2 years	78	22.3	22.3	22.3
b. >2 years	272	77.7	77.7	100
Total	350	100	100	

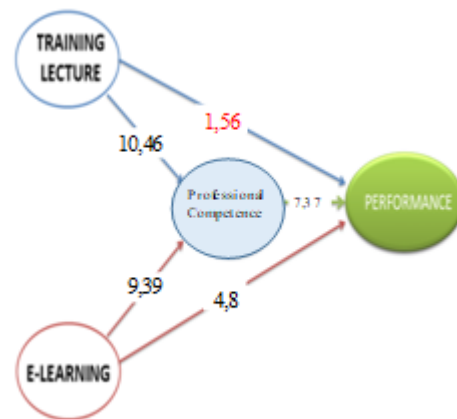
**c) Area**

Respondents by area totaled 350 people, respondents from the Bandung area were 38 people, Bekasi area was 21 people, Jakarta area was 100 people, Makassar area was 18 people, Palembang area was 20 people, Pekanbaru area was 10 people, Semarang area was 22 people 28 people in Solo area, 38 people in Surabaya area, 30 people in Tangerang area and 27 people in Yogyakarta area. These results indicate that the area with the most respondents is Jakarta with 100 people or a percentage of 28.6%.

**Table 4:** Area of Respondents

Area	Frequency	Percent	Valid Percent	Cumulative Percent
BANDUNG	36	10.3	10.3	10.3
BEKASI	21	6	6	16.3
JAKARTA	100	28.6	28.6	44.9
MAKASSAR	18	5.1	5.1	50
PALEBANG	20	5.7	5.7	55.7
PEKANBARU	10	2.9	2.9	58.6

SEMARANG	22	6.3	6.3	64.9
SOLO	28	8	8	72.9
SURABAYA	38	10.9	10.9	83.7
TANGERANG	30	8.6	8.6	92.3
YOGYAKARTA	27	7.7	7.7	100
Total	350	100	100	



**Figure 1:** Research results from the conceptual framework

**Table V:** SEM analysis results for each variable

Variable	t count	t table	CR	Information
Professional competence ← Training lecture	10.46	1.96	10.46	Significant
Professional competence ← e-learning	9.39	1.96	9.39	Significant
Performance ← Professional competence	7.37	1.96	7.37	Significant
Performance ← Training lecture	1.56	1.96	1.56	Not Significant
Performance ← e-learning	4.8	1.96	4.8	Significant

- 1) In the table above the t value of the Training Lecture variable = 10.46 > 1.96, which means that this variable has a positive and significant effect on the Professional Competence variable.
- 2) In the table above, the t value of the e-Learning variable = 9.39 > 1.96, which means that this variable has an effect
- 3) positive and significant towards the Professional Competence variable.
- 4) In the table above, the t value for the Professional Competence variable = 7.37 >
- 5) 1.96, which means this variable has a positive and significant effect on the Performance variable.
- 6) In the table above the t value of the Training Lecture variable = 1.56 < 1.96, which means that this variable has no significant effect on the Performance variable
- 7) In the table above, the t value of the e-Learning variable = 4.80 > 1.96, which means that this variable has a positive and significant effect on the performance variable.

**6. Conclusions**

Based on the discussion and interpretation of the results of this study, it can be concluded that the training lecture and e-Learning have a significant influence on professional competence at the Medical representative of PT XYZ, the training lecture is more significant when compared to e-Learning. Training Lecture provides a strong basis for

professional competence, e-Learning is very helpful as personalized learning. With the increase in professional competence, it will greatly affect the performance of the Medical representative of PT XYZ.

Direct training lectures do not have a significant effect on performance, training lecture has more effect on professional competence, e-Learning has a significant direct effect on performance, although both are still far below the influence of professional competence in improving performance.

## 7. Scope of the Future

Training lectures and e learning are learning methods that must be inline one another, so that they complement each other and form an integral part of the learning process to improve professional competence and also improve performance. Therefore these two methods must complement each other.

The results of the questionnaire indicate several suggestions that are needed so that training lectures have a greater impact on performance. In this questionnaire, it is hoped that the role of training, especially Lecture training, can help sales of new products, new products are still very urgent homework to be completed because there are still many new products whose sales are still slow after the product is launched. The role of the training lecture must be bigger in increasing detailing skills so that confidence in marketing new products will also increase.

## References

- [1] Dessler, G. 2008. Human Resource Management (11thed). London : Pearson International Edition.
- [2] CarrelldanKuzmits. 1982. PelatihanTenagaKerja. Jakarta: PT Pradnya.
- [3] Allen, Michael. 2013. Michael Allen's Guide to E-learning. Canada : John Wiley. & Sons.
- [4] Rosenberg, M.J. (2001) E-Learning: Strategies for Delivering Knowledge in the Digital Age. McGraw-Hill, New York..
- [5] Robbins Stephen P. 2007. Organizational Behavior, Vol. 1 & 2. Gramedia: Jakarta..
- [6] WinaSanjaya, 2006. Educational Process-Oriented Learning Strategy Standards. Jakarta: KencanaPrenada Media.
- [7] Craven Davids, W. 2000. Strategic Marketing. Texas : McGraw-Hill

## Author Profile

**Charles**, student of the Masters Program in Pharmaceutical Sciences, Pancasila University with a concentration in specialization in the pharmaceutical business. Born in Lampung on July<sup>6</sup><sup>th</sup>, 1979. Currently working at the pharmaceutical company, Jakarta - Indonesia.