

ARTIFICIAL INTELLIGENCE (AI)-BASED TRAINING AND DEVELOPMENT TO ENHANCE EMPLOYEE PRODUCTIVITY AND PERFORMANCE AND ITS EFFECT ON PURCHASE DECISIONS AT CV CAPTION MEDIA DIGITAL

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Abstract

This study aims to examine the role of Artificial Intelligence (AI)-based training and development in enhancing employee productivity and performance and its subsequent effect on purchase decisions at CV Caption Media Digital. The research employs an exploratory sequential mixed-method design, combining qualitative and quantitative approaches. The qualitative phase explores AI-based training practices, while the quantitative phase involves 96 respondents selected using the Bernoulli formula. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that AI-based training significantly improves employee productivity and performance through personalized learning, real-time feedback, and adaptive training systems. Furthermore, employee productivity and performance have a positive and significant effect on purchase decisions, both individually and simultaneously. The findings reveal that the integration of AI in training not only enhances internal organizational capabilities but also contributes to improved customer satisfaction and stronger purchase decisions. This study provides theoretical contributions to the resource-based view and dynamic capabilities theory, while also offering practical implications for organizations in leveraging AI to improve human resource quality and business outcomes.

Keywords: *Artificial intelligence, training and development, employee productivity, employee performance, purchase decision, PLS-SEM, mixed methods*

INTRODUCTION

Artificial Intelligence (AI) has transformed the global business landscape. Across international, national, and regional contexts, companies increasingly integrate AI into employee training and development as a strategic means of managing and enhancing human resources. One such company is CV Caption Media Digital, which employs AI to improve employee productivity and performance. This initiative is expected to generate positive and significant organizational outcomes, particularly by influencing purchase decisions. As noted by Park et al. (2021), AI-based training can provide more targeted and responsive learning tailored to individual needs, thereby substantially improving employees' capacity to deliver optimal service (Park, Lee, dan Kim 2021). Against this background, the present study seeks to examine how AI-based training and development can enhance and optimize employee productivity and performance. The findings from the qualitative phase are subsequently extended into a quantitative phase to analyze the extent to which employee productivity and performance influence purchase decisions.

AI-based training and development plays an important role in shaping employees' skills and knowledge. AI technology can automate learning processes and provide more accurate data-driven evaluations. Heinrich (2020) argues that AI-based training improves employees' adaptability to market changes and strengthens a company's competitive advantage (Heinrich 2020). Similarly, Liu et al. (2019) emphasize that AI-based training enables firms to deliver faster and more customized learning that aligns more closely with employee needs, while also significantly improving productivity (Liu, Wang, dan Zhang 2019). In this context, AI-based employee training and development can be understood through several key dimensions, including training customization, real-time interaction and feedback, the use of data analytics for performance evaluation, employee satisfaction with training, training time

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efficiency, and employees' level of technology adoption. Training customization reflects the extent to which a program can be tailored to employees' needs and preferences, thereby increasing relevance, engagement, and comprehension (Heinrich 2020). Real-time interaction and feedback refer to the ability of AI systems to provide immediate guidance during training, enabling employees to correct mistakes and improve performance more quickly (Liu, Wang, dan Zhang 2019). The use of data analytics for performance evaluation reflects AI's ability to assess employee progress and identify areas requiring improvement so that training programs can be continuously refined (Park, Lee, dan Kim 2021). Employee satisfaction with training captures perceptions of the content, delivery method, and relevance of the material, all of which affect motivation to participate and apply learning outcomes in the workplace (Zhang, Huang, dan Li 2020). Training time efficiency indicates the extent to which AI-based training allows employees to complete learning processes more quickly than conventional methods (Weng, Zhang, dan Lin 2022). Meanwhile, employees' level of technology adoption reflects how far employees accept and effectively use AI technology in training activities, which in turn shapes the effectiveness of the entire process (Chen, Huang, dan Wei 2022).

One of the central outcomes expected from AI-based training and development is improved employee productivity. In general, productivity refers to the extent to which employees generate outputs that meet organizational standards effectively and efficiently. In the present study, employee productivity plays a dual role. First, it serves as an outcome of AI-based employee training and development in the qualitative phase. Second, it functions as an independent variable (X1) in the quantitative phase, where it is used to examine its effect on purchase decisions. As explained by Weng et al. (2022), improvements in employee productivity resulting from effective training have a direct impact on customer satisfaction (Weng, Zhang, dan Lin 2022). In this regard, AI-based training not only enhances technical capability but also strengthens operational efficiency, which may ultimately influence consumer purchase decisions.

Employee productivity can be assessed through several indicators, including output per employee, task completion time, output quality, customer satisfaction, repurchase frequency, and innovation and process improvement. Output per employee measures the total products or services generated by an employee within a given period and thus reflects work efficiency directly (Weng, Zhang, dan Lin 2022). Task completion time evaluates how quickly employees complete tasks or projects, indicating their ability to reduce delays while increasing productivity (Liu, Wang, dan Zhang 2019). Output quality assesses whether the products or services delivered meet organizational standards, with higher quality reflecting stronger work outcomes (Heinrich 2020). Customer satisfaction indicates the extent to which customers are satisfied with the services or products delivered by employees and is closely associated with productivity (Jones dan Brown 2022). Repurchase frequency reflects the extent to which customers repeatedly purchase products or services, indicating that employees are able to create positive customer experiences (Katzenbach dan Smith 2020). Innovation and process improvement measure employees' contributions in generating new ideas or improving work systems, both of which signal higher productivity (Lee, Kim, dan Park 2021).

In addition to productivity, AI-based training and development is also intended to enhance employee performance. Employee performance refers to the ability of employees to achieve organizational targets and deliver quality service to consumers. Zhang et al. (2020) argue that optimal performance can be achieved through AI-based training because such systems provide real-time feedback and accelerate competence development (Zhang, Huang, dan Li 2020). In this study, employee performance is examined not only to understand how it can be fostered and optimized through AI-based training and development, but also to measure the extent to which it influences purchase decisions. Jones dan Brown (2023) explain that strong employee performance positively affects the quality of service received by consumers (Jones dan Brown 2022). Employee performance also has a positive and significant effect on purchase decisions, which constitute the dependent variable of this study (Jones dan Brown 2022).

To capture this construct, employee performance is measured through several indicators, namely work target achievement, service quality, speed in completing tasks, adaptability, and feedback from colleagues and supervisors. Work target achievement reflects the extent to which employees meet or exceed the targets established by the company, whether in terms of quantity or quality of outcomes (Kotler dan Keller 2016). Service quality can be assessed through consumer feedback and includes dimensions such as speed, accuracy, and employee attitude in interacting with customers (Weng, Zhang, dan Lin 2022). Speed in completing tasks refers to the time required to complete particular assignments or projects and contributes directly to operational efficiency (Zhang, Huang, dan Li 2020). Adaptability concerns the ability of employees to respond effectively to changes in the work environment, including procedural changes and new technologies, while still maintaining productivity (Heinrich 2020). Feedback from colleagues and supervisors provides an additional perspective on how effectively employees collaborate and contribute to organizational goals (Zhang, Huang, dan Li 2020).

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The dependent variable in this study is purchase decision, which represents the final outcome of consumers' evaluation of the products or services they receive (Kotler dan Keller 2016). More specifically, purchase decision refers to the evaluative process that consumers undergo before deciding to buy a product or service. According to Jones dan Brown (2022), positive consumer experiences derived from interactions with competently managed firms strongly influence purchase decisions (Jones dan Brown 2022). In the context of this study, purchase decision is analytically positioned as the outcome influenced by employee productivity and employee performance, both of which are expected to improve through AI-based training and development. The construct of purchase decision can be measured through several indicators, including consumer satisfaction level, repurchase frequency, product consideration, perceived value, social influence, need alignment, and perceived risk.

Consumer satisfaction level measures the degree to which consumers are satisfied with the product or service they receive; previous studies show that higher satisfaction encourages repeat purchasing behavior (Kotler dan Keller 2019). Repurchase frequency reflects how often consumers make repeat purchases and therefore indicates loyalty and sustained satisfaction (Oliver 1999). Product consideration refers to the extent to which consumers carefully evaluate a product before buying it, with deeper evaluation generally leading to stronger purchase decisions (Solomon 2017). Perceived value measures consumers' assessment of the benefits obtained relative to the costs incurred; the higher the perceived value, the greater the likelihood of purchase (Parasuraman, Zeithaml, dan Berry 1988). Social influence captures the effect of recommendations or opinions from others, such as friends or family, on purchase decisions (Cialdini 2009). Need alignment refers to the degree to which a product matches consumers' needs, which increases the likelihood of purchase (Hawkins, Mothersbaugh, dan Kleiser 2016). Perceived risk measures consumers' level of concern regarding the possible risks associated with purchasing, where lower risk perception tends to strengthen purchase decisions (Mitchell dan Boustani 1994).

Although previous studies have established important relationships among AI-based training, employee productivity, employee performance, and purchase decisions, significant gaps remain in the literature. Smith (2020) found that technology-based training can improve employee productivity and job satisfaction, yet the study did not examine its effect on purchase decisions (Katzenbach dan Smith 2020). Jones dan Brown (2022) concluded that effective training directly affects customer interaction and purchase decisions, but their work did not emphasize the mediating or parallel role of productivity and performance in a focused analytical model (Jones dan Brown 2022). Heinrich (2020) similarly highlighted the positive impact of AI on training efficiency without specifically addressing its long-term effect on consumer purchase decisions (Heinrich 2020).

Weng et al. (2022) demonstrated that AI-based training improves internal efficiency and strengthens the relationship between productivity and customer experience, while Liu et al. (2019) focused primarily on the short-term benefits of AI implementation in training (Weng, Zhang, dan Lin 2022; Liu, Wang, dan Zhang 2019). However, these studies did not explicitly examine how productivity and performance generated through AI-based training and development shape consumer decisions. Likewise, Zhang et al. (2020) emphasized AI's role in enabling employees to adapt more quickly to market dynamics, yet did not directly analyze the effect of employee productivity and performance on purchase decisions (Zhang, Huang, dan Li 2020). Lee et al. (2021) found that technology-based training affects employee performance, but did not extend the analysis to the downstream consequences of productivity and performance for purchase decisions (Lee, Kim, dan Park 2021). Chen et al. (2022) also highlighted the role of AI in improving employee productivity and performance, but their qualitative findings were not followed by a quantitative examination of how these improvements affect consumer purchase decisions (Chen, Huang, dan Wei 2022).

Taken together, the previous literature indicates a broad consensus that AI-based training and development can improve employee productivity and performance, and that productivity and performance positively and significantly affect purchase decisions. Nevertheless, prior research has not yet offered a comprehensive mixed-method investigation in which qualitative findings on AI-based training outcomes are systematically followed by quantitative testing of their effects on purchase decisions. This study therefore seeks to fill that gap by exploring how AI-based employee training and development enhances employee productivity and performance, and by quantitatively measuring the extent to which both variables affect purchase decisions. In doing so, this research offers a more structured and in-depth mapping of the relationships among these variables through a mixed-method approach, where qualitative findings are extended and validated through quantitative analysis. Accordingly, the study is expected to enrich the existing literature while also offering practical insights for companies in designing more effective training strategies oriented toward business outcomes, particularly in improving purchase decisions through enhanced employee productivity and performance in the digital era.

RESEARCH METHOD

This study employs a mixed-method approach using an exploratory sequential mixed methods design. The initial phase involves the collection and analysis of qualitative data to gain an in-depth understanding of the phenomenon under investigation. The findings from this phase are subsequently followed by quantitative data collection and analysis to test hypotheses derived from the qualitative results. This approach enables the identification

$$n = \frac{Z^2 \times p \times (1-p)}{e^2}$$

and exploration of emerging variables and relationships that may not yet be fully addressed in the literature, while also allowing for the validation of initial findings through quantitative analysis (Creswell 2018). The study population consists of consumers of CV Caption Media Digital, whose total number is unknown. The sample size was determined using the Bernoulli formula, where *Z* represents the z-score at a 95% confidence level (1.96), *p* denotes the estimated proportion (0.5), and *e* represents the margin of error (0.05). Based on this calculation, a total of 96 respondents were obtained (Krejcie dan Morgan 1970). In addition, the study includes employees of CV Caption Media Digital, encompassing both managers and staff members. This employee sample is specifically intended to generate qualitative data regarding AI-based training and development practices aimed at enhancing employee productivity and performance.

Data collection was conducted using a combination of qualitative and quantitative techniques to capture diverse perspectives and practices from the research subjects (Yin 2014). The methods employed include interviews, observations, documentation, and structured questionnaires. Qualitative data were analyzed using the model proposed by Miles and Huberman, which consists of data reduction, data display, and conclusion drawing/verification (Miles dan Huberman 1994). Meanwhile, quantitative data were processed using SMART-PLS software to conduct path analysis, enabling hypothesis testing and the examination of relationships among variables.

RESULTS AND DISCUSSION

Respondent Characteristics

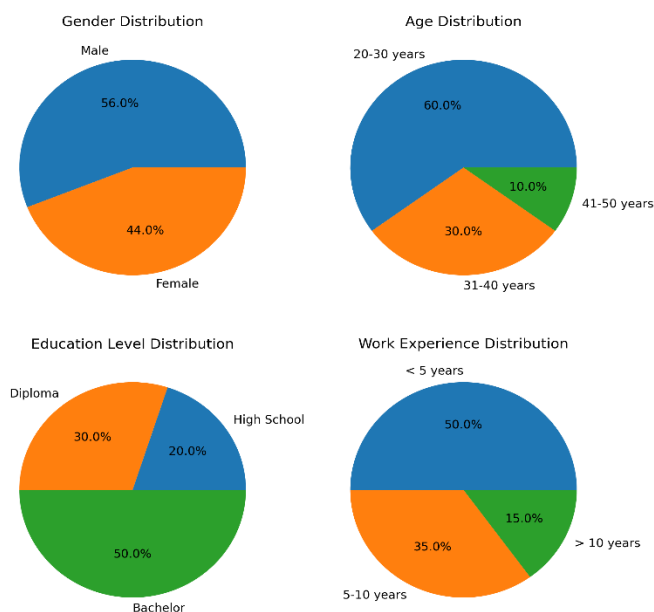


Figure 1: Respondent Characteristics Diagram

The characteristics of the respondents include gender, age, educational background, and work experience. The survey results indicate that the majority of respondents are male (56%), while females account for 44% of the total sample. In terms of age distribution, the 20–30 age group dominates with 60%, followed by the 31–40 age group (30%), and the 41–50 age group (10%). Regarding educational background, most respondents hold a bachelor’s degree (50%), followed by diploma graduates (30%) and high school graduates (20%). In terms of work experience, 50% of respondents have less than five years of experience, 35% have between five and ten years, and 15% have

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more than ten years of experience. These demographic characteristics indicate a diverse sample in terms of background and experience, which is expected to provide a comprehensive perspective on the study findings.

RESULTS AND DISCUSSION

Data Analysis Results

The data analysis in this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, which consists of evaluating the outer model and inner model, followed by hypothesis testing.

Outer Model Analysis

The outer model assessment aims to evaluate the validity and reliability of the measurement model.

Convergent validity was first assessed to ensure that each indicator accurately reflects the intended construct. The results indicate that all loading factor values for indicators of variables X1, X2, and Y exceed 0.7. This finding confirms that all indicators demonstrate strong convergent validity and are appropriate measures of their respective constructs, consistent with the threshold suggested by Hair et al. (2019), where loading values above 0.7 indicate acceptable indicator validity (Hair dkk. 2019).

Table 1
Results of Convergent Validity Test

No.	X1	X2	Y	Result	Remarks
1	0.835	0.789	0.873	> 0.7	Valid
2	0.812	0.766	0.862	> 0.7	Valid
3	0.847	0.792	0.885	> 0.7	Valid
4	0.829	0.775	0.880	> 0.7	Valid
5	0.855	0.798	0.874	> 0.7	Valid
6	0.836	-	0.869	> 0.7	Valid
7	-	-	0.876	> 0.7	Valid

Discriminant validity was subsequently evaluated to determine whether each construct is empirically distinct from other constructs. The results show that the Average Variance Extracted (AVE) values for variables X1, X2, and Y are all greater than 0.5. This indicates that each construct sufficiently captures its own variance and can be clearly distinguished from other constructs, in accordance with the Fornell–Larcker criterion (Fornell dan Larcker 1981).

Table 2
Results of Discriminant Validity Test

Construct	AVE	Result	Remarks
X1	0.591	> 0.5	Valid
X2	0.602	> 0.5	Valid

Reliability was assessed using Composite Reliability and Cronbach's Alpha. Values exceeding 0.7 indicate satisfactory reliability. The results demonstrate that all variables (X1, X2, and Y) have Composite Reliability and Cronbach's Alpha values above 0.7, confirming that the measurement instruments are reliable and consistent for research purposes (Nunnally dan Bernstein 1994).

Table 3
Results of Reliability Test

Construct	Composite Reliability	Cronbach's Alpha	Result	Remarks
X1	0.895	0.851	> 0.7	Reliable
X2	0.879	0.841	> 0.7	Reliable
Y	0.891	0.856	> 0.7	Reliable

Inner Model Analysis

The inner model evaluation aims to assess the structural relationships among variables and the predictive capability of the model. The R-Square value for the dependent variable (Y) is 0.793, indicating that approximately 79.3% of the variance in purchase decisions can be explained by the independent variables in the model. This value

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is categorized as substantial, as suggested by Chin (1998:317), who states that an R-Square value above 0.75 reflects strong predictive power.

Table 4
Results of R-Square Test

Construct	R-Square	Result	Remarks
Y	0.874	> 0.7	Strong

The predictive relevance of the model was further evaluated using the Q-Square statistic. The Q-Square value of 0.6 indicates strong predictive relevance, suggesting that the model not only explains the observed data but also has the capability to predict new data effectively. This finding is consistent with Stone (1974:113), who states that Q-Square values greater than zero indicate predictive relevance (Stone 1974).

Table 5
Results of Q-Square Test

Construct	Q-Square	Result	Remarks
Y	0.600	> 0	Good Predictive Relevance

Hypothesis Testing

Table 6 presents the results of hypothesis testing, including key indicators such as Original Sample (O), Sample Mean (M), Standard Deviation (STDEV), T-Statistics ($|O/STDEV|$), and P-Values. These metrics collectively indicate the strength, direction, and significance of the relationships among variables. The Original Sample (O) value represents the estimated path coefficient reflecting the direct relationship between independent variables (X1 and X2) and the dependent variable (Y). The coefficient for the first hypothesis (X1 → Y) is 0.523, indicating a moderately strong positive relationship between employee productivity and purchase decisions. The second hypothesis (X2 → Y) yields a coefficient of 0.472, also indicating a positive relationship, although slightly weaker than X1. Meanwhile, the third hypothesis, which examines the simultaneous effect of X1 and X2 on Y, produces the highest coefficient at 0.695, suggesting a stronger synergistic effect when both variables are considered together (Hair dkk. 2019).

The Sample Mean (M) represents the average of parameter estimates obtained through bootstrapping. The close proximity between O and M values indicates that the model estimates are stable and not biased toward specific samples. For instance, in the first hypothesis, the O value is 0.523 and the M value is 0.515, demonstrating consistency and reliability of the estimates (Fornell dan Larcker 1981). Similar consistency is observed in the second and third hypotheses, where O values of 0.472 and 0.695 correspond closely with M values of 0.468 and 0.682, respectively, further confirming model stability (Fornell dan Larcker 1981). The Standard Deviation (STDEV) reflects the variability of parameter estimates across subsamples. Lower STDEV values indicate more stable estimates. In this study, the STDEV values are relatively low: 0.073 for the first hypothesis, 0.068 for the second, and 0.055 for the third. These values suggest low variability and high consistency across subsamples, supporting the robustness of the model (Baron dan Kenny 1986).

The T-Statistics ($|O/STDEV|$) are used to assess the statistical significance of relationships. A value greater than 1.96 at a 5% significance level indicates significance. All hypotheses exceed this threshold, with T-values of 7.151 for the first hypothesis, 6.941 for the second, and 12.636 for the third. These results confirm that all relationships are statistically significant, providing strong evidence that both employee productivity and performance—individually and jointly—significantly influence purchase decisions (Chin 1998). The P-Values further confirm the statistical significance of the relationships. All hypotheses yield P-values of 0.000, indicating significance at the 1% level. This finding reinforces the conclusion that employee productivity and performance have a significant effect on purchase decisions, both individually and simultaneously (Hair dkk. 2019).

Table 6
Results of Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ($ O/STDEV $)	P Value
X1 > Y	0.523	0.515	0.073	7.151	0.000
X2 > Y	0.472	0.468	0.068	6.941	0.000
X1 X2 > Y	0.695	0.682	0.055	12.636	0.000

DISCUSSION

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This study shows that Artificial Intelligence (AI)-based training and development plays a substantial role in enhancing employee productivity and performance, which in turn significantly affects purchase decisions. In the context of CV Caption Media Digital, AI functions not merely as a technological support system, but as a strategic instrument for modernizing human resource development and aligning employee capabilities with business outcomes. AI-based training contributes significantly to employee productivity by making learning more targeted, adaptive, and efficient. In this study, AI-enabled training allows employees to receive materials tailored to their individual needs while also benefiting from real-time feedback, which accelerates skill development and workplace adaptation (Heinrich 2020). This finding supports Zhang et al. (2020), who argue that rapid and specific AI-generated feedback enhances employees' adaptability in response to rapid market changes (Zhang, Huang, dan Li 2020). In addition, AI facilitates automation in performance assessment throughout the training process, enabling CV Caption Media Digital to identify skill deficiencies more quickly and adjust training content accordingly. Weng et al. (2022) similarly emphasize that AI can reduce the time required for employees to achieve optimal competence compared with conventional training approaches (Weng, Zhang, dan Lin 2022). Moreover, direct interaction with AI technology appears to increase employee satisfaction with training because it gives them greater control over the learning process. This result is consistent with Park et al. (2021), who found that technology-based training encourages stronger participant engagement (Park, Lee, dan Kim 2021).

The relevance of AI-based training becomes even more apparent because AI allows training content to be dynamic and adaptive. In such systems, learning materials can be continuously modified based on employees' current performance during the training process. This feature is especially relevant to modern business environments, including CV Caption Media Digital, which require speed and precision in responding to ongoing change. Liu et al. (2019) note that AI in training enables firms to respond more effectively to individual employee needs while also improving overall organizational productivity (Liu, Wang, dan Zhang 2019). The findings of this study further indicate that improved employee productivity after AI-based training contributes positively to customer interaction and purchase decision-making. This is in line with Jones dan Brown (2022), who found that employee productivity and performance enhanced through AI-based training are directly associated with improved service quality, which ultimately affects customer satisfaction and purchase decisions (Jones dan Brown 2022).

Beyond productivity, AI-based training and development also has a significant effect on employee performance. At CV Caption Media Digital, AI helps employees achieve more optimal work outcomes by functioning as an interactive learning guide. The technology provides real-time evaluation throughout the training process, allowing employees to identify and correct errors immediately. This finding is consistent with Zhang et al. (2020), who state that AI-based training enables direct feedback that accelerates employee self-improvement and ultimately enhances workplace performance (Zhang, Huang, dan Li 2020). In addition to real-time evaluation, AI also enables personalized training content tailored to the needs of each employee. This increases the relevance of learning materials, making it easier for employees to understand and apply new skills in their work. Heinrich (2020) argues that personalized training materials allow employees to gain learning experiences suited to their current level of expertise, thereby increasing engagement and commitment to training (Heinrich 2020). This study also supports Lee et al. (2021), who found that personalization through AI helps reduce boredom and improve knowledge retention, which in turn positively affects employee performance (Lee, Kim, dan Park 2021).

AI-based training at CV Caption Media Digital also enhances employees' adaptability to technological and organizational change. AI allows employees to participate in continuous learning, which is essential in a business environment characterized by constant transformation. Parker et al. (2019) explain that AI-based training provides flexible learning access, enabling employees to engage with training materials anytime and anywhere (Parker, Johnson, dan Collins 2019). This flexibility strengthens their ability to adjust to changing job demands. The present findings are also supported by Yousaf et al. (2020), who state that employees who adapt quickly to technological change tend to perform better and more effectively in achieving organizational targets (Yousaf, Rasheed, dan Shahzad 2020). In this study, AI not only improves technical competence but also fosters a more proactive attitude toward work. Employees trained through AI appear more confident in handling tasks that require analytical and technical skills. This result is coherent with Dyer dan Shafer (2021), who argue that confidence supported by adequate skills contributes to better performance (Dyer dan Shafer 2021). Such increased confidence allows employees to contribute more substantially to the organization, both through work quality and through target achievement. Taken together, these findings indicate that AI-based training functions as a catalyst for continuous and responsive performance development. Because AI systems are dynamic, they allow employees not only to strengthen existing capabilities but also to address workplace challenges more effectively. This reinforces the argument of Chen et al. (2022), who state that AI plays an important role in supporting continuous performance improvement by creating opportunities for

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employees to develop new skills aligned with job demands in the digital era (Chen, Huang, dan Wei 2022). The hypothesis testing results in this study confirm that both employee productivity and employee performance significantly affect purchase decisions. Employee productivity shows a positive and significant effect on purchase decisions, with an estimated parameter (O) of 0.523 and a T-statistic of 7.151. This indicates strong support for the hypothesis (Hair dkk. 2019). The significance of this effect suggests that productivity, strengthened through improved efficiency and technical competence, is directly associated with consumer satisfaction. This finding supports Jones dan Brown (2022), who emphasize that productive employees create positive customer experiences that ultimately influence purchase decisions (Jones dan Brown 2022). Similarly, employee performance also exerts a positive and significant effect on purchase decisions, with an estimated parameter of 0.472 and a T-statistic of 6.941. This result is consistent with Liu et al. (2019), who argue that high employee performance in delivering quality service can increase customer loyalty (Liu, Wang, dan Zhang 2019). This influence indicates that employee performance encompasses not only technical competence but also the ability to respond to customer needs quickly and accurately. As a result, customers are more satisfied and more likely to engage in repeat purchases, which constitute an important indicator of purchase decision-making (Zhang, Huang, dan Li 2020).

The final test, which examined the simultaneous effect of productivity and performance on purchase decisions, yielded an estimated parameter of 0.695 with a T-statistic of 12.636. This result is stronger than the effects observed when the two variables were tested separately, indicating that productivity and performance operate synergistically in shaping purchase decisions. As explained by Parker et al. (2019), the synergy between productivity and performance enables firms to achieve greater operational efficiency and deliver consistently high-quality service, thereby encouraging consumer purchase decisions (Parker, Johnson, dan Collins 2019). This finding implies that firms seeking to improve customer purchase decisions should focus on enhancing employee productivity and performance simultaneously rather than treating them as isolated dimensions. More broadly, the results indicate that productivity, performance, and purchase decisions are closely interconnected. When productive employees work efficiently and perform at a high level, they are better able to deliver fast and high-quality service, which ultimately creates customer satisfaction and strengthens purchase decisions (Heinrich 2020). These findings confirm that investment in AI-based employee training and development not only improves internal efficiency and effectiveness but also directly affects business outcomes in the form of stronger purchase decisions.

From a theoretical perspective, this study contributes to the literature by demonstrating the significant relationship between employee productivity, employee performance, and consumer purchase decisions within the framework of AI-based training and development. The findings enrich the literature on dynamic capabilities and the resource-based view by showing how AI can function as a strategic tool for strengthening a firm's internal capabilities, particularly through improvements in employee productivity and performance. Dynamic capabilities theory emphasizes that an organization's ability to adapt and respond to environmental change depends on the continuous development of internal capabilities (Teece 2018). In this context, AI helps firms continuously refine employee capabilities in responding to market demands, which ultimately drives consumer purchase decisions as an outcome of that process. These findings deepen the understanding of AI's effect on employee productivity and performance and align with Zhang et al. (2020), who argue that direct interaction between AI and employees can improve adaptive and responsive skills in everyday operational contexts (Zhang, Huang, dan Li 2020). When firms integrate AI into training, they strengthen not only employees' technical capabilities but also their service-oriented competencies, which directly affect consumer purchase decisions. This suggests that AI acts as a catalyst for dynamic capability enhancement, enabling employees to become better prepared for challenges in rapidly changing business environments (Liu, Wang, dan Zhang 2019).

The results also reinforce performance motivation theory, which suggests that high employee performance can be stimulated through a supportive work environment. AI-based training, which enables personalized content and real-time feedback, creates an optimal learning environment and stimulates employees' intrinsic motivation to perform better (Heinrich 2020). These findings indicate that employees who receive adaptive AI-based training support are more motivated to achieve the productivity standards expected by the organization. Parker et al. (2019) support this view by arguing that motivated employees tend to contribute to higher service quality, which subsequently affects consumer purchase decisions (Parker, Johnson, dan Collins 2019). Within the resource-based view, the present findings support the argument that internal resources, such as skilled and productive employees, can become sources of competitive advantage that are difficult for competitors to imitate (Barney 1991). The integration of AI into employee training and development strengthens this internal resource by improving employees' skills and their capacity to deliver value to consumers. This is consistent with Chen et al. (2022), who argue that advanced technologies such as AI can be used to reinforce human resources as a firm's primary strategic asset (Chen,

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Huang, dan Wei 2022). In this study, AI serves as an instrument that strengthens employees' position as highly competitive resources who are not only productive and high-performing but also capable of influencing consumer purchase decisions through superior service delivery. Accordingly, the theoretical contribution of this study lies in extending dynamic capabilities theory, performance motivation theory, and the resource-based view through the lens of AI-driven employee development. The study expands current understanding of how technology can strengthen human capability in competitive business settings and demonstrates that AI-enhanced productivity and performance play a significant role in shaping consumer purchase decisions. In this regard, the study offers a broader perspective for both human resource management and marketing research by emphasizing the importance of technology-based approaches in building sustainable competitive advantage in increasingly innovation-driven markets.

From a practical standpoint, the findings suggest that AI-based employee training and development can significantly improve productivity and performance, which in turn positively affects consumer purchase decisions. Firms seeking to improve business effectiveness should therefore consider adopting AI as an integral part of their training and development strategy. AI enables better personalization of learning, allowing each employee to receive materials that match their needs and competency levels. This is in line with Lee et al. (2021), who found that AI-based personalization increases employee engagement and ensures the development of relevant skills, thereby improving productivity and work quality (Lee, Kim, dan Park 2021). AI-based training also provides real-time evaluation and feedback, allowing employees to identify mistakes quickly and make immediate improvements. Parker et al. (2019) argue that instant and specific AI-generated feedback promotes continuous competence development, which in turn contributes to improved service quality (Parker, Johnson, dan Collins 2019). High service quality is a key determinant of positive customer experience and thus directly affects purchase decisions. In other words, AI-based training strengthens the link between employee performance and customer satisfaction, which ultimately encourages customers to choose the firm's products or services. The findings further indicate that adopting AI in training not only improves employee performance but also increases organizational efficiency. Through AI, firms can reduce the time and cost associated with training processes because simulations and learning activities can be automated and tailored to individual needs. Weng et al. (2022) found that AI-based training reduces employee adaptation time to new procedures or technologies by up to 30%, enabling employees to contribute more quickly to organizational operations (Weng, Zhang, dan Lin 2022). This efficiency is particularly important in competitive business environments, where the ability to respond rapidly to customer needs constitutes a significant competitive advantage.

Another practical implication is that the productivity and performance gains generated by AI-based training also have long-term implications for customer loyalty. Jones dan Brown (2022) show that customers tend to choose products or services from companies that consistently provide positive experiences (Jones dan Brown 2022). In this context, employees who are well trained through AI can deliver more consistent and responsive service, thereby increasing the likelihood of repeat purchases from satisfied customers. This suggests that firms investing in AI-based training benefit not only from greater efficiency and better service quality but also from a stronger customer base built on high-quality service experiences. Overall, the practical implications of this study emphasize that firms seeking to maximize consumer purchase decisions should prioritize the improvement of human resource quality through technology-based training. AI not only accelerates employee skill development but also fosters an adaptive and proactive learning culture within the organization. Thus, companies that utilize AI in employee training improve productivity and performance directly while also building long-term competitiveness through the quality of service produced by their employees. In this respect, the study supports Zhang et al. (2020), who stress the importance of AI in creating competitive advantage through the development of skilled and adaptive human resources (Zhang, Huang, dan Li 2020).

CONCLUSION

This study concludes that AI-based employee training and development plays a significant role in enhancing employee productivity and performance at CV Caption Media Digital, which subsequently exerts a positive effect on consumer purchase decisions. The findings demonstrate that AI-based training not only enables personalized learning and real-time feedback but also improves training efficiency, allowing employees to achieve optimal competence more rapidly. Enhanced productivity is shown to positively influence customer satisfaction, which ultimately drives purchase decisions. This result aligns with the resource-based view, where improvements in employee skills and productivity through AI strengthen a firm's competitive advantage. Furthermore, improved employee performance resulting from AI-based training enhances service quality, thereby increasing customer loyalty and encouraging repeat purchases. From a practical perspective, the study suggests that organizations seeking to improve service

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effectiveness should consider integrating AI into their training programs. AI enables firms to deliver training that aligns with individual employee needs, fostering an optimal, outcome-oriented learning environment. Accordingly, AI-based training not only contributes to human resource development but also serves as a strategic lever for improving business performance through stronger consumer purchase decisions.

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