ABSTRACT

Virtual training creates distinct experiences for Generation X, Y, and Z employees, resulting in unique engagement patterns. This study analyzes training engagement using Frederick's (2004) three-dimensional framework encompassing behavioral, affective, and cognitive engagement. Understanding these multigenerational engagement patterns is crucial for optimizing virtual training platform design. This phenomenological study explores the engagement patterns of multigenerational employees at United Tractors Semarang. Using thematic analysis within a qualitative phenomenological approach, we conducted in-depth interviews with 9 participants (3 from each generation). Findings reveal significant generational differences in training needs: Generation X prefers simple interfaces with quick access, while Generation Z actively uses mobile applications and requires optimization of the UT SMART app. Based on these findings, we recommend integrating these generational engagement patterns into UT SMART to enhance platform inclusivity. Additionally, customization options should be considered to further improve inclusiveness.

Keywords: virtual training, multigeneration, training engagement, platform design