

Pengaruh motivasi intrinsik dan ekstrinsik terhadap perilaku knowledge sharing oleh knowledge contributor: studi kasus Group Strategic Information Technology (GSIT) PT. Bank XYZ = The Influence of intrinsic and extrinsic motivations towards knowledge sharing behavior by knowledge contributor: case study Group Strategic Information Technology (GSIT) PT. Bank XYZ / Shanti Ratna Ningsih

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Abstrak

ABSTRAK

Saat ini pembangunan dan penyebaran knowledge menjadi faktor yang sangat penting dalam persaingan bisnis. Knowledge dipandang sebagai komoditas yang bernilai dan terkandung dalam sebuah produk (terutama produk teknologi tingkat tinggi) atau dapat juga berwujud tacit knowledge yang dimiliki oleh karyawan yang umumnya memiliki mobilitas yang tinggi. Akan tetapi, masih banyak individu yang tidak mau membagi pengetahuan yang dimilikinya. Kegiatan knowledge sharing pada Group Strategic Information Technology (GSIT) PT. Bank XYZ juga mengalami permasalahan serupa. Knowledge Management System (KMS) yang disediakan agar para pekerja dapat membagi pengetahuan yang dimilikinya masih jarang digunakan. Penelitian ini dilakukan untuk mengetahui motivasi yang dapat digunakan untuk mendorong knowledge contributor melakukan knowledge sharing pada Group Strategic Information Technology (GSIT) di PT. Bank XYZ.

Penelitian ini menggunakan Theory of Reasoned Action (TRA) sebagai model dasar yang dimodifikasi berdasarkan penelitian-penelitian terdahulu. Teori Organizational Citizenship Behavior (OCB) digunakan untuk mewakili faktor motivasi intrinsik. Data yang digunakan dalam penelitian ini berasal dari hasil penyebaran kuesioner kepada 142 pekerja Group Strategic Information Technology (GSIT) di PT. Bank XYZ. Data dianalisis menggunakan Structural Equation Modeling (SEM) dengan pendekatan Partial Least Square (PLS) dengan bantuan tool SmartPLS v3.2.3.

Hasil penelitian ini menunjukkan bahwa motivasi yang mendorong knowledge contributor untuk melakukan knowledge sharing adalah motivasi intrinsik dan ekstrinsik. Motivasi intrinsik yang memiliki pengaruh terhadap sikap para pekerja dalam melakukan knowledge sharing adalah altruism, conscientiousness, civic virtue, dan sense of self worth. Motivasi ekstrinsik yang memiliki pengaruh terhadap sikap para pekerja dalam melakukan knowledge sharing adalah extrinsic reward dan reciprocity. Selain itu, hasil penelitian ini mengkonfirmasi model TRA dimana knowledge sharing attitude terbukti memiliki pengaruh positif terhadap knowledge sharing intention, dan knowledge sharing intention juga terbukti memiliki pengaruh positif terhadap knowledge sharing behavior.

<i>ABSTRACT</i>

Currently the development and dissemination of knowledge becomes a very important factor in business competition. Knowledge is seen as a valuable commodity and is contained in a product (especially the high level of technology products) or can also intangible tacit knowledge held by employees who generally have

high mobility. However, there are still many individuals who are not willing to share their knowledge. Knowledge sharing activities in the Group Strategic Information Technology (GSIT) PT. Bank XYZ also experienced similar problems. Knowledge Management System (KMS) is provided so that workers can share their knowledge was rarely used. This study was conducted to determine the motivation that can be used to encourage knowledge sharing knowledge contributors do in Group Strategic Information Technology (GSIT) at PT. Bank XYZ.

This study using the Theory of Reasoned Action (TRA) as the basic model is modified based on previous studies. Theory of Organizational Citizenship Behavior (OCB) is used to represent the intrinsic motivation factors. The data used in this study is derived from the results of questionnaires to 142 workers Group Strategic Information Technology (GSIT) at PT. Bank XYZ. Data were analyzed using Structural Equation Modeling (SEM) approach Partial Least Square (PLS) with the help of tool SmartPLS v3.2.3.

These results indicate that the motivation that drives knowledge contributor to knowledge sharing are intrinsic and extrinsic motivations. Intrinsic motivations that has an influence on the attitude of workers in conducting knowledge sharing is altruism, conscientiousness, civic virtue, and sense of self worth. Extrinsic motivations that has an influence on the attitude of workers in doing is extrinsic reward knowledge sharing and reciprocity. In addition, the results of this study confirm the model of TRA in which knowledge sharing attitude shown to have a positive influence on knowledge sharing intention, and knowledge sharing intention was also shown to have a positive influence on knowledge sharing behavior.