

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh keragaman kognitif terhadap berbagi pengetahuan, kemudian menguji pengaruh berbagi pengetahuan terhadap inovasi tim. Penelitian ini juga bertujuan untuk menguji pengaruh berbagi pengetahuan pada keragaman kognitif dan inovasi tim serta menguji pengaruh moderasi iklim tim pada keragaman kognitif dan berbagi pengetahuan. Penelitian ini dilakukan pada 39 tim kreatif lembaga penyiaran radio dan televisi di Yogyakarta, Provinsi Daerah Istimewa Yogyakarta (DIY).

Hasil temuan penelitian mengkonfirmasi teori motivasi pengolahan pengetahuan di dalam tim. Secara empiris menunjukkan bahwa keragaman kognitif berpengaruh positif signifikan pada berbagi pengetahuan, berbagi pengetahuan berpengaruh positif signifikan pada inovasi tim. Hasil penelitian menunjukkan juga bahwa berbagi pengetahuan memiliki pengaruh mediasi penuh pada keragaman kognitif dan inovasi tim, kemudian iklim tim memiliki pengaruh moderasi penuh pada keragaman kognitif dan berbagi pengetahuan.

Kata kunci : Inovasi tim, berbagi pengetahuan, iklim tim, keragaman kognitif.

ABSTRACT

Findings from prior research on the impact of cognitive diversity and team innovation have been inconsistency. The aims of the study to resolve the inconsistency. Specifically, the purpose of this study was to examine the effect of the cognitive diversity on knowledge sharing, then examine the effect of the knowledge sharing on team innovation. The study also aims to examine the effect of knowledge sharing as a mediation on cognitive diversity and team innovation. As well as this study examined the effect of team climate as a moderation on cognitive diversity and knowledge sharing. This research was conducted on 39 creative teams of radio and television broadcasting institutions in Yogyakarta, Province of Yogyakarta (DIY).

Drawing on the motivated knowledge processing in groups theory was proposed that cognitive diversity has a significant positive effect on knowledge sharing. Knowledge sharing has a significant positive effect on team innovation. The study also show that knowledge sharing has a full mediation effect on cognitive diversity and team innovation, then team climate has a full moderating effect on cognitive diversity and knowledge sharing.

Keywords: team innovation, knowledge sharing, team climate, cognitive diversity.