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Kartika, Dr. Sony Warsono, MAFIS

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The Influential Factors on Knowledge Sharing: Examining of Extrinsic Reward, Organizational Climate, Social Psychological Forces, and Channel Richness

Kartika

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ABSTRACT

The aim of this research is to disclose the influential factors on personal intention toward knowledge sharing. This research conducts the theory of reasoned action to examine extrinsic rewards, organization climate, social psychological forces, and channel richness on personal intention toward knowledge sharing. Using questionnaires, two hundred students and lecturers of the University of Malang were taken as sample population and analyzed by independent t-test and Partial Least Squares (PLS) software version 2.0. The result shows that no significantly different found between students and lecturers perception of influential factors on personal intention toward knowledge sharing. The attitude toward knowledge sharing and the subjective norm are implied by the channel richness and the organizational climate. However, the extrinsic reward has no significant impact to influence the personal attitude toward knowledge sharing. This research also confirms that personal intention toward knowledge sharing as stated in the theory of reasoned action is much affected by the subjective norm rather than the attitude toward knowledge sharing.

Key Words: *Theory Of Reasoned Action, Extrinsic Rewards, Organization Climate, Social Psychological Forces, Channel Richness*