

## PENGARUH FAKTOR-FAKTOR INDIVIDUAL TERHADAP PERILAKU BERBAGI PENGETAHUAN DI MEDIA SOSIAL

### INTISARI

Penelitian ini dilakukan untuk menguji pengaruh faktor-faktor individual (terdiri atas kepercayaan, reputasi, senang membantu, norma timbal balik dan hubungan yang diharapkan) terhadap perilaku berbagi pengetahuan di media sosial. Data yang dikumpulkan menggunakan kuesioner dan didistribusikan kepada mahasiswa/mahasiswi yang sedang menempuh pendidikan di Program Magister Sains dan Doktor di Universitas Gadjah Mada (UGM) Yogyakarta.

Sebanyak 158 kuesioner berhasil dikumpulkan dan dianalisis menggunakan analisis regresi linear berganda untuk pengujian hipotesis. Hasil temuan penelitian menunjukkan bahwa hubungan yang diharapkan berpengaruh positif terhadap perilaku berbagi pengetahuan di media sosial. Namun, hasil uji hipotesis menunjukkan bahwa kepercayaan, reputasi, senang membantu dan norma timbal balik tidak berpengaruh positif dan signifikan terhadap perilaku berbagi pengetahuan di media sosial.

**Kata Kunci:** *Perilaku berbagi pengetahuan, Media sosial, Kepercayaan, Reputasi, Senang Membantu, Norma Timbal Balik, Hubungan yang Diharapkan, Regresi Linear Berganda.*

*THE EFFECTS OF INDIVIDUAL FACTORS TO KNOWLEDGE  
SHARING BEHAVIOR IN SOCIAL MEDIA*

**ABSTRACT**

*This study was aimed to examine the effect of knowledge sharing behavior (consisting of trust, reputation, enjoyment of helping, norm of reciprocity, expected relationships) to knowledge sharing behavior on social media. Data were collected by using the questionnaire and it was distributed to the students who are studying in the Magister Of Science And Doctoral Program Faculty Of Economy And Business, Universitas Gadjah Mada (UGM), Yogyakarta.*

*Totally, 158 questionnaires were collected and analyzed by using multiple linear regression to test the hypothesis. This study determines that expected relationships have positive impact towards knowledge sharing behavior on social media. However, the hypothesis testing presents that trust, reputation, enjoyment of helping, and norm of reciprocity did not have significant effect on knowledge sharing behavior on social media.*

**Keywords:** *Knowledge Sharing Behavior, Social Media, Trust, Reputation, Enjoyment of Helping, Norm of Reciprocity, Expected Relationships, Multiple Linear Regression.*