

INTISARI

Kemampaun transfer praktik terbaik dalam perusahaan merupakan salah faktor penentu kemampuan perusahaan untuk membangun keunggulan bersaing. Namun, proses transfer praktik terbaik internal tidaklah muda karena adanya sejumlah penghalang. Penghalang utama transfer praktik terbaik internal adalah ambiguitas kausal. Masih sedikit penelitian empiris tentang pengaruh ambiguitas pada transfer internal. Penelitian ini bertujuan untuk mengembangkan dan menguji model empiris tentang pengaruh ambiguitas kausal pada transfer praktik terbaik dalam perusahaan secara khusus pada konteks organisasi rumah sakit.

Berdasarkan pada desain penelitian survei dengan teknik kuisioner yang melibatkan 124 orang manajer dan wakil manajer pada 5 rumah sakit di Provinsi daerah Istimewah Yogyakarta sebagai sampel, dan metode persamaan struktural, penelitian ini menginvestigasi secara empiris efek simultan ambiguitas kausal dengan antesedennya - *tacitnes, complexity, source lack of motivation, recipient lack of motivation, recipient lack of absorptive capacity, dan ardous relationship* - pada transfer praktik terbaik.

Hasil penelitian ini menunjukkan bahwa ambiguitas kausal sebagai penghalang transfer praktik terbaik internal. Ambiguitas kausal juga bertindak sebagai variabel mediasi antara *tacitnes, complexity, recipient lack of absorptive capacity, dan ardous relationship*.

Kata – kata kunci: *ambiguitas kausal, transfer knowledge, transfer praktik terbaik internal, penghalang internal.*

ABSTRACT

The ability to transfer best practice internally is critical to a firm's ability to build competitive advantage. However, experience shows that the transferring best practice within a firm is far from easy. Causal ambiguity is the main barrier on intrafirm best practices transfer. Yet, little systematic attention has been paid to investigate impact of causal ambiguity on internal transfer. This research aims to examine empirical model of causal ambiguity impact on best practice transfer inside the firm, especially in context of hospital organization.

Research design was survey questionnaire. Data of 114 samples collected from manager and vice manager at 5 hospital in Yogyakarta, were analyzed using Structural Equation Model (SEM) technique, this research empirically investigates the simultaneous effect of causal ambiguity and its antecedents - tacitness, complexity, source lack of motivation, recipient lack of motivation, recipient lack of absorptive capacity, and arduous relationship - on best practice transfer.

The research's finding highlight the causal ambiguity as main barrier on best practice transfer internally and its critical role play as mediator of tacitness, complexity, recipient lack of absorptive capacity, and arduous relationship on best practice transfer.

Key words: causal ambiguity, knowledge transfer, best practice transfer, internal stickiness.