

## ABSTRAK

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### **PENGARUH *KNOWLEDGE SHARING SELF-EFFICACY*, *ENJOYMENT IN HELPING OTHERS* DAN *INTENTION TO SHARE KNOWLEDGE* TERHADAP *KNOWLEDGE SHARING BEHAVIOUR* PADA KARYAWAN PT. ABCG**

Dalam dunia organisasi yang semakin dinamis dan perkembangan teknologi yang pesat, pengetahuan menjadi salah satu elemen penting bagi organisasi. PT. ABCG sebagai perusahaan yang bergerak pada sektor pelayanan kesehatan sosial dituntut untuk memberikan pelayanan yang unggul guna memenuhi kebutuhan pelanggannya. Tingkat pengetahuan sumber daya sangat penting untuk meningkatkan kapabilitas karyawan demi mencapai efisiensi operasional yang lebih baik, serta menjadi dasar penting dalam pengambilan keputusan yang efektif dalam pelayanannya. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi *knowledge sharing behaviour* di dalam organisasi dengan fokus pada tiga variabel utama yaitu *knowledge sharing self-efficacy*, *intention to share knowledge* dan *enjoyment in helping others* terkhusus pada pegawai di perusahaan PT. ABCG. Data ini dikumpulkan melalui *survey* yang melibatkan 247 karyawan PT. ABCG yang di kumpulkan melalui kuesioner kemudian dianalisis menggunakan *Partial Least Square-Structural Equation Model (PLS-SEM)* dengan program *SmartPLS*. Hasil penelitian ini menunjukkan bahwa *knowledge sharing self-efficacy*, *intention to share knowledge* memiliki efek positif dan signifikan terhadap *knowledge sharing behaviour*. Namun, *enjoyment in helping others* tidak memiliki efek positif dan signifikan terhadap *knowledge sharing behaviour*.

*Reference:* 48 (1997-2024)

*Keyword:* *Knowledge sharing self-efficacy, Enjoyment in helping others, Intention to share knowledge, Knowledge sharing behaviour*

## ABSTRACT

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### **PENGARUH KNOWLEDGE SHARING SELF-EFFICACY, ENJOYMENT IN HELPING OTHERS DAN INTENTION TO SHARE KNOWLEDGE TERHADAP KNOWLEDGE SHARING BEHAVIOUR PADA KARYAWAN PT. ABCG**

*In an increasingly dynamic organizational environment and the rapid advancement of technology, knowledge has become one of the essential elements for organizations. PT. ABCG, as a company operating in the social healthcare service sector, is required to provide excellent services to meet its customers' needs. The level of knowledge among human resources is crucial to enhancing employee capabilities, achieving better operational efficiency, and serving as a critical foundation for effective decision-making in its services. This study aims to analyze the factors influencing knowledge sharing behavior within the organization, focusing on three main variables: knowledge sharing self-efficacy, intention to share knowledge, and enjoyment in helping others, specifically among employees at PT. ABCG. The data was collected through a survey involving 247 employees of PT. ABCG using questionnaires and analyzed using the Partial Least Square-Structural Equation Model (PLS-SEM) with the SmartPLS software. The results of this study indicate that knowledge sharing self-efficacy and intention to share knowledge have a positive and significant effect on knowledge sharing behavior. However, enjoyment in helping others does not have a positive or significant effect on knowledge sharing behavior.*

*Reference:* 48 (1997-2024)

*Keyword:* Knowledge sharing self-efficacy, Enjoyment in helping others, Intention to share knowledge, Knowledge sharing behaviour