

## Perancangan strategi Knowledge Sharing dengan metode Structural Equation Modeling dan analisa SWOT (studi kasus: Perusahaan Kimia)

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### Abstrak

Penelitian ini menganalisis faktor-faktor dari pelaksanaan knowledge sharing yang berpengaruh terhadap kinerja karyawan untuk menentukan strategi knowledge sharing di salah satu perusahaan kimia. Faktor-faktor tersebut diantaranya pengalaman kerja, materi training, trainer training, Standart Operational Procedure (SOP), dukungan top management, dan budaya perusahaan. Responden sebanyak 262 orang yaitu para karyawan dari lini operational sampai middle management. Penelitian ini menggunakan Structural Equation Modeling (SEM) yang dijalankan melalui AMOS 20 sebagai alat analisa. Hasil penelitian membuktikan faktor-faktor tersebut mempunyai pengaruh positif dan signifikan terhadap kinerja karyawan. Sehingga, menjadi acuan dalam penentuan strategi knowledge sharing perusahaan.

.....This research analyzes the factors the implementation of knowledge sharing that affects of employees performance to determine the knowledge sharing strategy in one of the company's manufacturing industry. Such factors include work experience, training, training trainers, Standard Operational Procedure (SOP), top management support, and corporate culture. The respondents of this research are 262 employees from the operational to middle management. This study uses Structural Equation Modeling (SEM) which run through the AMOS 20 as a tool of analysis. Research shows that the factors has a significant and positive impact on employees performance. Based on the results of this study a reference in determining the company's knowledge sharing strategy with a K-SWOT analysis.