

# Hubungan ikatan jejaring sosial dengan proses berbagi pengetahuan melalui mediasi kepercayaan = The relationship between social network ties and knowledge sharing process through the mediation of trust

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## Abstrak

[<b>ABSTRAK</b><br>

Tesis ini membahas hubungan antara ikatan jejaring sosial dengan proses berbagi pengetahuan yang dimediasi oleh kepercayaan. Kepercayaan yang digunakan dalam penelitian ini adalah cognitive based trust dan affective based trust. Penelitian ini penting untuk mengetahui faktor-faktor apa saja yang dapat mendorong hadirnya proses berbagi pengetahuan dalam suatu organisasi. Untuk mendapatkan pemahaman yang lebih jelas, ikatan jejaring sosial dalam penelitian ini dibagi menjadi dua yaitu ikatan instrumental dan ikatan ekspresif. Sampel penelitian ini terdiri dari 254 karyawan kantor pemerintahan. Korelasi bertingkat digunakan untuk menguji hipotesis penelitian. Hasil penelitian menunjukkan bahwa ikatan instrumental dan ekspresif memiliki hubungan positif dengan proses berbagi pengetahuan. Cognitive based trust tidak dapat menjadi mediator antara ikatan instrumental dengan proses berbagi pengetahuan, sedangkan ikatan ekspresif dapat menjadi mediator bagi ikatan instrumental dan ekspresif dengan proses berbagi pengetahuan. Penelitian ini memberikan kontribusi yang signifikan bahwa affective based trust dapat memediasi kedua bentuk ikatan jejaring sosial dengan proses berbagi pengetahuan.

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<b>ABSTRACT</b><br>

The Focus of this study is to explore the relationship between social network ties and knowledge sharing process mediated by trust, which is consisted of cognitive based trust and affective based trust. This research is important because to know what factors that can encourage the emergence of the knowledge sharing process within an organization. To get a better understanding, social network ties in this study were divided into two, instrumental ties and expressive ties. The sample of this research consist of 254 employees of a goverment office. Hierarchical regression analysis was used to test the research hypotheses. The results show that the instrumental and expressive ties have a positive relationship with knowledge sharing process. Cognitive based trust does not function as a mediator between instrumental ties and knowledge sharing process, while expressive ties can be a mediator efectively mediated the relationship between instrumental and expressive ties with knowledge sharing process. The study discusees these significant contributions that affective based trust can mediate both forms of social network ties and the knowledge sharing process.;The Focus of this study is to explore the relationship

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