

Analisis peran tacit knowledge exchange diantara fungsi penjualan dan fungsi pemasaran terhadap kesuksesan pemasaran = The role of tacit knowledge exchange between sales and marketing for marketing success

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Abstrak

[Tacit knowledge merupakan suatu hal yang sangat penting bagi perusahaan untuk terus bertahan dalam arus kompetisi yang terus meningkat. Namun sangat disayangkan belum banyak dari perusahaan yang mengerti mengenai peran penting dari tacit knowledge, bahkan untuk sekedar tau apa itu tacit knowledge. Penelitian ini bertujuan untuk melihat peran dari tacit knowledge exchange pada lingkup perusahaan, khususnya yang terjadi diantara fungsi penjualan dan fungsi pemasaran. Responden dari penelitian ini adalah salespeople yang mewakili fungsi penjualan dan staff pemasaran yang mewakili fungsi pemasaran. Hasil penelitian ini menunjukkan bahwa top management support menjadi faktor yang paling signifikan dari tacit knowledge exchange.

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