

Pengaruh social media functions dan individual motivations terhadap learning performance melalui knowledge sharing: Studi pada mahasiswa Universitas Top 3 di Indonesia = The Influence of social media functions and individual motivations on learning performance through knowledge sharing: A Study on students from the Top 3 Universities in Indonesia

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Abstrak

Pada era perkembangan teknologi digital yang pesat, penggunaan media sosial di kalangan mahasiswa semakin meningkat. Fungsi-fungsi media sosial telah menjadi sarana penting dalam mendukung proses pembelajaran dan pertukaran pengetahuan. Media sosial tidak hanya memfasilitasi komunikasi, tetapi juga memperkuat keterlibatan mahasiswa dalam berbagi informasi yang berdampak pada learning performance. Di sisi lain, motivasi individu memainkan peran krusial dalam mendorong mahasiswa untuk aktif dalam berbagi pengetahuan sehingga dapat meningkatkan kualitas pembelajaran dan pencapaian akademik mereka. Penelitian ini bertujuan untuk menganalisis pengaruh social media functions dan individual motivations terhadap learning performance dengan knowledge sharing sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner. Sampel penelitian diperoleh menggunakan teknik non-probability snowball sampling, dengan jumlah responden sebanyak 261 mahasiswa dari tiga universitas terbaik di Indonesia. Analisis data dilakukan menggunakan perangkat lunak IBM SPSS Statistics 27.0 dan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa knowledge sharing memediasi secara positif dan signifikan hubungan antara individual motivations dan learning performance. Namun, knowledge sharing tidak memiliki pengaruh signifikan pada hubungan antara social media functions dan learning performance. Selain itu, seluruh hubungan antar variabel dalam penelitian ini menunjukkan pengaruh positif dan signifikan, kecuali hubungan antara social media functions dan knowledge sharing.

.....In the era of rapid digital technology development, the use of social media among students has been steadily increasing. The functions of social media have become an essential tool in supporting the learning process and knowledge sharing. Social media not only facilitates communication but also enhances student engagement in sharing information that impacts learning performance. On the other hand, individual motivations play a crucial role in encouraging students to actively share knowledge, thereby improving the quality of learning and their academic achievements. This study aims to analyze the influence of social media functions and individual motivations on learning performance with knowledge sharing as a mediating variable. The research employs a quantitative approach with data collection through questionnaires. The sample was obtained using non-probability snowball sampling, with 261 respondents from the top three universities in Indonesia. Data analysis was conducted using IBM SPSS Statistics 27.0 and SmartPLS 4.0 software. The results show that knowledge sharing positively and significantly mediates the relationship between individual motivations and learning performance. However, knowledge sharing does not have a significant effect on the relationship between social media functions and learning performance. Additionally, all relationships between variables in this study show a positive and significant effect, except

for the relationship between social media functions and knowledge sharing.