

Budaya berbagi pengetahuan untuk meningkatkan customer knowledge pada Bank Pembangunan Daerah XYZ = Sharing knowledge culture for enhancing customer knowledge in Regional Development Bank XYZ

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Abstrak

[ABSTRAK

Tesis ini membahas peran kemampuan berintegrasi, kemampuan struktural, dan internal manajemen dalam meningkatkan customer knowledge enabled (CKEI) capability pada Bank Pembangunan Daerah XYZ. Saat ini organisasi belum mencapai pangsa pasar yang diinginkan. Untuk dapat mengungguli pesaingnya, sehingga mencapai laba serta keberlanjutan organisasi, maka divisi terkait perlu meningkatkan customer knowledge mengenai nasabah mereka. Hasilnya diharapkan dapat meningkatkan kesuksesan inovasi layanan di organisasi. Penelitian ini menggunakan metode kuantitatif. Hasil penelitian menunjukkan bahwa kemampuan internal manajemen memiliki pengaruh yang signifikan terhadap customer knowledge enabled (CKEI) capability. Guna mengatasi masalah yang dialami maka diusulkan intervensi budaya berbagi pengetahuan dalam organisasi. Budaya yang dibentuk adalah budaya pembelajaran organisasi dan manajemen, dilakukan secara berkelanjutan sehingga diperoleh hasil perubahan maksimal.

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ABSTRACT

This thesis discusses the role of integrative capacity, structural capacity, and internal management capacity to customer knowledge enabled (CKEI) capability in Regional Development Bank XYZ. Bank has not achieved market share as targeted. In order to compete its competitor, whilst achieve the level of profitability and organization sustainability, it is necessary for related division to enhance their customer knowledge. By that, they able to foster innovation on services. This research employs quantitative methods. The result indicates internal management capacity is significantly influence CKEI capability. Intervention program to overcome the problem is knowledge sharing culture within organization. Expected outcome is organizational learning and knowledge management culture implement continuously, so that results can be obtained in maximum.;This thesis discusses the role of integrative capacity, structural capacity, and internal management capacity to customer knowledge enabled (CKEI) capability in Regional Development Bank XYZ. Bank has not achieved market share as targeted. In order to compete its competitor, whilst achieve the level of profitability and organization sustainability, it is necessary for related division to enhance their customer knowledge. By that, they able to foster innovation on services. This research employs quantitative methods. The result indicates internal management capacity is significantly influence CKEI capability. Intervention program to overcome the problem is knowledge sharing culture within organization. Expected outcome is organizational learning and knowledge management culture implement continuously, so that results can be obtained in maximum., This thesis discusses the role of integrative capacity, structural capacity, and internal management capacity to customer knowledge enabled (CKEI) capability in Regional Development Bank XYZ. Bank has not achieved market share as targeted. In order to compete its competitor, whilst achieve the level of profitability and organization sustainability, it is necessary for related division to enhance their customer knowledge. By that, they able to foster innovation on services. This

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