

**Analisis pengaruh faktor individu dan organisasi terhadap knowledge sharing intention, behavior, dan perilaku kerja inovatif pegawai di Lembaga Penyiaran Publik Radio Republik Indonesia (LPP RRI) =
Analysis of individual and organizational factors affecting employee s knowledge sharing intention, behavior, and innovative work behavior in Public Broadcasting Institution Radio Republik Indonesia (LPP RRI)**

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Abstrak

Skripsi ini membahas tentang pengaruh faktor individu (insentif, timbal balik, norma subjektif, dan kontrol perilaku) dan faktor organisasi (struktur organisasi, dukungan direktur, iklim pembelajaran, sistem teknologi informasi, sistem penghargaan, dan kepercayaan) terhadap knowledge sharing intention, behavior, dan perilaku kerja inovatif pegawai di Lembaga Penyiaran Publik Radio Republik Indonesia (LPP RRI). Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Pengolahan data dilakukan dengan metode Structural Equation Model (SEM) dan menggunakan software Lisrel 8. 51. Dalam penelitian ini, faktor individu secara signifikan mempengaruhi knowledge sharing intention dan faktor organisasi secara signifikan mempengaruhi knowledge sharing intention dan perilaku kerja inovatif pegawai di LPP RRI.

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This research investigated how individual factors (incentives, reciprocity, subjective norm, and behavioral control) and organizational factors (organizational structure, CEO support, learning climate, IT system, reward system, and trust) affect employee's knowledge sharing intention, behavior, and innovative work behavior in Public Broadcasting Institution Radio Republik Indonesia (LPP RRI). It employs questionnaire research method which data were processed using Structural Equation Model (SEM) method and Lisrel 8. 51. software. This research indicates that individual factors significantly influence knowledge sharing intention and organizational factors significantly influence knowledge sharing intention and innovative work behavior of LPP RRI employees.