

Pengaruh social capital terhadap knowledge sharing behaviour melalui variabel mediasi trust: Studi pada anggota community of practice human resource pada Aplikasi LinkedIn = The Influence of social capital to knowledge sharing behaviour with trust as mediating variable: Study on the community of practice of human resource in LinkedIn

Angelica Fadeline Beauty Candra, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social capital terhadap knowledge sharing behaviour melalui trust sebagai variabel mediasi. Studi ini dilakukan pada anggota community of practice (CoP) di bidang human resource yang aktif menggunakan platform LinkedIn. Social capital diukur menggunakan tiga dimensi utama, yaitu structural, cognitive, dan relational, sesuai dengan teori Nahapiet dan Ghoshal (1998). Trust, yang berfungsi sebagai variabel mediasi, dibagi menjadi affect-based trust dan cognition-based trust berdasarkan McAllister (1995). Metode penelitian yang digunakan adalah kuantitatif dengan teknik analisis Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa social capital berpengaruh positif terhadap trust, yang kemudian meningkatkan knowledge sharing behaviour. Dimensi relational social capital memiliki pengaruh paling signifikan dalam mendorong kepercayaan antar anggota, sementara affect-based trust lebih efektif dalam memfasilitasi perilaku berbagi pengetahuan. Implikasi dari temuan ini menunjukkan bahwa penguatan jaringan sosial, pembentukan pemahaman bersama, dan pengelolaan hubungan emosional dalam komunitas profesional dapat meningkatkan efektivitas berbagi pengetahuan, yang pada akhirnya berkontribusi pada peningkatan kompetensi individu dan inovasi organisasi.

.....This study aims to analyze the influence of social capital on knowledge sharing behavior through trust as a mediating variable. The research was conducted among members of a community of practice (CoP) in the human resource field who actively use the LinkedIn platform. Social capital is measured using three main dimensions—structural, cognitive, and relational—based on the theory by Nahapiet and Ghoshal (1998). Trust, serving as the mediating variable, is categorized into affect-based trust and cognitive-based trust, as defined by McAllister (1995). The research methodology employed is quantitative, using Structural Equation Modeling (SEM) for data analysis. The findings indicate that social capital has a positive effect on trust, which subsequently enhances knowledge sharing behavior. The relational dimension of social capital has the most significant impact in fostering trust among members, while affect-based trust proves to be more effective in facilitating knowledge sharing behavior. These results imply that strengthening social networks, establishing shared understanding, and managing emotional relationships within professional communities can improve the effectiveness of knowledge sharing, ultimately contributing to individual competency development and organizational innovation.