

ABSTRACT

The implementation of knowledge sharing on Telkom Corpu Bandung does not optimal. Data on portal Kampiun shows that the number of employees participating in the content uploads averaged 57% of the 126 employees in the last two years (2015-2016). It means that not all employees are willing to participate actively in doing sharing, while in 2020 it is predicted there are approximately 106 employees or 50,72 % of the total employees at Telkom Corpu Bandung in 2016 who enters retirement. This indicates that within five years, Telkom CorpU Bandung will get massive retirement and the result is a lot of lost knowledge if knowledge employees does not become knowledge company. Therefore, knowledge sharing become a very crucial currently for Telkom Corpu Bandung.

The objective of this study was to measure the intentions of employees in sharing knowledge by using Theory of Reasoned Action which consists of extrinsic reward, social trust, sense of self-worth, association, subjective norm, attitude toward knowledge sharing behavior, and intention to share knowledge. Knowledge sharing can be optimal if all employees have a strong and consistent behavior in sharing. Individual behavior is determined by intentions based on attitudes toward behaviors and subjective norms.

Data were collected through questionnaires distributed through Google Form and sent by e-mail to 119 employees of Band III and Band IV Telkom CorpU Bandung which became the target of achieving knowledge sharing. From the distributed questionnaires, 102 questionnaires were filled and valid. Data processing using multiple regression method with SPSS for Windows Version 23.

The result showed that the variable of social trust has a significant influence on attitude toward knowledge sharing behavior. This indicates that the higher level of social trust then the number of sharing will be increased. Another variable that shows significance is attitude toward knowledge sharing behavior on intention to share knowledge. The more positive the attitude towards knowledge sharing behavior the higher the intention to share knowledge.

This research suggested to increased employee participation in sharing, Telkom CorpU Bandung should be increased the intensity of meetings between employees, ensuring the position of employees according to their competencies, educate and monitoring regularly on knowledge sharing, and build a positive paradigm benefit from knowledge sharing.

Keyword: Knowledge, Knowledge sharing, Theory of Reasoned Action