

ABSTRACT

Awareness to implement knowledge management approach to business in strategic required due to proven companies that make-knowledge as its resources are always the main assets able to encourage more innovative company that is geared towards the ownership of the company's competitiveness against its rivals. pt kai has a good knowledge managemet comapany, having awareness for implemented approach knowledge within business. The overall results of the study concluded that the dissemination and use of knowledge, knowledge creation, knowledge retention and refinement, knowledge interpretation, simultaneous positive and significant effect on operational performance. Based on the above calculations, the coefficient of determination of the value of his acquisition of a delightful 60,6%. That value can be taken to mean that the magnitude of the influence of the implementation of knowledge management towards the operational performance was delightful 60,6%, while the rest of 49.4% is affected by other factors.

Key word : Knowledge management, Operational Performance.