

ABSTRACT

This research is influenced by the problems related to the decrease viewers interested to the Innovation Day program at the Digital Business Directorate (DDB) of PT Telkom Bandung. Those problems based on the results of pre-questionnaire that shows 70% of DDB employees who have for watching and following the latest Innovation Day on youtube. However, 30% of employees felt that the Innovation Day program was not in accordance with the needs of employees. Around 30%, employees said that the Innovation Day program didn't add productivity. The purpose of this study is to study a person's interactions with online media (online behavior) through the intention of sharing knowledge (Z) on knowledge sharing behavior (Y).

This study uses a quantitative method with types related to causality. Sampling was carried out using the proportional stratified random sampling method using the Slovin formula, with a total of 190 respondents. The data analysis technique used is the Structural Equation Model - Partial Least Square (SEM-PLS). The results showed that attitudes towards sharing knowledge (X_1), subjective norms (X_2), web sites using satisfaction (X_3), perceived behavioral control (X_5), social interaction (X_6) were related to knowledge sharing intentions (Z) because the value of p -value < 0.05 , while the quality of information/knowledge (X_4) does not affect because the p-value > 0.05 . Information/knowledge quality (X_4), social interaction (X_6), knowledge sharing intention (Z) affect the knowledge sharing behavior (Y) because p-value < 0.05 , while perceived behavioral control (X_5) value $p > 0.5$.

The conclusion of this research is that the Innovation Day as KS media has been going well, but there are a several aspects that need improved such as showtimes, duration of show, choosing the theme of the show, event formats, and unpublished program publications on the day of execution. In general, the DDB employees KS behavior has been going well, but there needs to be an improvement in the Innovation Day program as a KS tool. So that, this research is expected to provide answers to theoretical uses including contributions, scientific, development and subsequent research, and as well as practical use for the DDB PT Telkom in order to increase the level of utilization of Innovation Day shows.

Keywords: *knowledge sharing behavior, knowledge sharing intention, online behavior, PLS-SEM.*