

## ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui apakah *Attitude towards Knowledge Sharing*, *Subjective Norm*, *Trust* berpengaruh terhadap *Knowledge Sharing Behavior* melalui *Intention to Share Knowledge* sebagai *intervening*, serta peran *Organizational Value* yang moderasi hubungan antara *Intention to Share Knowledge* terhadap *Knowledge Sharing Behavior* dan pengaruh langsungnya terhadap *Knowledge Sharing Behavior*.

Populasi dalam penelitian ini adalah seluruh karyawan UMKM di bidang industri *handmade* di Jawa Tengah. Sampel yang diambil sebanyak 100 responden dengan menggunakan teknik *purposive sampling* yang artinya pengambilan sampel dengan mempertimbangkan karakteristik populasi yaitu kriteria usaha masih aktif, lama usaha diatas 5 tahun, jumlah karyawan minimal 15 orang dan bergerak di bidang industri *handmade*.

Hasil penelitian ini menunjukkan bahwa *Attitude towards Knowledge Sharing* dan *Subjective Norm* berpengaruh positif terhadap *Knowledge Sharing Behavior*. Dan *Intention to Share Knowledge* mampu menjadi variabel *intervening* antara *Attitude towards Knowledge Sharing* dan *Subjective Norm* berpengaruh terhadap *Knowledge Sharing Behavior*. Sedangkan *Trust* hanya berpengaruh terhadap *Intention to Share Knowledge* dan *Organizational Value* tidak mampu menjadi variabel *moderating* antara *Intention to Share Knowledge* terhadap *Knowledge Sharing Behavior* dan *Organizational Value* tidak berpengaruh langsung terhadap *Knowledge Sharing Behavior*. Berdasarkan analisis data statistik, indikator – indikator pada penelitian ini bersifat valid dan variabelnya bersifat valid. Saran penulis adalah pengelola UMKM hendaknya menciptakan iklim organisasi yang kondusif dan baik bagi seluruh karyawan, memberikan fasilitas berupa pelatihan seminar sehingga dapat menambah wawasan dan pengetahuan baru bagi karyawan, pengelola UMKM juga dapat memberikan fasilitas tambahan di tempat kerja seperti tempat istirahat yang layak dan sebaiknya pengelola mencoba untuk menanamkan budaya atau nilai organisasi sehingga terbentuk ciri khas dari UMKM itu sendiri.

**Kata kunci** : *Attitude towards Knowledge Sharing*, *Subjective Norm*, *Trust*, *Organizational Value*, *Intention to Share Knowledge*, *Knowledge Sharing Behavior*

## **ABSTRACT**

*This study aims to determine whether Attitude towards Knowledge Sharing, Subjective Norms, Trust influences Knowledge Sharing Behavior through Intention to Share Knowledge as intervening, and the role of Organizational Value that moderates the relationship between Intention to Share Knowledge and Knowledge Sharing Behavior and its direct influence on Knowledge Sharing Behavior.*

*The population in this study were all employees of SMEs in handmade industries in Central Java. Samples taken as many as 100 respondents by using purposive sampling technique which means the sampling taking into account the characteristics of the population that is the business criteria is still active, the business over 5 years, the number of employees at least 30 people and moves in the Handmade industry.*

*The results of this study indicate that Attitude towards Knowledge Sharing and Subjective Norm have a positive effect on Knowledge Sharing Behavior. And Intention to Share Knowledge can be an intervening variable between Attitude towards Knowledge Sharing and Subjective Norm influence on Knowledge Sharing Behavior. While the Trust only affects the Intention to Share Knowledge and Organizational Value can not be a moderating variable between Intention to Share Knowledge and Knowledge Sharing Behavior and Organizational Value does not affect the Knowledge Sharing Behavior. Based on the analysis of statistical data, the indicators in this study are valid and the variables are valid. The author's suggestion is that MSME managers should create a conducive and good organizational climate for all employees, providing facilities such as seminar training so that they can add new insights and knowledge to employees, MSME managers can also provide additional facilities at workplaces such as proper resting places and managers. trying to instill the culture or value of the organization so that the characteristic of the UMKM itself is formed.*

**Keywords:** *Attitude towards Knowledge Sharing, Subjective Norm, Trust, Organizational Value, Intention to Share Knowledge, Knowledge Sharing Behavior*