

ABSTRAK

Studi ini dimaksudkan untuk menganalisis serta mengidentifikasi bagaimana pengaruh motivasi intrinsik terhadap *knowledge sharing*, *self-efficacy* terhadap *knowledge sharing*, *knowledge sharing* terhadap *creativity*, motivasi intrinsik terhadap *creativity* dan *self-efficacy* terhadap *creativity*. Populasi pada studi ini ialah seluruh guru Sekolah Dasar se-Kabupaten Jepara dengan jumlah sampel sebanyak 100 responden yang dikalkulasi menggunakan rumus Slovin. Hasil analisis hipotesis penelitian menunjukkan bahwa motivasi intrinsik berpengaruh positif dan signifikan terhadap kegiatan *knowledge sharing*. *Self-efficacy* berpengaruh positif dan signifikan terhadap kegiatan *knowledge sharing*. *Knowledge sharing* berpengaruh positif dan signifikan terhadap kreativitas. Motivasi intrinsik berpengaruh positif dan signifikan terhadap kreativitas dan *self-efficacy* tidak berpengaruh signifikan terhadap kreativitas.

Kata Kunci: *Knowledge Sharing, Self-Efficacy, Creativity, Motivasi Intrinsik*



ABSTRACT

This study is intended to analyze and identify how the influence of intrinsic motivation on knowledge sharing, self-efficacy on knowledge sharing, knowledge sharing on creativity, intrinsic motivation on creativity and self-efficacy on creativity. The population in this study were all elementary school teachers in Jepara Regency with a total sample of 100 respondents who were calculated using the Slovin formula. The results of the research hypothesis analysis indicate that intrinsic motivation has a positive and significant effect on knowledge sharing activities. Self-efficacy has a positive and significant effect on knowledge sharing activities. Knowledge sharing has a positive and significant effect on creativity. Intrinsic motivation has a positive and significant effect on creativity and self-efficacy has no significant effect on creativity.

Key Words: *Knowledge Sharing, Self-Efficacy, Creativity, Motivasi Intrinsik*

