

ABSTRACT

Knowledge is more important today than any other time in history. As we enter the knowledge area, the value of one's knowledge continuous increased. Underlying the concept of knowledge management system is the purpose that simply makes the best use of collective human knowledge and the talent of organization which encourage employees to be creative and investigative, to share their knowledge and ideas, to apply ideas from other people, as well as their own.

The scope of this research is restricted to the demographic factors and 6 (six) factors that motivate employees to share their knowledge in Bina Nusantara University. Survey method was conducted to this research. Questionnaire was design to capture the object of this research and running under statistical analysis to answer the collection of quantitative data.

An examination of employee's perceptions was conducted using data from Bina Nusantara' employees who completed the questionnaire relating to the 6 (six) factors that become the motivator in sharing knowledge. Start with identified employee's perceptions toward these factors. Then use chi-square analysis and coefficient contingency to determine the significant factors that motivate employees in Bina Nusantara to build knowledge sharing culture.

The highest value motivation of sharing knowledge reached by the role of leaders and managers and the learning discipline, overall corporate culture, the daily work, the human network, and the alignment of knowledge sharing with business strategy, which means all of those factors have strong motivation to employees to conduct knowledge sharing activities. The occupation has the moderate degree of relationship with knowledge sharing activities. While the other variable such as income and education have lower influence to employees to build knowledge sharing culture.

Keywords: corporate knowledge management, culture, human knowledge, insight and ideas, knowledge sharing, motivators, employees

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