

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economic
Management Study Program
Odd Semester 2019/2020*

ANALYSIS OF THE IMPACT OF LEADERSHIP INSPIRATION AND REWARD TOWARDS KNOWLEDGE SHARING ON PRIVATE UNIVESITY STUDENT IN BATAM

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ABSTRACT

This research emphasizes the impacts of leadership inspiration, reward, knowledge sharing practices variables towards knowledge sharing. The samples selected for this research are employed students of private universities in Batam.

Questionnaires are distributed to 121 respondents who are students of private universities in Batam. The questionnaires will provide data for the researcher to conducted an analysis using SmartPLS 3.0 program to test the significance of the variables analyzed.

The result of the analysis using SmartPLS 3.0 program shows that leadership inspiration provides significant impact towards knowledge sharing and knowledge sharing practices. Knowledge sharing practices acts as a moderating variable between leadership inspiration and knowledge sharing non-significantly which result in knowledge sharing practices showing significant impact towards knowledge sharing. Knowledge sharing practices also acts as a mediating variable between reward and knowledge sharing non-significantly which result in reward showing non-significant impact towards knowledge sharing and knowledge sharing practices.

Keywords : Leadership Inspiration, Reward, Knowledge Sharing Practices, Knowledge Sharing, Student, Private University