

UNIVERSITAS INTERNASIONAL BATAM

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ANALYZING OF FACTORS THE EFFECT KNOWLEDGE SHARING IN COMPANY OF INDUSTRIAL AREA BATAM CITY

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Income in the State of Indonesia has decreased Various sectors have felt the destruction so that many have gone out of business, there are also many companies that have reduced the number of employees so that they can survive indefinitely. The impact of the Corona Virus (Covid-19) outbreak made the industrial sector in Batam, Kepri is sluggish. A number of companies have reduced production, some have even closed their businesses, and not a few employees have been laid off.

Therefore the company arranges a good strategy so as not to feel such a big loss by reducing the number of employees and reducing work time. By carrying out this strategy, Transformational Leadership is very important for Knowledge Sharing in work operational activities. Knowledge Sharing is a dynamic mechanism in which knowledge is passed from one to another.

The author conducted research using purposive sampling method to retrieve data, and will be tested using the SmartPLS 3 system. The author will distribute questionnaires to 321 respondents who are employees of 5 companies in the industrial area of Batam city.

Keywords: Knowledge sharing, Transformational leadership