

UNIVERSITAS INTERNASIONAL BATAM

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THE INFLUENCE OF KNOWLEDGE MANAGEMENT AND STRATEGIC LEADERSHIP ON ORGANIZATIONAL PERFORMANCE AT 4 STAR HOTEL IN BATAM CITY

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ABSTRACT

This study aims to analyze the influence of the Knowledge Management variable, Leadership Strategy, which is supported by the moderating variable Dynamic Ability on Organizational Performance Accountability at 4-star hotels in Nagoya sub-district, Batam city.

The data of this study collected 220 respondents from some of the employees of 4-star hotels in the city of Batam. Using the Non Probability Sampling method, with the purposive sampling method. And will be tested by SmartPLS.

The results of this study state that the Knowledge Management variable has a significant positive value on Dynamic Ability, the Knowledge Management variable has a positive significant value on the Organizational Performance Accountability, the Leadership Strategy variable has a significant positive effect on Dynamic Ability and Leadership Strategy has a significant effect on Organizational Performance Accountability.

Keywords: *Knowledge Management, Strategic Leadership, Dynamic Capability, Organizational Performance Accountability*