Pengaruh Faktor Personal, Organisasi dan Teknologi Terhadap Penggunaan Blog Untuk Knowledge Sharing (Studi Eksplanatif Tentang Pengaruh Faktor Personal, Organisasi dan Teknologi terhadap Penggunaan Blog Civitas Academica Universitas Airlangga Sebagai Media Knowledge Sharing di Kalangan Mahasiswa)

Abstrak :

This study is aimed explanatory research the simultaneously influences of personal factors, organizational factors, and technological factors on the use of blogs Civitas Academika Unair for knowledge sharing among students. Models used in this study are based on the model used by Wahlroos in research on social media as a form of organizational knowledge sharing such as personal factors, organizational factors, and technological factors. Sampling techniques using non probability sampling using purposive sampling. From the analysis of the survey data on 50 respondents found that the result of simultaneously personal factors, organizational factors, and technological factors on the use of blogs Civitas Academika Unair for knowledge sharing among students have a significant influence on the use of blogs Civitas Academika Unair for knowledge sharing among students. Partially, only personal factors that has a significant influence on the effect of variabel Y with a contribution is 25,1%. While organizational factors and technological factors in this study are not known to have a significant influence on variabel Y. In this study R square (R2) is 0.250, that means donations influence of personal factors, organizational factors, and technological factors on the use of blogs Civitas Academika Unair for knowledge sharing among students is 0,250. Or in other word the influence of personal factors, organizational factors, and technological factors on the use of blogs Civitas Academika Unair for knowledge sharing among students is 0,250 or 25% while the remaining 75% are influenced or explained by other variables not included in this study.

Keyword :

Daftar Pustaka :

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