TRUST, REWARD AND KNOWLEDGE SHARING ATTITUDE AS ANTECEDENTS OF KNOWLEDGE SHARING IN THE PUBLIC SECTOR

By
NAZRIN IZWAN BIN MOHD NOH

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ABSTRACT

This quantitative study is aimed to study the relationship between the factors of trust, knowledge sharing attitude and reward on knowledge sharing in the public sector. Respondents of this study comprised of 210 respondents from nine district and land offices in Selangor. T-test analysis was used to determine the difference in knowledge sharing between male and female respondents. In addition, ANOVA analysis was done to examine the difference in the level of knowledge sharing based on the length of service and education level. Correlation and regression analysis were used to determine the relationship between the independent variables, namely trust, knowledge sharing attitude and reward and the dependent variable which is knowledge sharing. The result of the t-test and ANOVA analysis have shown that there is no significant difference in knowledge sharing between male and female, length of service as well as education levels. The result from the correlation analysis shows that all of the independent variables which are trust, knowledge sharing attitude and reward were positively correlated to knowledge sharing. The regression analysis shows that only 36.5% of knowledge sharing has been significantly explained by the three independent variables. However, the variable of trust does not have any significant influence on knowledge sharing. Furthermore, knowledge sharing attitude is the most influencing factor which affects knowledge sharing among staffs at district and land in Selangor. In this study, the findings were further discussed, and recommendations for the organization and future researcher were addressed.

Keywords: Knowledge sharing, trust, knowledge sharing attitude, reward, public sector

ABSTRAK

Kajian kuantitatif ini adalah bertujuan untuk mengkaji hubungan faktor kepercayaan, sikap terhadap perkongsian pengetahuan dan ganjaran ke atas perkongsian pengetahuan di sektor awam. Responden kajian ini terdiri daripada 210 kakitangan yang berkhidmat di sembilan pejabat tanah dan daerah di Selangor. Ujian t telah diguanakan untuk mengkaji perbezaan perkongsian pengetahuan di antara responden lelaki dan perempuan. Selanjutnya, ujian ANOVA telah dijalankan untuk mengkaji perbezaan tahap perkongsian pengetahuan berdasarkan tempoh perkhidmatan dan tahap pendidikan. Analisis korelasi dan regresi telah digunakan untuk mengkaji hubungan dan pengaruh di antara pembolehubah-pembolehubah bebas iaitu kepercayaan, sikap terhadap perkongsian pengetahuan dan ganjaran, dan pembolehubah bersandar iaitu perkongsian pengetahuan. Keputusan ujian t dan ANOVA menunjukkan tidak terdapat perbezaan perkongsian pengetahuan yang signifikan di antara responden lelaki dan perempuan, tempoh perkhidmatan dan tahap pendidikan. Hasil analisa korelasi menunjukkan bahawa kepercayaan, sikap terhadap perkongsian pengetahuan dan ganjaran mempunyai hubungan signifikan yang positif terhadap perkongsian pengetahuan. Hasil analisa regresi menunjukkan bahawa ketiga-tiga pembolehubah bebas hanya mempengaruhi sebanyak 36.5% sahaja terhadap perkongsian pengetahuan. Walau bagaimanapun faktor kepercayaan tidak mempunyai pengaruh signifikan terhadap perkongsian pengetahuan. Keputusan kajian turut dibincangkan dan cadangan untuk organisasi serta pengkaji akan datang turut diutarakan.

Kata kunci: Perkongsian pengetahuan, kepercayaaan, sikap terhadap perkongsian pengetahuan, ganjaran dan sektor awam.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Knowledge has been regarded as the most important aspect of our daily life (Syed Ikhsan & Rowland, 2004). Knowledge is essential to perform day to day tasks. Individuals, groups, organizations and governments currently recognize knowledge as the most valuable asset to remain competitive. In addition, knowledge sharing is one of the main activities in knowledge management, which has gained increasing attention as it is critical to organizational effectiveness particularly in the public sector. Effective knowledge management practices in an organization will only happen if employees are keen to share their knowledge with their colleagues (Amayah, 2013). Due to this reason, there is a need to conduct a study on the determinants of knowledge sharing in the public sector and examine their influence on the willingness of employees to share knowledge.

In 2011, the Malaysian Administrative Modernization and Management Planning Unit (MAMPU) have formulated the Public Sector Knowledge Management Blueprint to address the needs of Knowledge Management (KM) initiatives in the government. The Knowledge Management Blueprint aims to enhance the adoption of KM initiatives that is currently at a low level with only 12 per cent of agencies claiming to have KM strategy (MAMPU, 2011). On the other hand, the small percentage of government agencies that have knowledge management strategy within

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