Universiti Utara Malaysia

# THE INFLUENCE OF AWARENESS, TRUST, AND PERSONALITY ON KNOWLEDGE SHARING QUALITY: A STUDY AT OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS OF UNIVERSITI UTARA MALAYSIA

By

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**Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for the
Master of Human Resource Management**

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# Abstract

This study was conducted to investigate the influence of awareness, trust, and personality on knowledge sharing quality among Master of Science (MSc.) Management students with active status in Universiti Utara Malaysia (UUM). The main aim of this study was to identify the relationship of awareness, trust, and personality with knowledge sharing quality. The dependent variable used in this study was knowledge sharing quality, whereas the independent variables comprised of awareness, trust, and personality. This study was done through census approach in which questionnaires were used as a medium to collect data. A total of 235 questionnaires were distributed. The results of the study showed positive significant relationships between awareness, trust, and personality and knowledge sharing quality. The results from multiple regression analysis implied that awareness is the strongest predictor of quality of knowledge sharing, followed by trust and personality. The significance of this study has been discussed in which the university, students, researchers and contribution towards body of knowledge are benefited. The study will become a guide for university and students to identify vital factors and personal skills to reinforce knowledge sharing. Whereas, this study can be used as a guide for future study by other researchers. The findings of this study also help to strengthen previous findings in the field of knowledge sharing. Overall, the study concluded the influence of awareness, trust, and personality towards knowledge sharing quality.

Keywords: knowledge sharing quality, awareness, trust, personality
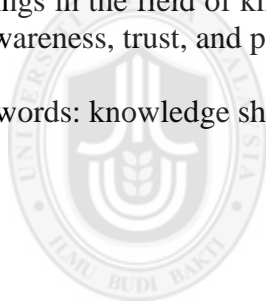
## Abstrak

Kajian ini dijalankan untuk mengkaji pengaruh kesedaran, kepercayaan, dan personaliti terhadap kualiti perkongsian ilmu dalam kalangan pelajar Master of Science (MSc.). Management berstatus aktif di Universiti Utara Malaysia (UUM). Tujuan utama kajian ini adalah untuk mengenalpasti hubungan kesedaran, kepercayaan, dan personaliti dengan kualiti perkongsian ilmu. Pembolehubah bersandar yang digunakan di dalam kajian ini adalah kualiti perkongsian ilmu, manakala, pembolehubah bebas terdiri daripada kesedaran, kepercayaan, dan personaliti. Kajian ini telah dilakukan melalui kaedah bancian di mana borang soal selidik digunakan sebagai perantaraan untuk mengumpul data. Sebanyak 235 borang soal selidik telah diedarkan. Keputusan kajian ini menunjukkan terdapat hubungan positif yang signifikan antara kesedaran, kepercayaan, dan personaliti terhadap perkongsian ilmu. Keputusan analisis regresi menunjukkan bahawa kesedaran merupakan faktor terbesar yang menyumbang terhadap kualiti perkongsian ilmu, diikuti oleh kepercayaan dan personaliti. Kepentingan kajian ini telah dibincangkan di mana universiti, pelajar, pengkaji, dan sumbangan kepada badan ilmu akan mendapat manfaat. Kajian ini juga akan menjadi panduan kepada universiti dan pelajar untuk mengenalpasti faktor penting dan kemahiran peribadi untuk memperkukuh perkongsian ilmu. Selain itu, kajian ini boleh digunakan sebagai panduan kepada pengkaji lain di masa hadapan. Dapatan kajian ini juga membantu mengukuhkan dapatan kajian yang sedia ada mengenai bidang perkongsian ilmu. Secara keseluruhan, kajian ini memutuskan bahawa kesedaran, kepercayaan, dan personaliti mempunyai pengaruh terhadap kualiti perkongsian ilmu.

Kata kunci: kualiti perkongsian ilmu, kesedaran, kepercayaan, dan personaliti

## Acknowledgments

First and foremost, I would like to express my deepest gratitude to my research supervisor, Associate Professor Dr. Kamal Ab. Hamid. Thank you for your continuous considerations and guidance. The guidance that you had provided helped me to achieve more than I had imagined when I first started writing this thesis. Your insight and guidance had made the last months of my masters journey an enriching learning experience. Thus, I would like to thank you with deepest sincerity.
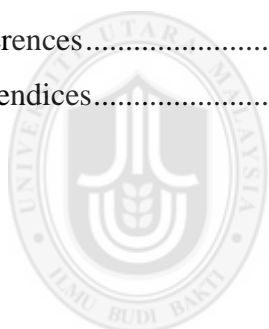
I would also like to further my gratitude to my parents, Abdul Halim bin Hashim and Rosna binti Desa, for the financial support and for believing in me. Even at times when I feel like giving up, they stood by me and prevent me from ditching years of effort to achieve what I have today. Without them, it would be impossible for me to get through this journey. Last but not least, I would like to thank my friends, especially Rabihah binti Rahim, Arina binti Ali, and Nur Sabrina binti Sofian Sahuri. Thank you for the moral support, experience and knowledge shared. I would always treasure the times we spent in finishing this journey.

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## List of Abbreviations

MSc.   Master of Science

OSA   Objective Self-Awareness

OYAGSB  Othman Yeop Abdullah Graduate School of Business

SPSS   Statistical Package for the Social Science

UUM   Universiti Utara Malaysia

## List of Appendices

# CHAPTER 1

# INTRODUCTION

## 1.1 Introduction

This chapter discusses the research theme in general. This chapter explains background of the study, research problem, research questions, and research objectives. This chapter also clarifies the scope and significance of the study, as well as providing definitions for the terms used in this study.

## 1.2 Background of the Study

One part of a country's foundation is education. Malaysia former Deputy Prime Minister, Tan Sri Dato' Haji Muhyiddin bin Yassin, once stated that in order to improve the country's competitiveness, the government's aim is to create quality education as a foundation to nurture creative, innovative, and highly skilled human capital born through our national education system (Mansor, 2014). Datuk Fatimah Abdullah, Sarawak Minister of Welfare, Women and Community Wellbeing said that the government is making efforts to develop the society's education as the government is confident that it would greatly contribute to the country's success (Kaderi, 2012). Acknowledging the importance of education as a foundation to create knowledgeable society, Malaysian government had conducted a full review on Malaysia education system to improve our education standard (Ministry of Education,

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