

CHAPTER I

INTRODUCTION

1.1 Background to the Research

The knowledge-based view puts great emphasis on human capital skills, knowledge, competences, attitudes, and motivation of the people working for an organisation, and the way that they use these skills for the benefit of the organisation (Schultz, 1961; Crook *et al.*, 2011). So, from the statement we can say that knowledge based view is the way of compay how to maximize the potential skill, knowledge, competence, attitudes, and motivations employee in order to achieve the company goals.

It has been suggested that the management of knowledge is mostly about creating, providing, energising and supporting suitable knowledge environments in an organisation, in order to motivate and enable knowledgeable individuals to use and share their knowledge and to create new knowledge.

The concept of knowledge management are including managing of human resources (HRM) and information technolgy (IT) in order to be coming a good and more better organization with the result that be able to survive in the businis competition. As we know the development of information technology playing an important role in concept of knowledge management, almost all activity in our life will be affect by development of information technology, so if we talk about knowledge management we talk about managing information also.

In this phenomenon the development of technology information with a fast acceleration as an effect globalization, with this condition UNAND need to implementation knowledge management in order to create the mission especially in sector information technology become real.

University of Andalas has vision and mission, vision of University of Andalas is “Becoming a Leading University and Partnership” and the mission are :

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- The logo of Universitas Andalas is a shield-shaped emblem. At the top, a banner reads "UNIVERSITAS ANDALAS". The center features a green tree with a red flame-like shape at its base. Below the tree is a white silhouette of a person standing. The bottom of the shield is decorated with a green and yellow floral pattern. A banner at the very bottom reads "UNTUK KEDAJARAN BANGSA".
1. To provide quality and continuous academic and professional education;
 2. Carry out innovative basic and innovative research to support the development and development of science and technology and improve scientific publication and intellectual property rights;
 3. Undermining the science and technology that is controlled by the people;
 4. Establish a productive and sustainable network of cooperation with institutions of education, government and business at the regional, national and international levels;
 5. Developing organizations in improving the quality of good governance so as to adapt to changes in the strategic environment;
 6. Developing businesses, both in education, research and community service and other business related to Andalas University business core which can increase revenue.

Unand try to follow this current situation with adaptation the changing of the technology, as we know Unand not only has young employee but also old employee in term of age, so in changing situation Unand use the current

technology, for example employee need to input their data online, ofcourse Unand give them training before, but for some employee they easy to adaptation for this kind of condition with new system, but for old employee the need extra effort for adaptation with this situation, so in here we need knowledge sharing, knowledge sharing is one dimension of knowledge management where in knowledge sharing employee share their knowledge to other employee.

Knowledge managment have relationship with the employee, how the company manage the information among employee in the organization, and how company can use knowledge management as media to keep or to improve job satisfaction while employee doing their job.

Also this paper examines if and how knowledge management (KM) can be used to promote employee job satisfaction. The authors suggest that KM can indeed nurture job satisfaction and, in so doing, foster high organisational performance.

Knowledge management is about communication among the person, in here researcher more focus on communication in term information sharing, also in this term information sharing there are two part internal and external, internal is among the employee, employee and manager, and external is the external factor such as governmnet, family, people, etc.

If employee can easy communication also it will be impact on their motivation and also satisfaction doing job, the result is employee performance is good and became better that increasing the organiznional performance to.

Factors that support job satisfaction have been studied extensively and the validated antecedents include e.g. job design, skill variety and role ambiguity (e.g., Glisson and Durick, 1988). However, KM issues have not yet been included among the many examined influencing factors. Although job satisfaction is *the* most researched topic in the field of organisational behaviour (Spector, 1997; Applebaum, *et al.*, 2000), it has only rarely been approached from a knowledge-based perspective. To bridge this gap in the literature, this paper examines how KM practices work to influence the satisfaction of individual employees with their jobs.

In this paper the researcher want to analyze the relationship between five facets of knowledge management and the impact on job satisfaction, why the resarcher want to analyze this phenomenon, as we know many factors that infleunce job satisfaction such as job design, payment, the atmosphere of the job, etc, but only view studied job satisfaction look from knowledge based view, so researcher want to know is there any relationship between knowledge five facets of knowledge management and job satisfaction based on knowledge based view.

Five facets of knowledge management that have been research by Kianto (2016), “Knowledge Management Impact on Job Satisfaction”, he conduct that five facets of knowledge management which are :

1. Knowledge acquisition stands for organisational practices aimed at collecting information from extra-organisational sources (Cohen and Levinthal, 1990; Zahra and George, 2002; Darroch, 2005). External

networks and collaborative arrangements are important sources of knowledge for all types of organisation. Customers form an especially important group from whom knowledge should be acquired if the organisation is to succeed.

2. Knowledge sharing is the key for managing tacit knowledge. Therefore, organisations should also encourage frequent face-to-face communication and the creation of shared learning experiences as well as building a knowledge sharing culture (Nonaka and Takeuchi, 1995; Ståhle and Grönroos, 2000; Carpenter and Rudge, 2003; Dalkir, 2005). Knowledge sharing activities include informal communication, brainstorming sessions, mentoring and coaching (Filius et al., 2000).
3. Knowledge creation refers to the organisation's ability to develop new and useful ideas and solutions regarding various aspects of organisational activities, from products and technological processes to managerial practices (e.g., Nonaka, 1991; Kianto and Andreeva, 2011). Knowledge creation is a key factor in enabling sustained performance in turbulent environments (Teece et al., 1997; Eisenhardt and Martin, 2000).
4. Knowledge codification consists of the activities needed to codify tacit knowledge into explicit form, to store documented knowledge, and to provide up-to-date documented knowledge to others in the organisation (Filius et al., 2000). It is based on the availability of appropriate communication and information technology tools, platforms and systems, together with the related employee skills and the motivation to use them in

order to make employee knowledge explicit and to codify and store it for use in company systems and documents. Ideally, employees should be equipped with information technology tools and platforms that facilitate the effective codification and storing of explicit knowledge in databases and manuals, as well as the search and transfer of this knowledge.

5. knowledge retention refers to activities related to managing personnel turnover and the associated loss of expert knowledge a key strategic resource. Expert knowledge can be lost when employees leave the organisation for one reason or another. As baby boomers retire, attracting and maintaining the best employees will become an even more pressing challenge with regards to knowledge retention.

The researcher take example or case study in University of Andalas.

From the fact and research before above the researcher interesting to do a research and will analyze topic with title “ **Impact of knowledge management on job satisfaction, case study : Non-Academic Staff of Andalas Unniversity** ”

1.2 Problem Statement

Based on the background, this research questions formulated as follows:

1. Is there a significant effect between knowledge acquisition and job satisfaction?
2. Is there a significant effect between knowledge sharing and job satisfaction?

3. Is there a significant effect between knowledge creation and job satisfaction?
4. Is there a significant effect between knowledge codification and job satisfaction?
5. Is there a significant effect between knowledge retention and job satisfaction?

1.3 Objektif of the Resarch

Based on the problem statement above, the goal of this study is to obtain data and information that is appropriate for analyzing the data. Specially, the objectives of this research to argues that the five facets of KM are :

1. To analyze the effect of knowledge acquisition on non-academic staff job job satisfaction who work at University of Andalas.
2. To analyze the effect of knowledge sharing on non-academic staff job job satisfaction who work at University of Andalas.
3. To analyze the effect of knowledge creation on non-academic staff job job satisfaction who work at University of Andalas.
4. To analyze the effect of knowledge codification on non-academic staff job job satisfaction who work at University of Andalas.
5. To analyze the effect of knowledge retention on non-academic staff job job satisfaction who work at University of Andalas.

1.4 Contribution of This Research

This research is expected to give contribution and benefit:

1. For university of Andalas

It is expected that, this research can provide feedback to Economics Faculty of Andalas University in order to enhance their service and performance among their employee

2. For Non-Academic Staff Andalas University

It is expected that, this research can provide feedback to Non-Academic staff at University of Andalas to evaluate their job and enhance their job performance while doing their job.

3. The next researcher

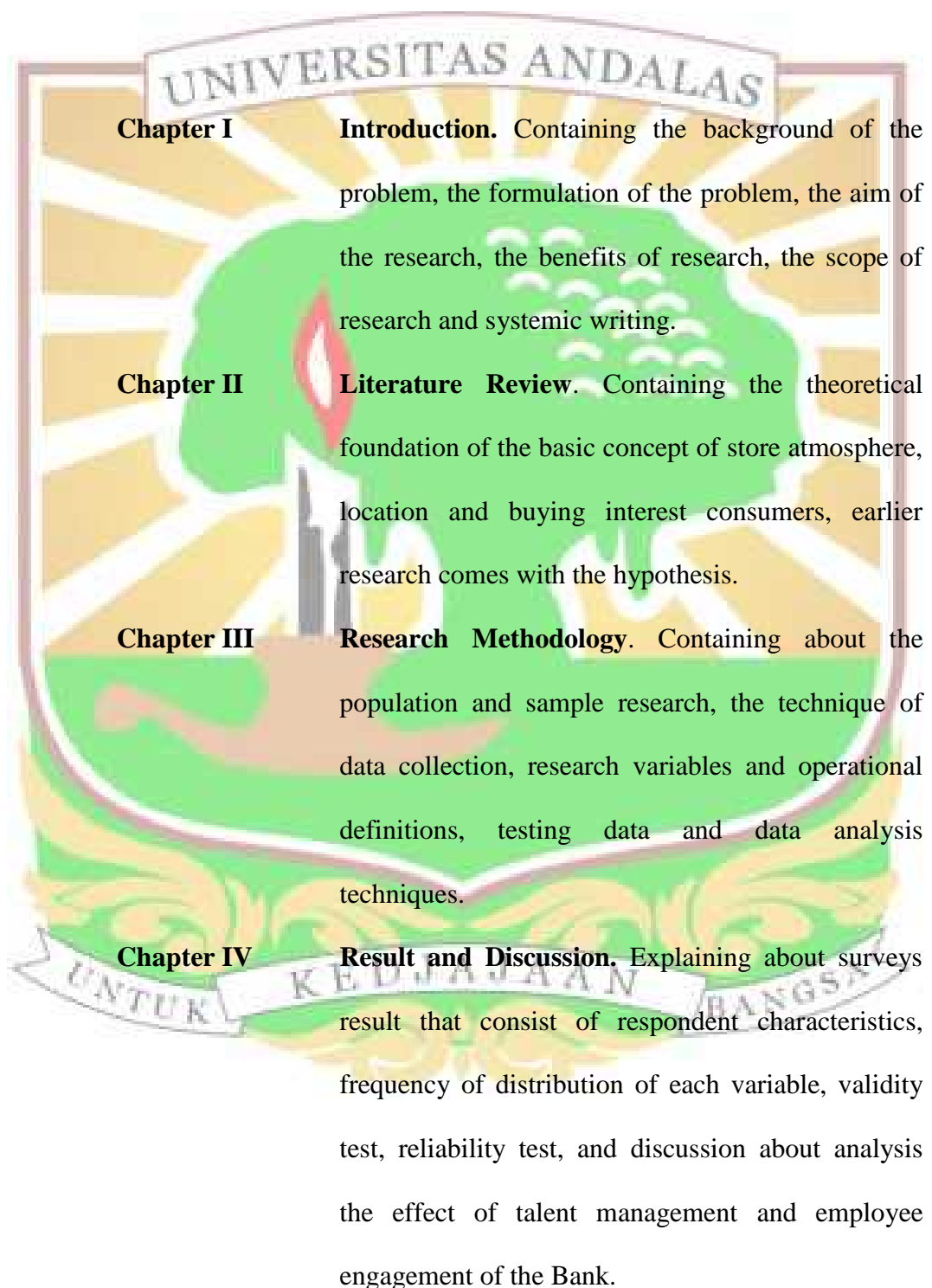
This research also expected can be a references to the next research who want research about this topic with a new variable.

1.5 Scope of the research

Thus Result of this research are expected to provide information about the effect of knowledge management on employee satisfaction, to understand variables of knowledge management, employee satisfaction and to strengthen theories of concepts that related to factors that influencing employee satisfaction, knowledge management toward organizational performance. The researcher limit the research context by focusing on Unand.

1.6 Outline of Research

In order to make it easier and make moderate the forwarding of context for this research, it divided into five chapter, they are:



Chapter V

Conclusion, Limitation, and Recommendation.

On this chapter, researcher will explain about conclusion of research, suggestion of research, limitation of the research and recommendation for further research.

