PENGARUH *KNOWLEDGE MANAGEMENT* TERHADAP KINERJA KARYAWAN *MARKETING* STUDI PADA PT. PURIASRI BHAKTIKARYA KANTOR CABANG SURABAYA

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui data serta menjelaskan pengaruh *Knowledge Management* terhadap kinerja karyawan pada PT. Puriasri BhaktiKarya. Penelitian ini menggunakan metode kuantitatif dengan pendekatan *explanatory research*. Populasi merupakan karyawan PT. PURIASRI BHAKTIKARYA dengan sampel sejumlah 64 responden. Analisa data dengan menerapkan metode statistic regresi linier sederhana dan pengujian hipotesis dengan koefisien determinasi. Data diolah dengan SPSS v26. Hasil penelitian menunjukka bahwa *knowledge management* berpengaruh positif signikan terhadap kinerja karyawan sebesar 37 % dan sisanya dipengaruhi oleh variabel lain diluar penelitian ini.

KATA KUNCI: *Knowledge Management,* Kinerja Karyawan, Keahlian

THE INFLUENCE OF KNOWLEDGE MANAGEMENT ON MARKETING EMPLOYEE PERFORMANCE STUDY AT PT. PURIASRI BHAKTIKARYA SURABAYA BRANCH OFFICE

ABSTRACT

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This study aims to find out the data and explain the influence of *Knowledge Management* on employee performance at PT. Puriasri BhaktiKarya. This research uses quantitative methods with *an explanatory research* approach. The population is employees of PT. PURIASRI BHAKTIKARYA with a sample of 64 respondents. Data analysis by applying simple linear regression statistical methods and hypothesis testing with coefficients of determination. Data is processed with SPSS v26. The results showed that *knowledge management* had a significant positive effect on employee performance by 37% and the rest was influenced by other variables outside this study.

KEYWORDS: *Knowledge Management, Employee Performance, Expertise*