

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Knowledge management* terhadap kinerja dan daya saing perusahaan perbankan pada industri jasa perbankan yaitu Bank Pembangunan Daerah. Pengujian hipotesis dalam penelitian ini menggunakan *software Partial Least Square (PLS)*. Berdasarkan penelitian didapat hasil yaitu terdapat pengaruh signifikan variabel *Knowledge Manajement (X)* berpengaruh terhadap kinerja (Y), sesuai hasil besar pengaruh dari variabel *Knowledge Manajement* terhadap kinerja perusahaan sebesar 0,982 dengan nilai t-statistics sebesar 357,067 yang lebih besar daripada 1,96. Terdapat pengaruh signifikan antara variabel kinerja (Y) perusahaan terhadap daya saing (Z) perusahaan sebesar 0,375 dengan nilai t-statistics sebesar 5,661 yang lebih besar daripada 1,96. Terdapat pengaruh langsung dan signifikan variabel *Knowledge Manajement (X)* terhadap daya saing (Z) perusahaan sebesar 0,619 dengan nilai t-statistics sebesar 9,409 yang lebih besar daripada 1,96.

**Kata kunci:** *Knowledge management*, kinerja, daya saing, BPD dan SEM PLS

## ABSTRACT

*This study aims to determine the effect of Knowledge management on the performance and competitiveness of banking companies in the banking service industry, namely the Regional Development Bank. Testing the hypothesis in this study using Partial Least Square (PLS) software. Based on the research obtained results that there are significant effects of Knowledge Management (X) variables affect the performance (Y), according to the results of the large influence of Knowledge Management variables on company performance of 0.982 with t-statistics value of 357.067 greater than 1.96. There is a significant effect between the performance variable (Y) of the company on the competitiveness (Z) of the company of 0.375 with the value of t-statistics of 5.661 which is greater than 1.96. There is a direct and significant influence of Knowledge Management (X) variable on firm competitiveness (Z) of 0.619 with t-statistics value of 9.409 which is greater than 1.96.*

**Keywords:** *Knowledge management, performance, competitiveness, BPD and PLS SEM*