

ABSTRAK

Obyek kajian penelitian ini berfokus pada Sistem komunikasi internal organisasi PT Wijaya Karya Tbk dalam mengimplementasikan *knowledge management* serta pengaruhnya terhadap kepuasan kerja karyawan. Penelitian ini bertujuan mengukur besaran pengaruh (1) sistem komunikasi internal (variabel X) terhadap kepuasan kerja karyawan (variabel Y), (2) pengaruh sistem komunikasi internal dalam mengimplementasikan *knowledge management* (variabel M) serta (3) hubungan mediasi antara sistem komunikasi internal terhadap kepuasan kerja karyawan melalui implementasi *knowledge management*. Analisis data menggunakan metode Kausal Step untuk mengukur estimasi nilai rata-rata variabel terikat berdasarkan nilai variabel bebas dan *Product of coefficient* untuk signifikansi hubungan yang dalam hal ini adalah variabel intervening implementasi *knowledge management*. Hasil uji regresi menunjukkan (1) Variabel X berpengaruh 0,859 terhadap Y, (2) Variabel X berpengaruh 0,772 terhadap M dan (3) pengaruh variabel X terhadap Y menjadi lebih rendah dengan memasukan variabel MN, menjadi 0,446 serta variabel M berkontribusi 0,534 terhadap Y. Berdasarkan uji Sobel Test dan Bootstrapping, implementasi *knowledge management* merupakan variabel intervening sempurna.

Kata kunci : Sistem Komunikasi internal, *Knowledge Management* dan Kepuasan Kerja

ABSTRACT

The object of this study focuses on the internal communication organizations system of PT Wijaya Karya Tbk in implementing knowledge management and its influence on employee job satisfaction. This research aims to quantify the influence (1) internal communication system toward the satisfaction of employees, (2) the influence of internal communication system in implementing knowledge management and (3) the relationship between the internal communication system of mediation against satisfaction of employees through the Causal Step to measure estimated average value and the Product of Coefficient to relationship significance. In this case, the intervening variable implement the knowledge management. Regression test result indicate (1) variable X 0,859 against influential Y, (2) variable X, 0.772 against influential M and (3) the influence of the variable X against Y be lower with variable M, down to 0,446 as well as the variable M contributed to 0,534 to against Y. Based on the Sobel Test and Bootstrapping, the implementation knowledge management is the perfect intervening variable.

Keyword : Internal communication system, knowledge management, Job Satisfaction