A STUDY ON THE INDIVIDUAL FACTORS OF TRUST, SELF-EFFICACY AND ALTRUISM TOWARD KNOWLEDGE SHARING

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DECLARATION OF ORIGINAL WORK

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ABSTRACT

The aim of this study is to investigate the factors that trigger individual intention towards knowledge sharing behavior. Employees are the most important element to produce product in the organization. Some knowledge or information are needed by employees to increase their performance. This research will help to determine the factors of knowledge sharing that directly influenced employee to perform well in their job. The study has been conducted at Eurospan Furniture Sdn. Bhd., Pulau Pinang. 70 sets of questionnaires were distributed to the employee at the company. Respondents were asked to rate the factors that influence individual intention toward knowledge sharing behavior such as trust, self-efficacy and altruism. The questionnaires have been constructed in English language and then the original items were translated and modified into Bahasa Malaysia. Several data analysis tools have been used to analyze the data such as frequency distribution analysis, reliability analysis, descriptive analysis, correlation coefficient analysis and multiple regression analysis. As a whole, trust, self-efficacy and altruism were found have relationship toward knowledge sharing.