PENGARUH *KNOWLEDGE SHARING* TERHADAP BUDAYA TEAM DAN KINERJA INOVASI PELAYANAN PADA HOTEL GRAGE GROUP DI YOGYAKARTA

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ABSTRACT

In this study, conducted a study on the evaluation of the Influence of Knowledge Sharing Against Team Culture and Service Innovation Performance At Grage Hotel In Yogyakarta. The purpose of this research is to know the effect of knowledge sharing variable on service innovation performance, the influence of the team culture variable on service innovation performance and know the influence of knowledge sharing variable to the culture of the team. Data collection of research variables was done by distributing questionnaires as many as 100 copies to employees of Hotel Grage Group in Yogyakarta. Data analysis technique using Structural Equation Model (SEM) with Partial Least Square (PLS) program.

The result of the research found that 1) Knowledge sharing has a significant positive effect on service innovation performance, it means that the better the knowledge sharing the higher the service innovation performance at Hotel Grage in Yogyakarta 2) The team culture has a significant positive effect on the service innovation performance, The higher the service innovation performance at Hotel Grage in Yogyakarta and 3) Knowledge sharing has a significant positive effect on the team culture, meaning the better the knowledge sharing the higher the team culture at Grage Hotel in Yogyakarta.

Keywords: knowledge sharing, team culture and service innovation performance.