

ABSTRACT

The management of knowledge management, especially in application of knowledge sharing on PT PLN (Persero) West Java Distribution is known does not run optimally. Only 10% of all employees perform the knowledge sharing activities. This shows that not all employees willing to participate actively in conducting knowledge sharing, although between the years 2018-2021 the retirement of employees will be about 50% of the total employees in the year 2018. . This indicates that in the past four years PT PLN (Persero) West Java Distribution will undergo a massive retirement which resulted a lot of knowledge that will be lost if the employee's knowledge is not yet become company's knowledge. Research was conducted to find out the intention of the employee in performing knowledge sharing. As for the method used in this research is quantitative. Using the method PLS-SEM (Structural Equation Modelling) with SmartPLS 3.0 as a data processing tool.

From the results of the data processing showed that variable subjective norm, extrinsic reward, social trust, a sense of self-worth, and the expected association known to the intention to share knowledge are not supported. This indicates that the employees of PT PLN (Persero) West Java Distribution does not yet have the intention for sharing, although corporate parties already provide the facility. In the future it is expected that as the company, PT PLN (Persero) West Java Distribution made a new strategy. So, that the intention of the knowledge sharing increases company surroundings, especially associated with social trust and sense of self-worth.

Keywords: *Human resources, Sharing knowledge, Theory of Reasoned Action.*