ABSTRACT

The current tight competition in the coffee shop business, demands that a relatively new coffee shop business has a competitive advantage in maintaining the market. Employee performance is employee behavior that contributes positively or negatively to organizational goals. One that affects employee performance is knowledge sharing. This study aims to identify the problem of knowledge sharing and to propose knowledge sharing programs in Work Coffe.

This study uses SPSS software for Windows version 22 and also uses the SECI method in converting knowledge. Respondents in this study were 32 Work Coffee employees. Data was collected using a questionnaire containing 33 question items related to the variable knowledge sharing with dimensions of knowledge donating and knowledge collecting, as well as employee performance variables measured by quality of work, quantity of work, knowledge of job, personal quality, cooperation, initiative, and dependability. Problems in Work Coffee include lack of ability to share knowledge, lack of trust owned by employees, and lack of converted knowledge.

The results of data processing show that knowledge sharing is able to affect employee performance by 61.4%. This shows that knowledge sharing is important to the performance of Work Coffee employees. Therefore the design of knowledge sharing programs in the form of a website with the aim as a medium for the distribution of knowledge and media documentation of knowledge.

Keywords*: Knowledge Management, Knowledge Sharing, Employee Performance, SECI.*