

# INTEGRASI SELF DETERMINATION THEORY DAN THEORY REASON ACTION DALAM MENINGKATKAN SHARING PENGETAHUAN MELALUI MOTIVASI INTRINSIK DAN EKSTRINSIK

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## ABSTRACT

### Abstract

Knowledge is one of organizational competitive advantage. Previous studies have shown that knowledge plays an important role in innovation and performance on the organizations. This study intended to examine the role of motivation in knowledge sharing. Motivation in this study is divided into two: intrinsic motivation (enjoyment helping others) and extrinsic motivation (reward). Both mechanisms are explained through Self Determination Theory (SDT) and Theory Reason Action (TRA). Knowledge sharing intention is used to explain the mechanism of motivation on knowledge sharing. The results of hypothesis testing indicate that intrinsic motivation has a positive effect on knowledge sharing behavior and knowledge sharing intentions fully moderate those mechanism, while extrinsic motivation has no effect on knowledge sharing behavior.

Keywords: knowledge sharing, enjoyment help others, reward, intention knowledge sharing, Self Determination Theory, Theory Reason Action

Kata Kunci: *knowledge sharing, enjoyment help others, reward, intention knowledge sharing, Self Determination Theory, Theory Reason Action*