

## RELATIONSHIP BETWEEN KNOWLEDGE SHARING TO INDIVIDUAL PERFORMANCE: THE ROLE OF ORGANIZATIONAL CULTURE AND RELATIONSHIP QUALITY AS MODERATOR IN FAMILY BUSINESS

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### ABSTRACT

The main purpose of this research is investigate the relationship between knowldge sharing on individual performance with organization cultural as variable moderator and relationship quality of family business in Jogjakarta, Indonesia. The difference is the use of tacit knowledge sharing and explicit knowledge sharing in the model research. The theory used is a knowledge management theory of Nonaka (1991) on knowledge sharing. The effectiveness of knowledge management depending on the ability of knowledge sharing. The organization culture is an important role in knowledge sharing. Moreover using a relationship quality as moderator variable, the relationship quality will increase resources exchange between superior and subordinate for the task (Liao, Liu and Loi, 2010). The relationship quality capable of makes the communication interpersonal more often, support and trust between superior and employees (Dulac, Coyle-Shapiro, Henderson and Wayne, 2008; Graen and Uhl-bien, 1995). The finding result show no influence of tacit knowledge sharing on individual performance with organization culture as moderated, but the tacit knowledge sharing has influence on individual performance as with relationship quality as moderated. The explicit knowledge sharing has influence on individual performance with organization culture as moderated. Relationship quality has not shows the role as moderator variable on explicit knowledge sharing in individual performance.

**KEYWORDS:** Organization Culture, Relationship Quality, Knowlegde Sharing, Individual Performance