**IMPROVING ENTREPRENEURIAL ABILITY THROUGH SHARING KNOWLEDGE INTENTION AT MILLENNIAL GENERATION**

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# *ABSTRACT*

Sharing knowledge is one way to improve readiness in entrepreneurship in entrepreneurial communities established in the university environment. One of the key features of the 4.0 industrial revolution is the need for capability in data literacy, technological literacy, and humanity literacy. Establishment of a community as a place to share can increase the readiness of students to entrepreneurship. The purpose of this research is to describe the intention of knowledge sharing among members of the community. This description contains determinants of intentions and their underlying beliefs that can improve the readiness of community members for entrepreneurship. Participant of this research was a member of the entrepreneurial community (The Local Enablers) comprised of 61 participants. This study uses descriptive – quantitative approach where the measuring instrument used as a measuring tool is based on Planned Behavior Theory. The results of this study indicate that members of The Local Enablers have a strong intention to share knowledge during joining The Local Enablers. Determinants that have a significant effect is Attitude Toward Behavior. This determinant is based on salient beliefs that sharing knowledge will open business opportunities and increase knowledge in business.

**Key Words**: Planned Behavior; Sharing Knowledge; Entrepreneurship; Millennial Generation

**INTRODUCTION**

Knowledge sharing is the process of disseminating and exchanging information, ideas, experiences, knowledge through communication, and social interaction undertaken by individuals with other individuals, individuals with groups, or between groups inside and outside the company aiming to create new knowledge (Indarti & Dyahjatmayanti, 2014). Referring to the views of Srivastas, Bartol, and Lock (2006, in Soerjoatmodjo, 2015), knowledge sharing is important because it allows the codification and storage (repository) of existing knowledge, so that knowledge can be developed. Development of this knowledge becomes the competitive advantage of an organization. Anumu (2013, in Soerjoatmodjo, 2015) states that knowledge that is managed and utilized properly will increase productivity, enterprise development, corporate growth, and sustainable profit. Hossain (2015, in Soerjoatmodjo, 2015) states that the knowledge flow can be utilized by companies to accelerate internal innovation and to expand the markets for external use of innovation.

The Local Enablers is an entrepreneurial community that uses collaborative approaches and knowledge sharing in helping to grow member businesses. Based on interviews with the founder of The Local Enablers, it is known that the process of sharing knowledge conducted has a positive impact on its members. One of these positive impacts in the process of business acceleration. Business processes that occur for 4 years become 2 years or even 1 year due to previous business actors share business knowledge with new business actors within the community. One of the best members of The Local Enablers is Fruitsup. The company was awarded "Best Young Entrepreneur of West Java" in 2015. In its business process, Fruitsup got lots of feedback from another member of The Local Enablers in packaging, marketing, new product innovation, product test, and so on.

The Local Enablers has special activities for its members to share their knowledge. The name of this activity is TLE Learning Day. During this activity every member that present will share about business problems or innovations they do in their business, then held a discussion with members who have a different business. There is a keynote speaker in this activity but everyone can be involved in the discussion session.

In the process of sharing knowledge, knowledge sharing behavior becomes important for the process to run optimally. According to Ajzen and Fishbein (Aronson, Wilson, & Akert, 2013) behavior can occur when there is an intention to do so. Intention can be formed if the fulfillment of three components, namely attitudes toward the behavior, subjective norms, and perceived control of the behavior. Attitude is a disposition to respond pleasure or displeasure with a certain level to a psychological object (Fishbein & Ajzen, 2010). The more positive a person's attitude toward the knowledge-sharing behavior, the higher the role of attitude in supporting knowledge-sharing behavior. The second is the subjective norm, in which according to Fishbein and Ajzen (2010) is the perceived social pressure to perform (or not do) a behavior. This component explains that the more people around him whom he deems important to support or engage in the knowledge-sharing behavior, the more intense the sharing knowledge intention will be. The third is perceived behavior control which means a person's belief about his ability to display a behavior, that they have control over their performance (Fishbein & Ajzen, 2010). In this component, the more confident a person is in his ability to share knowledge, the higher the person's intention to share knowledge. According to Fishbein and Ajzen (2010) to create high intentions, all these components don't need to be high, but these components can complement each other.

The three dimensions of the intention are based on something more fundamental, beliefs (Fishbein & Ajzen, 2010). Beliefs represent information of an object-that the object is related to a particular attribute. For example, the belief that knowledge-sharing behavior is useful. In that belief, we can see the object (knowledge sharing behavior) associated with certain attributes (beneficial, not harmful). In his theory of the intention, Fishbein and Ajzen (2010) divide belief into three types namely, behavioral, normative, and control. Behavioral belief is a belief in the relationship between behavior and the consequences of the behavior. Normative belief is the belief that certain people or groups agree or disregard behavior, or that people and groups do or do not do that behavior. Control belief is a belief in the availability of factors that can facilitate or inhibit behavioral display.

To describe intention by using the concept of belief we can not separate one belief with other because the totality of belief will form the dimensions of one's intentions that finally able to predict will a person do a behavior or not. Based on this the researcher is interested to describe further how the intention of knowledge sharing behavior during joining The Local Enablers.

**METHOD**

**Research Design**

This study uses survey method with quantitative approach. Survey method is a research conducted to obtain facts from the phenomena that exist and look for factual descriptions of the phenomena from a group or a region. Research is done simultaneously on a number of individuals or units and can be done by census or using a sample. In the survey method, the research was conducted by using the questionnaire as the main data collection tool. The questionnaire is a self-reporting data collection instrument completed by the research participants (Christensen, 2007).

**Participants and procedure**

The population in this study is the member of The Local Enablers located in Jatinangor-Sumedang Indonesia which is millennial generation. This study use simple random technique and there were 61 participants in this study.

In this study, researchers used two measurement techniques, namely the measurement of intentions directly (direct measurement) and indirect (indirect measurement). Direct measurement is a way of measuring the intention by asking the participant directly about their attitudes, the social pressure they experienced, and factors that facilitate or inhibit knowledge sharing behavior. In this measurement, items are made based on the explanations of those dimensions and their divisions. This measurement technique generalizes behavior in all research contexts.

Indirect measurement is an intention measurement technique based on beliefs its complement of each dimension. In the attitude dimension, there is behavioral belief and its complement, outcome evaluation. In the subjective norm, there is normative belief and its complement, motivation to comply. On perceived control, there is control belief along with complement, perceived power.

**Instrument**

**Sharing Knowledge Intention**

The questionnaires used in this study were a self-administered questionnaire, in which participants were asked to fill out questionnaires prepared by researchers and give their own responses to the statements in the questionnaire. This tool uses summated rating scale with seven alternative answers. The questionnaires have a total of 48 Items.

Direct measurement is done to determine the description of the direct determinants of the intention. The Intention score will be obtained from these direct measurements, where the average total score of each respondent will be compared with the categorization of strong intention and weak intention. The same scoring system will also be performed on each dimension of the determinant, i.e. attitude toward behavior, subjective norm, and perceived behavioral control.

Indirect measurement is done to find out the beliefs that form each of the determinants. In each determinant, the score of each belief will be multiplied by the evaluation score of the belief, then the overall score will be summed to produce the total score of each determinant of the intention.

**RESULT AND DISCUSSION**

**Result**

Based on the data obtained, the intention of members of The Local Enablers to share their knowledge during joining The Local Enablers is as follows:

Table 1

Intention of Sharing Knowledge Behavior

|  |  |  |
| --- | --- | --- |
| **Category of Intention** | **Number of Participants** | **Percentage** |
| Strong | 53 | 86,9 % |
| Weak | 8 | 13,1 % |

Intention categorized base on reference to Francis et al. (2004) which states that the classification of intentions are people with strong intentions and people with weak intentions. The researcher then measured the intentions based on items from questionnaires that directly measured the intentions. Based on Table 1, it can be seen that 8 persons or with 13.1% proportion has weak intention to share knowledge during joining The Local Enablers. While 53 others, or 86.9% of samples who have a strong intention to share knowledge during joining The Local Enablers.

In this study, this analysis is used to determine the effect of attitude toward behavior, subjective norm, and perceived behavior control variables on The Local Enablers member’s intention to share knowledge during joining The Local Enabler. The result of regression calculation is as follows:

Table 2

Calculation of Determinants Regression

|  |  |  |  |
| --- | --- | --- | --- |
| **Model** | **Unstandardized**  **Coefficient** | **T** | **Sig.** |
| **B** |
| Constant | 1.571 | 1.809 | .076 |
| *Attitude Toward Behavior* | .265 | 6.262 | .000 |
| *Subjective norm* | .052 | .607 | .546 |
| *Perceived behavioral control* | .144 | 1.152 | .254 |

In this study, this analysis is used to determine the effect of attitude toward behavior, subjective norm, and perceived behavior control variables on The Local Enablers member’s intention to share knowledge during joining The Local Enabler. The result of regression calculation is as follows

After knowing the main determinant that form the intention of sharing knowledge, the regression analysis is use at beliefs underlying that determinant, that is the behavioral belief on determinant attitude toward behavior. The following is the value of the regression coefficient of each belief of attitude toward behavior toward sharing knowledge during joining The Local Enablers.

Table 3

Regression Coefficient of Behavioral Beliefs

|  |  |  |  |
| --- | --- | --- | --- |
| **Model** | **Unstandardized**  **Coefficient**  **B** | **T** | **Sig.** |
| Constant | 19.029 | 11.308 | .000 |
| Belief 1 | .561 | 3.285 | .**002** |
| Belief 2 | -.131 | -.648 | .520 |
| Belief 3 | .647 | 4.519 | .**000** |

Based on Table 3, belief 1 and belief 3 have t values that exceed t table. This means that only belief 1, the belief that sharing knowledge during joining The Local Enablers can increase knowledge in business and belief 3, the belief that sharing knowledge during joining The Local Enablers can open up business opportunities, which contributes significantly.

**Discussion**

The majority of The Local Enablers have a strong intention to share their knowledge while joining The Local Enablers. Based on table 1, it is known that more than half of respondents (86.9%) have a strong intention to share knowledge. A strong intention means they feel the possibility of sharing knowledge tends to be high. This may take the form of planning, wanting to, and expect to share knowledge during joining TLE.

Each determinant contribute to different levels of intention to share knowledge while joining The Local Enablers. This can be seen in Table 2 where the contribution value of each determinant varies. It is not required that all determinants contribute significantly to the emergence of intentions for knowledge sharing (Ajzen, people umass.edu. Ajzen, 1991). Based on the results in Table 2 it is known that the determinant that contributes significantly to knowledge sharing behavior during joining in The Local Enablers is an attitude toward behavior. Subjective Norm and Perceived behavior controls contribution to knowledge sharing intentions while joining The Local Enablers is not significant. This is consistent with a meta-analysis study by Fishbein and Ajzen (2010) in which attitudes have the highest correlation with intentions. The significant contribution referred is the determinant has an effect on the establishment of the intention to share knowledge. So, the positive or negative evaluation of knowledge sharing behavior by members of The Local Enablers is crucial in determining the possibilities of The Local Enablers members will share their knowledge or not, compared to whether they feel the social pressure to share or the factors that they believed to inhibit or facilitate sharing knowledge while joining the community.

In this study, it is known that there are two main behavioral beliefs that form the attitude of knowledge sharing behavior during joining The Local Enablers. First belief is the belief that sharing knowledge during joining The Local Enablers will open up business opportunities. The second belief is the belief that sharing knowledge during joining The Local Enablers will increase business knowledge. It can be said that the attitudes of members of The Local Enablers to the sharing of knowledge will be negative or positive depending on whether the member feels his or her business knowledge is increased or not and whether or not the business opportunity is open to him or her. The more the member feels his knowledge of the business increases and the more open the business opportunity for him, the more positive his attitude will be and the greater the intention to share. The openness of business opportunities and increased business knowledge will be supported by the diversity of existing businesses in The Local Enablers. The diversity of business means there is a wide variety of knowledge contained in The Local Enablers. With regular events to share knowledge, then the original knowledge that was tacit will be explicit. This explicit knowledge (can be information about new business venues or specific skill workshops) becomes easier to share so that knowledge will develop and support innovations in business.

**CONCLUSION**

In this study we can draw some conclusions about the description of the intention of sharing knowledge of The Local Enablers members during joining The Local Enablers, namely:

Attitude toward behavior is a determinant that contributes significantly in sharing knowledge during joining The Local Enablers. Subjective Norm and Perceived behavior control also are determinants that contribute in the formation of the intention, but not significantly.

Belief underlying the intention of sharing knowledge is the belief that knowledge sharing will open up business opportunities and increase business knowledge. Those are behavioral beliefs that will affect the intention through Attitude toward Behavior.

Most members (86.9%) have a strong intention to share their knowledge while joining The Local Enablers that indicate their tendency to engage in knowledge-sharing behavior is relatively strong.

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