

ABSTRACT

The purpose of this study is to verify and analyze the influence of trust, social interaction, social norms, shared vision and learning orientation toward Affective Rational Knowledge Sharing and customer relations creativity with business performance in small and medium industries convection in Central Java. This study took a sample of 117 respondents. Respondents are the owners of small and medium industrial embroidery and convection. Analysis techniques using the Structural Equation Model (SEM) with AMOS software version 16.

These studies generally have positive influence of trust, shared vision, social interaction towards Affective Rational knowledge sharing. Learning orientation do have influence on affective rational knowledge sharing. Affective rational knowledge sharing and customer relation creativity can improve business performance through direct and indirect effect.

Theoretical findings in this study were: (1) to improve business performance can be done through increased trust, shared vision, social interaction and learning orientation through affective rational knowledge sharing, (2) improved business performance can be done through increased Affective Rational knowledge sharing and customer relations creativity.

This study contributes findings in collaborative view of social capital theory, learning organization and theory and social action theory in explaining the role of affective rational knowledge sharing as variables that mediate the variables of social capital and organizational learning toward Business Performance.

Keywords: Business performance, learning organization, Affective Rational Knowledge Sharing, social capital