

ABSTRACT

This study aims to analyze the implementation effect of knowledge creation, human capital, customer capital and structural capital to business performance (case study on Regional Development Bank of Central Java Limited Company). This research is based the importance of creating new knowledge (knowledge creation) which will result in innovation to manage intellectual capital (human capital, customer capital, structural capital) well so as to create competitive advantage and improve the performance of the company at PT Bank Central Java.

Exogenous / independent variable in this study is knowledge creation. Endogenous variable / dependent is human capital, customer capital, structural capital and business performance. The data in this study consist of the primary data that taken from questionnaires distributed directly to the respondent. Data collected from 65 respondents who are employees in various divisions of PT Bank Central Java. The hypothesis in this study were analyzed using analysis techniques PLS (Partial Least Square) trough the smartPLS software.

The results showed that, knowledge creation have positive and significant effect on human capital, human capital have positive and significant impact on customer capital, human capital have positive and significant impact on structural capital, customer capital have positive and significant impact on structural capital. Meanwhile, for the customer capital have negative and no significant impact on business performance, and structural capital have positive and significant impact on business performance.

Keywords : Knowledge creation, human capital, customer capital, structural capital, business performance, Partial Least Square (PLS).