# The Influence of The Element of Trust on Buying Intention in Online Business (Case Study in Bukalapak)

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## ABSTRACT

This study aimed at analyzing the influence of knowledge management on human resource development in the Regional Office of Directorate General of State Sulseltrabar in the State Finance Building II. Data from this study obtained from questionnaires distributed directly to employees in the office. The finding of this research reveals that knowledge management consists of knowledge development, knowledge sharing/distribution and utilization of knowledge are not simultaneously significant and affect the development of human resources. Knowledge development is a variable that influence significantly on the development of human resources. Knowledge sharing/distribution and utilization of knowledge are not significant to the development of human resources.

**Keywords: knowledge, management, development, sharing, utilization, human resources**

## 1. INTRODUCTION

In the knowledge economy, the ability of organizations to manage knowledge effectively is becoming increasingly important (Godbout, 2000; Al-Hawary and Alwan, 2016; Hasani & Sheikhesmaeili, 2016; Acar et al., 2017; Connely et al. 2019; Anser et al, 2020). Today, many public organizations try to become truly knowledge-based organizations (Henttonen, Kianto & Ritala, 2016; Hislop, Bosua, & Helms, 2018; Lee, Chen, & Chen, 2018). In this endeavor, adaptation and implementation of knowledge management practices is considered beneficial (Sathishkumar and Karthikeyan, 2017; Sato, Kobayashi, & Shirasaka, 2020) in any type of organization, whether private or public (Tjakraatmadja et al., 2006; Rosdi, Chew, & Omar, 2013), and has the potential to play an important role in improving their operations.

Previous research has defined four stages of the basic knowledge management process: (1) creating knowledge, (2) storing and retrieving knowledge, (3) transferring knowledge, and (4) implementing knowledge (Yu, R. 2002). More than just increasing profitability and competitive advantage, the benefits of knowledge management in social work organizations include: adding value to services, as well as increasing well-being, community effectiveness, and general well-being (Widayana, 2005; Zaim, 2016).

Management support (Zaim et al., 2018), incentives (Yusup, 2012), and employee empowerment (Akbari & Ghaffari, 2017) have been explored in the existing literature and have been recognized as organizational factors influencing the successful implementation of knowledge. The implementation phase is perhaps the most important part of process knowledge management as it contributes the most to value creation (Haddock-Millar, Sanyal, Müller-Camen,

2016), but paradoxically it has received relatively little research concern (Godbout, 2000; Forghani and Tavasoli, 2017).

The problem of human resources is still in the spotlight for organizations to continue to survive in the era of globalization (Firdanianty dan Soleh, 2011; Dong et al, 2017). Human resources have a major role in every activity of an organization or institution (Del Giudice, Carayannis, and Maggioni, 2016; Chang, Liao, and Wu, 2017). Although supported by facilities and infrastructure and excessive funding sources, but without the support of reliable human resources, organizational activities will not be resolved properly.

The Indonesian government is aware of the importance of knowledge management in policy making and service to the community (Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi, 2011). This is evidenced by the issuance MenPAN-RB regulation Number 14 of 2011 concerning the Implementation Guidelines for the ''*Knowledge Management*'' Knowledge Program. In this regulation the application of *knowledge management* is intended to improve the organization's ability to manage its intellectual assets in the form of existing knowledge and experience.

Human resources that already exist in an organization or agency need to obtain or develop to a certain extent according to the needs of each organization in the company (Krogh, Nonaka dan Ichijo. 2000; Debowski, 2006; Azmee, Kassim, & Abdullah, 2017) Human resource development can be carried out through continuous education and (*training*). (Azmee, Kassim, & Abdullah, 2017, Mtembu, 2019). Regarding the importance of human resource development, Notoadmodjo (2003) argues that the development of human resources is an effort to develop the quality or ability of human resources through the process of planning education, training and management of personnel or employees to achieve an optimal outcome.

*Knowledge management* is an effort to generate value from the intellectual property of the organization through the creation, storage, dissemination and application of knowledge. Understanding knowledge management is very necessary to know its influence in the organization. In the development of *Knowledge Management* according to Probst (2000) translation, to manage and manage knowledge organization needs to be grouped and categorized the problems encountered in the organization. In the process of identifying an analytical method is called the *Core Process Knowledge Management*. The core knowledge management process, including *knowledge identification, knowledge acquisition, knowledge development, knowledge sharing / distribution, knowledge utilization, knowledge retention, knowledge assessment, and knowledge goals.*

After conducting a pre-survey research obtained from the official website of the Ministry of Finance which contained news, info and problems in the Ministry of Finance, there were issues regarding the conditions of the problem of employee competency distribution that currently occurred in the field. The condition in question is the condition of employees who experience two syndromes, namely *overstaff* syndrome and *understaff* syndrome. *Overstaff* syndrome is the condition of an employee who has too much control over the field of duty, for example an employee who is also an Auction Officer, Bailiff, and Appraiser. In the opposite condition, *understaff* syndrome means an employee who has no specialization of expertise. This certainly needs further mapping in terms of human resource development. Indirectly this will have an impact on agency productivity going forward.

Every organization aims to use knowledge capabilities, with a focus on human resources (Notoadmojo, 2003; Nisula and Kianto, 2016, Mtembu, 2019). This is because most organizational knowledge is in the memory of the individual employees which is difficult to extract and share with others (Barros et al., 2015). The creation, management and utilization of knowledge is directly influenced by several human resource management (HR) practices and strategies. The combination of the two effects of knowledge management disciplines, KM and HRM, creates a sustainable competitive advantage for companies (Zaim, 2016). This study

identifies the influence of knowledge management on the development of human resource capacity.

This study was intended to investigate how is the influence of *knowledge management* (knowledge development, knowledge sharing / distribution, and knowledge utilization) on human resource development in the State Finance Building of Unit II Makassar in the Regional Office of the Directorate General of State Assets of South Sulawesi and which of the most influential variables of *knowledge management* (knowledge development, knowledge sharing / distribution and knowledge utilization) for human resource development.

## 2. THEORETICAL BASIS

### 2.1. Knowledge Concept

Knowledge is the whole set of insight, experiences, and procedures that are considered correct and true and that guide the thought, behavior and communication of people (Probst, Raub, Kai, 2000; Yu, R. 2002; Sangkala. 2007; Renata, 2016; Santoro and Usai, 2018). Knowledge ideas, experiences and procedures that are considered right, directing to think, behave and communicate with others (Al Ahbabi et al., 2019). It is a form of information that has been organized and analized and is applicable to problem solving or decision making (Arshad, Noordin and Othman, 2016). So, knowledge is information that has been organized and analyzed so that it can be understood and applied to solve problems or make decisions.

### 2.2. Knowledge Management

Hislop, Bosua, and Helms, (2018) explained that knowledge management is a systematic process for finding, choosing, organizing, extracting and presenting knowledge in a certain way, so that workers are able to utilize and improve mastery of knowledge in a specific field of study, so that there is an institutionalization process knowledge created into company knowledge. Furthermore, Lee, Chen, and Chen, (2018) explain that knowledge management is a human feeling to carry out the process of sharing knowledge, and learning and working together more effectively, as a process that is mentally pleasant (fun mentality).

From the two definitions, experts have a little bit different perspectives. It is suggested that to organize and manage organizational knowledge, it is necessary to clasify and categorize problems encountered in organizations or companies (Renata, 2016). This is done to identify core knowledge management processes. In the core knowledge management process, according to Probst concluded that there are eight processes which consist of:

1. *Knowledge Assessment*
   *Knowledge Assessment* is an assessment of the capacity of an organization in regulating knowledge in the main parts such as knowledge, leadership, culture and technology.
2. *Knowledge Goals*
   *Knowledge Goals* are one of the fundamental elements of *knowledge management*. This comes from organizational goals and sets goals in applying knowledge management within the organization.
3. *Knowledge Identification*
   *Knowledge Identification* is a stage to identify a knowledge that has tacit or explicit nature. In identifying this knowledge, an analysis and description is carried out for knowledge in the organization or company environment.
4. *Knowledge Acquisition*
   *Knowledge Acquisition* is a stage of collecting data obtained from an expert into a system. For sources of knowledge can be obtained through books, scientific journals, literature, an expert, browsing the internet, reports, and others.
5. *Knowledge Development*

*Knowledge Development* is a stage where after the sources of knowledge are obtained at the stage of knowledge acquisition, then each management in an organization or company strives to create or develop every capability or knowledge that does not yet exist within the organization or company and which does not exist in or outside the company.

6. *Knowledge Sharing / Distribution*
   *Knowledge Sharing / Distribution* is a stage to share and disseminate knowledge that is already owned by an organization or company.
7. *Knowledge Utilization*
   *Knowledge Utilization* is the stage where a knowledge must be kept as good as possible, to support business activities or processes that take place within the organization or company.
8. *Knowledge Retention*
   *Knowledge Retention* is a stage where a new knowledge is formed or developed within an organization or company, an activity is carried out to select, store and update that knowledge.

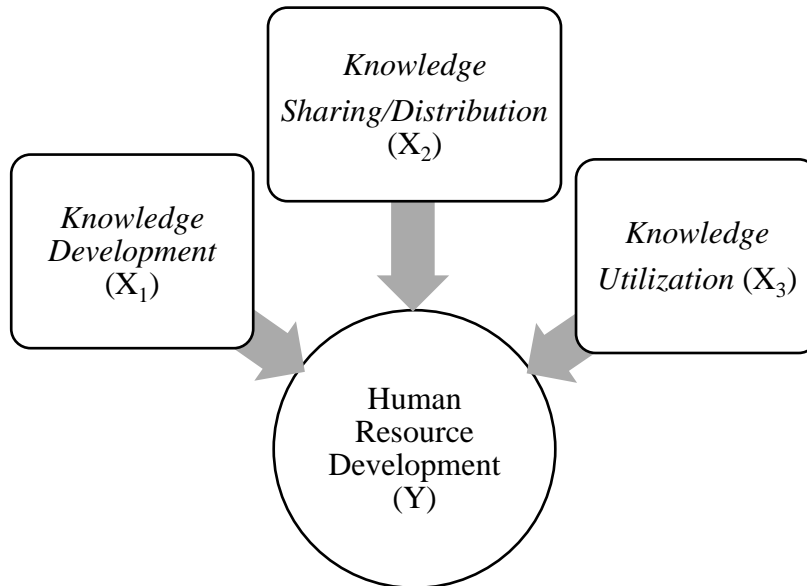## 2.3. Human Resource Management

Basically the most important organizational asset to achieve a goal is human resources (Nisola and Kianto, 2016). So it is necessary to do The name is management or development that aims to create humans productive ones (Hasibuan, 2003, 2007). Good human resource development or management, will stimulate good organizational performance (Bambang, 2002). It is easy for an employee to face and complete demanding task both for current work and future (Adhab, 2021). Over time, achievements and skills will be difficult to obtain employees if they only rely on what they have without ever doing the process supply or development (Azmee, Kassim, and Abdullah, 2017). So that human resource development is very influential in the effectiveness and efficiency of an organization

HRM is a field of management that specializes in the study of relationships and the role of humans in corporate organizations (Azmee, Kassim, & Abdullah, 2017). HR management is matters that include coaching, use and protection of human resources both in relationship work or self-employed (Firdanianty dan Soleh, 2011).

HRM as the science and art of regulating the relationship and role of the workforce to be effective and efficient help realize the goals of the company, employees and society (Notoadmojo, 2003; Sato, Kobayashi and Shirasaka, 2020). It is an activity that must be carried out by the organization, so that their knowledge, ability, so that their skills according to the demands of the work they do (Tohardi, 2002; Ukil, 2016). Furthermore, Sato, Kobayashi, and Shirasaka, (2020) HRM is planning, organization, direction and control of procurement, development, compensation, integration, maintenance, and termination of employees, with the aim of realization of the goals of individual companies, employees, and society. HRM is a matter related to the utilization of human doing a job to achieve the maximum level or effective and efficient in realizing the goals to be achieved within the company, an employee and also society.

## 2.4. Conceptual Framework

The study uses three of the eight core knowledge management were taken according to Probst, including knowledge development, knowledge sharing / distribution, and knowledge utilization. So that three of the eight core *knowledge management* are used as indicators in the development of human resources. multiple regression to see the effect of the three core *knowledge management* on the development of human resources. For more details, it can be presented in the form of a mindset, as follows:

**Figure 1**
Thinking Framework Analysis of the Effect of Knowledge Management on Human Resource
Development
*Source: Created for this study*

In this framework, the independent variable namely X1 variable *(knowledge development)*, X2 variable *(knowledge sharing / distribution)*, and X3 variable *(knowledge utilization)* will test the significance of the dependent variable, Y variable *(human resource development)..*

## 3. RESEARCH METHODS

### 3.1. Population and Samples

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and conclusions drawn (Sekaran, 2006; Sugiyono, 2011). From this understanding, then the population in this study are employees who are in the office of the State Finance Building unit II floor 4 part of the Directorate General of State Assets of Makassar as many as 61 (sixty one) employees.

The sample is part of the population that the researcher wants to study. According to Malhotra (2012) a sample is part of the number and characteristics possessed by the population. However, in this sampling technique researchers used saturated samples. Saturated sample is a sampling technique if all members of the population are used as samples (Sugiyono, 2011: 68). The reason the researchers chose to use saturated samples was because the population was 61 respondents, of which 61 respondents who were sampled did not necessarily all fill in the questionnaire and to avoid the level of errors that could arise if using other sampling methods.

### 3.2. Data Analysis

The data and information that we have collected is raw data. So that the data must be tested and processed in order to know the truth and the extent of the problems that occur in the field. From the results of the research collected, the next analysis method will be presented as follows:

1. Descriptive analysis is the analysis used to analyze data by describing or describing data that has been collected as it is.

2. Analysis of validity and reliability can prove that the list of questions in the questionnaire filled out by respondents already represents the population or not.
3. Multiple linear regression analysis is an analysis to see the extent of the influence of knowledge management on the development of human resources, using multiple regression formulas (Sugiyono, 2012: 277), namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where :
Y = Development of human resources
X1 = Knowledge development
X2 = Knowledge sharing / distribution
X3 = Knowledge utilization
a = Constant value
b1, b2, b3 = regression coefficient

4. To find out the magnitude of the effect of *knowledge management* partially and simultaneously, the T test and F test will be used. The T test is used to see the significance of the effect of the independent variable (X) on the dependent variable (Y). The F test is used to determine the effect of independent variables on the dependent variable.

## 4. RESULT AND DISCUSSION

### 4.1. Respondent's Background

The following will be described or described from the results of each information regarding the identity of the respondents starting from gender and education which will show the characteristics of the samples used in this study.

### a. Gender

Gender needs to be assessed because it may influence knowledge management deployment. Participants gender are presented in the following table:

**Table 1**
**Gender**

|        | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|-----------|---------|---------------|--------------------|
| **Male**   | 26        | 65.0    | 65.0          | 65.0               |
| **Female** | 14        | 35.0    | 35.0          | 100.0              |
| **Total**  | 40        | 100.0   | 100.0         |                    |

*Source: SPSS version 23*

As can be seen in table 1, 26 or 65 per cent of respondents were men while 14 or 35 per cent were women.

### b. Education

Education has crucial influence on knowledge management, the higher the employees education, the more knowledge they get.

**Table 2**
**Education**

|          | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| **Senior**   | 4         | 10.0    | 10.0          | 10.0               |
| **Diploma**  | 1         | 2.5     | 2.5           | 12.5               |
| **Bachelor** | 27        | 67.5    | 67.5          | 80.0               |

| | | | | |
|---|---|---|---|---|
| **Post-graduate** | 8 | 20.0 | 20.0 | 100.0 |
| **Total** | 40 | 100.0 | 100.0 | |

*Source: SPSS version 23*

## 4.2. Hypothesis Test
### a. F Test

The F statistic test is used to show whether all the independent variables (independent) included in the model have a simultaneous (simultaneous) effect on the dependent (bound) variable. The F test can be seen from the magnitude of the probability value ($\rho$ value) compared to 0.05 (significance level = 5%). If the probability value ($\rho$ value) of alpha significance is greater than 0.05 (> 0.05), then the hypothesis is rejected (regression coefficient is not significant). This means that the independent variables simultaneously have no significant effect on the dependent variable. If the probability value ($\rho$ value) of alpha significance is less than 0.05 ($\leq$ 0.05), then the hypothesis is accepted (significant regression coefficient). This means that the independent variable simultaneously has a significant effect on the dependent variable. This shows that the variables used to build the model in this study are worthy of research (Malhotra, 2012).

**Table 3**
**F Test Results**

| | | | | | | |
|---|---|---|---|---|---|---|
| | | **ANOVAª** | | | | |
| | **Model** | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| 1 | Regression | 280.193 | 3 | 93.398 | 10.543 | .000ᵇ |
| | Residual | 318.907 | 36 | 8.859 | | |
| | Total | 599.100 | 39 | | | |
| a. | Dependent Variable: TY | | | | | |
| b. | Predictors: (Constant), TX3, TX1, TX2 | | | | | |

*Source: SPSS version 23*

From the table 3 above, the Fcount value is 10.543, while Ftable with df1 = 3 and df2 = 36, Ftable = 2.87 is obtained. So that it can be said that the calculated F value of 10.543> 2.87 is thus declared good.

### b. T Test

Statistical t test is used to show how far the influence of one independent variable individually in explaining the dependent variable. The t-statistical test uses the null hypothesis (H0), that is, an independent variable is not a significant explanatory factor for the dependent variable. In addition, there is also an alternative hypothesis (Ha), namely an independent variable is a significant explanatory to the dependent variable (Ghozali, 2011:98). The t-test is seen from the magnitude of the probability value ($\rho$ value) compared to 0.05 (significance level = 5%). If value < 0.05 then H0 is rejected and Ha is accepted and if value is > 0.05 then H0 is accepted and Ha is rejected.

**Table 4**
**Results of Multiple Linear Regression Analysis**

| | | | | | | |
|---|---|---|---|---|---|---|
| | | **Coefficientsª** | | | | |
| | Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.657 | 2.861 | | 3.026 | .005 |

| | | | | | |
|---|---|---|---|---|---|
| TX1 | .403 | .170 | .443 | 2.371 | .023 |
| TX2 | .256 | .183 | .303 | 1.404 | .169 |
| TX3 | -.005 | .226 | -.005 | -.021 | .984 |
| a. Dependent Variable: TY | | | | | |

*Source: SPSS version 23*

From table 4, it can be described as follows:

a. Variable *Knowledge Development* (X1)

From the results above, it can be said that *knowledge development* has a significant and significant effect on the development of human resources because it has a tcount of 2.337> t table 2.02809 and besides that the probability value is 0.023 <α 0.05.

b. Knowledge Sharing / Distribution Variable (X2)

From the results above, it can be said that *knowledge sharing / distribution* is not significant towards the development of human resources because it has a tcount of 1.404 <t table 2.02809 and a probability value of 0.169> α 0.05.

c. Variable *Knowledge Utilization* (X3)

From the results above, it can be said that the *knowledge utilization* is not significant towards the development of human resources because it has a t-count value of -0.021 <ttable 2.02809 and a probability value of 0.984> α 0.05.

# 5. CONCLUSION

## 5.1. Conclusion

Based on the results of research and discussion on the analysis of the influence of knowledge management on the development of human resources at the Regional Office of the Directorate General of Wealth of South Sulawesi in the State Finance Building II, some conclusions can be drawn:

1. Partially only one variable has a significant effect on the development of human resources at the Regional Office of the Directorate General of State Assets of Sulseltrabar in the State Finance Building II, namely the knowledge development variable. Then for the knowledge sharing / distribution variable, it influences but not significantly on the development of human resources, while the *knowledge utilization* does not influence and is not significant towards the development of human resources.

2. It is known that knowledge management that has the most influence on the development of human resources at the Regional Office of the Directorate General of State Assets of Sulseltrabar in the State Finance Building II is *knowledge development*.

## 5.2. Suggestion

Based on the results of the study, it is recommended that the Regional Office of the Directorate General of Wealth of South Sulawesi be located in the State Finance Building II:

1. Maintaining *knowledge development* that has been applied today because this knowledge has been very good in developing human resources.

2. Further increasing the application of *knowledge sharing / distribution* by establishing good communication with one employee with another employee and sharing information. For *knowledge utilization*, it can be improved by being more responsible for the existing tasks and implementing the use and application of knowledge in carrying out tasks.

3. To researchers who are interested in conducting research on knowledge management, it is necessary to review more deeply about knowledge because this is closely related to the development of human resources.

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