



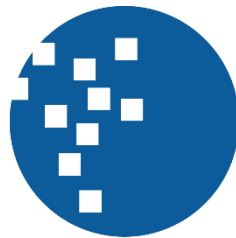
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**THE INFLUENCE OF KNOWLEDGE CREATION AND
KNOWLEDGE SHARING ON PRODUCT DEVELOPMENT
WITH PRODUCT INNOVATION MEDIATION
EMPIRICAL STUDY ON THE R&D FOOD INDUSTRY**



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MAGISTER MANAGEMENT OF TECHNOLOGY STUDY PROGRAM
FACULTY OF BUSINESS
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TANGERANG

2022

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KNOWLEDGE SHARING ON PRODUCT DEVELOPMENT
WITH PRODUCT INNOVATION MEDIATION
EMPIRICAL STUDY ON THE R&D FOOD INDUSTRY**



THESIS

Academic Research Project (ARP) Proposal

Submitted as a part of the Final Project

To fulfill the requirements for obtaining a Master of Management (MM) Degree

In Magister Management Technology Study Program, UMN

Fedora Sanchia Tiyana

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MAGISTER MANAGEMENT OF TECHNOLOGY STUDY PROGRAM

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i

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APPROVAL SHEET

Proposal thesis with title

THE INFLUENCE OF KNOWLEDGE CREATION AND KNOWLEDGE SHARING ON PRODUCT DEVELOPMENT WITH PRODUCT INNOVATION MEDIATION

EMPIRICAL STUDY ON R&D FOOD INDUSTRY

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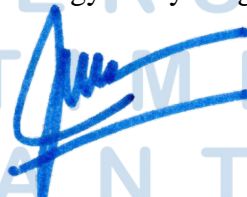
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SHARING ON PRODUCT DEVELOPMENT WITH PRODUCT INNOVATION
MEDIATION
EMPIRICAL STUDY ON THE R&D FOOD INDUSTRY

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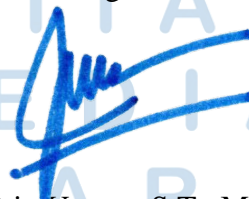
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Fedora Sanchia Tiyana

PREFACE

The author would like to thank the Triratna (Buddha, Dhamma, and Sangha) for their assistance in completing the final project entitled:

THE INFLUENCE OF KNOWLEDGE CREATION AND KNOWLEDGE SHARING ON PRODUCT DEVELOPMENT WITH PRODUCT INNOVATION MEDIATION EMPIRICAL STUDY ON THE R&D FOOD INDUSTRY

The author acknowledges that this final project could not have been completed without the assistance and direction of numerous parties. Therefore, the author wishes to express gratitude to:

1. Dr. Ninok Leksono, as Rector of Multimedia Nusantara University.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A., as Dean of Business Faculty of Multimedia Nusantara University.
3. Dr. Prio Utomo, S.T., M.P.C., as Head of Management Technology Study Program of Multimedia Nusantara University.
4. Dr. Ir.Y.Budi Susanto, M.M., as Main Supervisor who provided a great deal of encouragement and support throughout the thesis writing process .
5. Dr. Ir. P.M. Winarno, M.Kom., as Co-Supervisor, provided substantial assistance and support throughout the thesis writing process until its conclusion.
6. Parents, for all love and support in ensuring the success of this thesis.
7. Best friends, for the support that has been given during the writing of this thesis.
8. Discussion friends, for their help during the thesis writing process.
9. MMT lectures, for all the knowledge given during the learning process.
10. MMT batch 4, for all the support during the learning process.
11. The respondents, for helping participate in data collection.

THE INFLUENCE OF KNOWLEDGE CREATION AND KNOWLEDGE SHARING ON PRODUCT DEVELOPMENT WITH PRODUCT INNOVATION MEDIATION

EMPIRICAL STUDY ON THE R&D FOOD INDUSTRY

Fedora Sanchia Tiyana

ABSTRACT

In this study, the effect of knowledge creation and knowledge sharing on product development through the mediation of product innovation was investigated. This research was conducted because of the research gap in previous studies regarding the effect of knowledge creation and knowledge sharing on product development. In addition, the number of product launches in the market which still tends to be small makes this research also carried out. This research is quantitative and was conducted by distributing questionnaires to food and beverage companies in Jakarta and obtaining 50 respondents. The data obtained were processed using SMART-PLS.

According to the findings of this study, knowledge sharing has no significant effect on product development; knowledge creation has no significant effect on product development; knowledge creation has a significant positive effect on product innovation; knowledge sharing has a significant positive effect on product innovation; product innovation has a significant positive effect on product development; product innovation mediates the relationship between knowledge creation and product development, and product innovation mediates the relationship between knowledge sharing and product development.

From the result, it can be suggested that the company needs to design activities, create internal company forums, create a database for the R&D department, and require employees to carry out activities outside the company. Both suggestions can be adapted to the majority of the working executives' generation. It is expected to be more effective in implementation.

Keywords: *Knowledge Creation, Knowledge Sharing, Product Development, Product Innovation, Food Industry*

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