The effect of knowledge management on the performance of lecturers and performance of private unversities

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Article Info	ABSTRACT
	The purpose of this study is to analyze the relationship between knowledge management on lecturer performance, knowledge management on private university performance, and lecturer performance on private university performance. This research is an explanatory research with a quantitative approach. The research was conducted at a private university in Tangerang City. A sample of 120 respondents with data collection using an online questionnaire which was analyzed using Structural Equation Modeling using the Smart PLS 3.0 data processing tool. The selection of the sample of respondents used simple random sampling. Based on the results of data processing, it is concluded that there is a significant influence of managerial knowledge on the performance of lecturers, a significant influence of managerial knowledge on lecturers' performance. The performance of private universities, there is a significant influence of lecturer performance on the performance of private universities.

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Introduction

According to Tian et al. (2009) Knowledge management is a function that establishes, identifies and manages organizational knowledge for long term benefits. To get maximum management knowledge, it is only to manage the knowledge of the organization, but to develop the knowledge possessed by each individual who is in the organization., According to Theocharis et al. (2016) stated that knowledge management is how to explore the knowledge that exists in each individual whose value is different. According to Tian et al. (2009); Theocharis et al. (2016) stated that knowledge management is the process of identifying, collecting, and encouraging the use of existing knowledge in Private Universities to help win business competition. According to Mulej et al. (2016) stated that the role of knowledge management is increasingly important in the company as a tool to facilitate better interactions through the availability of current information, it is good to be a learning organization. According to Mulej et al. (2016); Pillania et al. (2008) the application of management knowledge can provide benefits for company performance, strengthened by research they get the result that management knowledge through work procedures, and personal knowledge that work together to have a good influence on employee performance.

Therefore, knowledge management has a very important role for employee performance and Private University performance. According to Tian et al. (2009); Theocharis et al. (2016) Performance is a measure of lecturers' work productivity in achieving their tasks and work. Employees have contributed to the progress of the company. According to Purwanto et al. (2020) stated that, performance is the result of work in quality and quantity achieved a lecturer in carrying out his duties in accordance with the responsibilities given to him. Formulate work assignments that will be given to employees because of their performance employees are one of the crucial factors in achieving the company's successful performance .Private

Universities have various ways of achieving company goals, performance the company is one of the important factors in achieving the company's goals, According to Mulej et al. (2016);Pillania et al. (2008); Purwanto et al. (2020)) Private University performance is something produced by an internal organization certain period by referring to the standards set. In an effort to achieve the goals of private universities, lecturer performance and performance. The company is one of the important factors in achieving the goals of the Private University.

In choosing a knowledge management solution, it must be in accordance with the business processes applied in the company and identify the strengths and weaknesses of the management process. According to Gill (2009); Johannessen et al. (1999) said there are four key business processes which where knowing the management of real and practical benefits, namely: a) Planning and development of a product or service; b) Management of customers and issues; c) Employee development management; d) Business planning and analysis.

The learning process occurs in a continuous cycle, this process begins with the acquisition knowledge which is then applied in the organization's business processes. Knowledge applied has the potential to generate new knowledge through the knowledge process creation (creation of knowledge). This knowledge is then maintained and re-institutionalized to be acquired and widely used for organizational development. According to Gill (2009), the cycle which is the main process in knowledge management consists of processes such as knowledge creation, knowledge retention, knowledge sharing, and knowledge utility. To achieve an innovative organization, efforts are needed to build knowledge sharing culture (sharing knowledge). According to Gill (2009); Johannessen et al. (1999) stated that culture employee behavior that builds knowledge sharing will create a positive work climate always learning, the culture of learning will direct them in producing performance excellent employees.

Indicators of measuring the level of employee performance in achieving good work performance maximum, according to Gill (2009); Marques et al. (2006)) can be seen from three ways of measurement as follows : 1) Quality, Quality of work is how well an employee does what he should done ; 2) Quantity, The quantity of work is how long an employee works in one day. Quantity This work can be seen from the work speed of each employee; 3) Punctuality, In relation to whether or not the completion of the work is carried out with the time carried out. In terms of this time standard placement can be determined based on previous experience or based on time motion studies.

According to Leung et al. (2015); Marques et al. (2006) the performance of a company can be measured by using the balanced scorecard method, the balanced scorecard method is a system fast, precise, and comprehensive management, measurement, and control can provide understanding to managers about business performance. According to Marques et al. (2006) The performance measurement looks at business units from four perspectives, namely the financial perspective (Financial), customers (Customer), business processes within the company (Internal Business Processes). as well as the learning process and growth (Learning and Growth). 1) Financial perspective (Financial). 2) Customer Perspective (Customer) 3) Internal Business Process Perspective.

According to Gill (2009); Johannessen et al. (1999); Leung et al. (2015); Marques et al. (2006) Good employee performance can be seen from the quality, quantity and punctuality if the Performance of Lecturers are in accordance with the standards that have been set, it will make it easier for private Universities achieving the goals of the Private University. In addition to employee performance, the performance of Private Universities has become an important factor in achieving the company's goals, good performance of private universities can be seen from financial performance and operational performance. According to Gill (2009); Johannessen et al. (1999); Leung et al. (2015) Excellent work also depends on the creation of a work culture that is learning, the learning culture owned by the lecturer will familiarize the lecturer have the initiative in work and provide superior work results. The culture of learning can monitored in knowledge sharing activities supported by the availability of resources knowledge as learning material for private universities is very aware of the importance of a consistent and continuous learning process ,knowledge management system as a management system acts as a learning tool for employees by providing knowledge resources, knowledge transfer activities, and the use of knowledge on knowledge base. This research was conducted at private universities to find out the influence of management knowledge on private universities. Private Universities are well aware of the importance of superior management practices in order to manage a good company's human resources. To encourage practice superior management, private universities apply the management method as a tool for managing lecturer performance in the management process of private universities. and empowering lecturers to get superior employee performance results in order to improve the performance of Private Universities. One of the missions of Private Universities is to

build competence through the development of human resources, to realize this mission. Private Universities strive to continuously improve the quality of their human resources. One of the efforts made is to use a knowledge management system as an instrument for managing lecturers.

Method

This research is an explanatory research (explanatory research) with a quantitative approach. The research was conducted at a private university in Tangerang City. A sample of 120 respondents with data collection using an online questionnaire which was analyzed using Structural Equation Modeling using the Smart PLS 3.0 data processing tool. The sample of respondents was selected using simple random sampling.
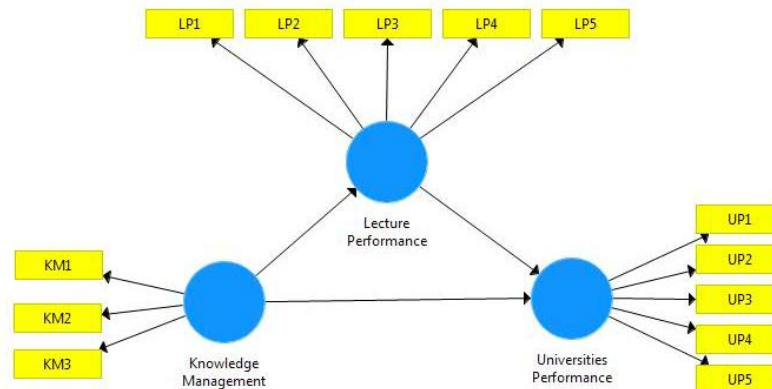

Figure 1. Research Model

Hypothesis

H1: There is a significant influence of Knowledge management (X1), on Lecturer performance (Y1)

H2: There is a significant influence of Knowledge management (X1), on Private University performance (Y2)

H3: There is a significant influence of the performance of Lecturers (Y1), on the performance of Private Universities (Y2)

Results and Discussion

PLS SEM Analysis Results. This study uses a two-stage approach to measure the model before it is used for hypothesis testing, aiming to verify the validity and reliability of a research model (Purwanto, 2021). First by analyzing convergent validity, then by analyzing discriminant validity.

Table 1. Discriminant and Convergent Validity Result

Variables	Crobanch Apha	Composite Reliability
Knowledge Management	0.898	0.935
Lecture Performance	0.933	0.949
University Performance	0.978	0.982

Based on Table 1, it shows that the Composite Reliability (CR) value is in the range between 0.933 to 0.982, all of which are above 0.8, meaning that all constructs formed have good consistency as research models.

To evaluate discriminant validity, a research model is suggested to ensure that the root value of the Average Variance Extracted (√AVE) of a latent variable must be larger. Discriminant validity is considered good if the root value of AVE (√AVE) in Table 4 is greater than 0.5.
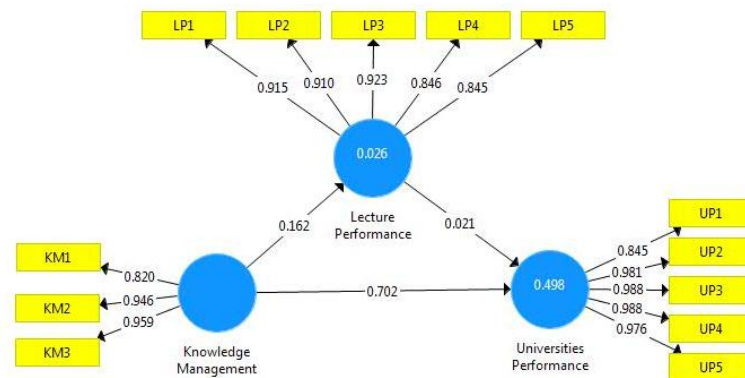
Figure 2. Validity and Reliability

Table 3. R-Square adjusted

Variables	R-square adjusted
Lecture Performance	0.015
University Performance	0.486

Based on Table 3, it can be explained that the R square value for lecture performance is 0.015 which means that 1.5% of knowledge management variables contribute to lecture performance of 1.5% while the remaining 98.5% is influenced by other variables. The value of R square for university performance is 0.486 which means that 48.6% of knowledge management variables contribute to lecture performance of 48.6% while the remaining 51.4% is influenced by other variables.
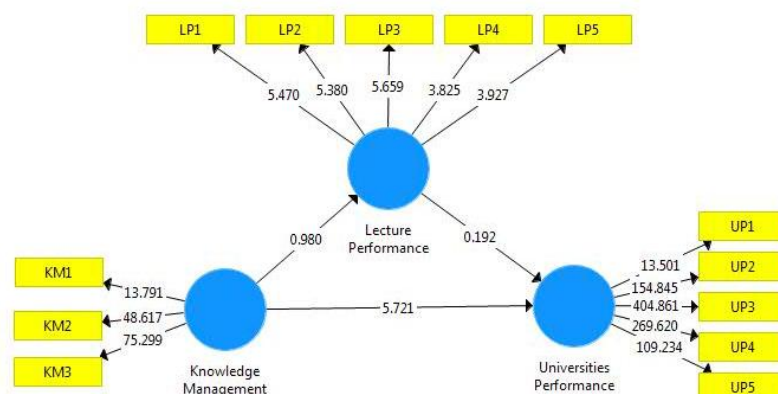

Figure 3. Hypotheses Testing

Hypothesis testing is done by using t-statistics and looking at the p-value.

Table 4. Hypotheses Testing

Hypotheses	P - Value	T - value	Result
Knowledge Management-> Lecture Performance	0.000	6.669	Significant
Knowledge Management-> University Performance	0.000	8.594	Significant
Lecture Performance -> University Performance	0.000	9.234	Significant

The influence of management knowledge on Lecturer performance
Based on the results of path analysis, the knowledge management variable has t count value of 6 .669 with a significant probability value of 0.000 so that it has a significant influence on the lecturer's performance variables. This can be proven of the significant value is smaller than the alpha that is used 0.05. The results of

the path analysis show that the value of the beta coefficient is positive which means that means that the knowledge management variable has a significant positive effect on lecturer performance, this has meaning that the higher the management knowledge, the higher the employee's performance. This research supports the research conducted by According to Gloet et al. (2004) where knowledge management has a significant influence on employee performance. According to Branin et al. (2003); Gloet et al. (2004) stated that knowledge management is a series of implementation in the creation, capture, transfer, and access to knowledge of the information right when needed to make better decisions, act appropriately, and provide results in order to support the business strategy. Because at this time the ability in managing knowledge has become an important factor in encouraging a business that competitive. According to Abu-Naser et al. (2016); Adhikari et al. (2010) Knowledge management at private universities have already classified as good because it can run programs to support lecturer performance. This shows that knowledge management has a significant influence on lecturer performance is acceptable.

The influence of knowledge management on the performance of private universities
Based on the results of path analysis, the knowledge management variable has t count value of 8.594 with a significant probability value of 0.000 so that has a significant influence on the performance variables of private universities. It can be evidenced by the significant value smaller than the alpha used at 0.05. Path analysis results shows that the value of the beta coefficient is positive which means that the knowled ge variable management has a significant positive influence on the company's performance, this has meaning that the higher the management knowledge, the higher the performance of private universities. This research supports the research conducted by Leung et al. (2015) Marques et al. (2006) where Management knowledge has a significant influence on the performance of private universities. Knowledge management is a business concept, including businesses organized with the approval of jointly, coordinated and purposefully manage organizational knowledge through processes creation, structuring, deployment and implementation to improve organizational performance and create value. Several studies both conceptually and empirically provide findings in the form of knowledge management relationships on organizational performance. Relationships that state that knowledge management Contributing to organizational performance is proven through the research of Arques et al. (2006) For most industries, Management knowledge is the most important main base in facing business competition in the future. Knowledge management through knowledge acquisition, Knowledge creation, knowledge storing and knowledge sharing have given positive impacts on the company's operational performance. According to Marques et al. (2006) knowledge management provides benefits to constructing companies and manufacturing industries that play a role as management project knowledge so to achieve the performance of private universities on the effectiveness of the use of tools project work, documentation systems, and periodic improvements in project planning continued. This shows that knowledge management has a significant influence on the company's performance and can be accepted.

The influence of lecturer performance on the performance of private universities
Based on the results of path analysis, the employee performance variable has t count value of 9.234 with a significant probability value of 0.000 so that it has significant influence on the performance variables of private universities. This can be proven from the value significantly smaller than the alpha used at 0.05. The results of the path analysis show that the value of the beta coefficient is positive, which means that the employee performance variable has a significant positive effect on the company's performance, this means that the higher the performance employees will increase the performance of private universities. Likewise vice versa. From the results of the calculations above, it can be concluded that the performance of lecturers has a good influence on the performance of private universities. This is in accordance with the opinion expressed by Leung et al. (2015); Marques et al. (2006) that organizational performance depends on individual performance, in other words, performance measures achieved by employees in an organization will contribute to the performance achieved by the organization. According to Marques et al. (2006) stated that to achieve the process of a better company to work, it takes effort from the employees. According to Gill (2009); Johannessen et al. (1999) the practice of human resource development can improve business performance through improvement on the abilities, attitudes and behavior of employees. This shows that the performance produced by lecturers can improve the performance of private universities.

Conclusion

Based on the results of data processing, it was concluded that there was a significant influence of managerial knowledge on the performance of lecturers, there was a significant influence of managerial knowledge on lecturers' performance. the performance of private universities, there is a significant influence

of lecturer performance on the performance of private universities, the frequency distribution on the management knowledge variables, lecturer performance, company performance at private universities has been going well. This is shown by the distribution frequency on the variables of knowledge management, lecturer performance, private university performance has been going well. The results of the study show that the Knowledge Management variable has a direct and significant influence on Lecturer Performance, the research results show that the Knowledge Management variable has a significant and positive effect on the performance of private universities. The results of the study show that the performance variable of lecturers has a positive effect on the performance of private universities and has a significant influence.

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