

ABSTRAK

Muhammad Alif, 2024. Pengaruh Knowledge Management, Teknologi Informasi Terhadap Kinerja Karyawan MalutPost Melalui Keunggulan Bersaing. Pembimbing Utama: Muhammad Asril Arilaha, Pembimbing Pendamping: Muhammad Thahrim.

Penelitian ini bertujuan untuk mengetahui apakah knowledge management, teknologi informasi berpengaruh terhadap kinerja karyawan malutpost melalui keunggulan bersaing. responden dalam penelitian ini adalah karyawan tetap di Malut-post, Kota Ternate, Maluku Utara. Jumlah sampel dalam penelitian ini sebanyak 47 responden. Metode pengumpulan sampel menggunakan teknik non probability sampling. Metode analisis yang digunakan adalah analisis path modeling dengan menggunakan *Smart Partial Least Square* (PLS) sebagai alat uji statistik. Hasil penelitian menunjukkan bahwa (1) *Knowledge management* tidak berpengaruh signifikan terhadap kinerja karyawan pada Malut-post, Kota Ternate, (2) Teknologi informasi berpengaruh positif signifikan terhadap kinerja karyawan pada Malut-post, Kota Ternate, (3) *Knowledge management* berpengaruh positif dan signifikan terhadap keunggulan bersaing pada Malut-post, Kota Ternate (4) Teknologi informasi tidak berpengaruh signifikan terhadap keunggulan bersaing pada Malut-post, Kota Ternate. (5) Keunggulan bersaing tidak berpengaruh signifikan terhadap kinerja karyawan pada Malut-post, Kota Ternate, (6) *Knowledge management* tidak berpengaruh positif signifikan terhadap kinerja karyawan melalui keunggulan bersaing pada Malut-post, Kota Ternate (7) Teknologi informasi tidak berpengaruh signifikan terhadap kinerja karyawan melalui keunggulan bersaing pada Malut-post, Kota Ternate.

Kata Kunci: *Knowledge Management*, Teknologi Informasi, Kinerja, dan Keunggulan Bersaing

ABSTRACT

Muhammad Alif, 2024. *The Influence of Knowledge Management, Information Technology on MalutPost Employee Performance Through Competitive Advantage.* Main Supervisor: Muhammad Asril Arilaha, Accompanying mentor: Muhammad Thahrim.

This study aims to determine whether Knowledge Management, Information Technology has an effect on Malut-post Employee Performance through Competitive Advantage. Respondents in this study were permanent employees at Malut-post, Ternate City, North Maluku. The number of samples in this study was 47 respondents. The sample collection method used non-probability sampling techniques. The analysis method used is path modeling analysis using Smart Partial Least Square (PLS) as a statistical test tool. The results of the study show that (1) Knowledge management does not have a significant effect on employee performance at Malut-Post, Ternate City, (2) Information technology has a significant positive effect on employee performance at Malut-Post, Ternate City, (3) Knowledge management has a positive and significant effect on competitive advantage at Malut-Post, Ternate City (4) Information technology does not have a significant effect on competitive advantage at Malut-Post, Ternate City. (5) Competitive advantage does not have a significant effect on employee performance at Malut-Post, Ternate City, (6) Knowledge management does not have a significant positive effect on employee performance through competitive advantage at Malut-Post, Ternate City (7) Information technology does not have a significant effect on employee performance through competitive advantage at Malut-Post, Ternate City.

Keywords: *Knowledge Management, Information Technology, Performance, and Competitive Advantage*