

HOW DOES KNOWLEDGE MANAGEMENT CAN IMPROVE PERFORMANCE THROUGH JOB SATISFACTION: A CASE STUDY OF HOSPITALITY INDUSTRY

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Abstract

Background - The current research shows a strong connection between knowledge management and satisfaction and performance in the hotel industry, but this relationship has not been extensively studied

Purpose - The goal of the research is to examine and analyze how knowledge management affects hotel employee satisfaction and performance

methodology - The goal of the research is to examine and analyze how knowledge management affects hotel employee satisfaction and performance

Findings - The research findings indicate that knowledge management significantly influences employee job satisfaction and has a direct and positive effect on improving employee performance. Additionally, job satisfaction also has a direct and positive effect on employee performance.

Originality - research is limited to the performance of star employees so that further research can be broader in scope

Keywords: Knowledge Management, Job Satisfaction, Performance
