

ABSTRAK

Mukhamad Agung Tri Raharjo. 170211100138. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis. Universitas Trunojoyo Madura. Pengaruh *Knowledge Creation* Terhadap Kinerja Individu dengan Perilaku *Dropshipper* dan *Reseller* sebagai *Variabel Mediasi* Pada Toko Online Three Gear Company Mojokerto. Penelitian ini bertujuan untuk mengetahui tingkat *knowledge creation* dan perilaku *dropshipper* dan *reseller* terhadap kinerja Individu di toko online Toko Online Three Gear Company. Seperti yang sudah diketahui, *dropshipper* dan *reseller* merupakan suatu yang sudah ramai dilakukan oleh pengusaha-pengusaha pada masa sekarang. Subjek dari penelitian ini ialah para mitra *Dropshipper* dan *Reseller* di Toko Online Three Gear Company. Metode pengumpulan data yang digunakan dalam penelitian ini ialah menggunakan kuesioner yang diberikan pada mitra *dropshipper* dan *reseller* Toko Online Three Gear Company. Penelitian ini merupakan penelitian kuantitatif dengan data yang bersumber dari lapangan. Hasil penelitian menunjukkan tentang bagaimana tingkat *knowledge creation* dan perilaku *dropshipper* dan *reseller* terhadap kinerja di Toko Online Three Gear Company. Hasil dari penelitian ini bermanfaat untuk lebih mengetahui tentang tingkatan *knowledge creation* dan perilaku *dropshipper* dan *reseller* terhadap kinerja Individu.

Kata kunci : *knowledge creation*, perilaku *dropshipper* dan *reseller*, kinerja individu

ABSTRACT

Mukhamad Agung Tri Raharjo. 170211100138. Management Study Program, Faculty of Economics and Business. Trunojoyo University, Madura. Impact of Knowledge creation on Individual Performance with Dropshipper and Reseller Behavior as Mediates Variable at Three gear Company's Online Store Mojokerto. This study aims to determine the level of knowledge creation and behavior of dropshippers and resellers on Individual performance at Three gear Company's Online Store. As is well known, dropshipper and reseller is something that is already busy being done by entrepreneurs at this time. The subjects of this research are Dropshipper and Reseller partners at Three gear Company's Online Store. The data collection method used in this research is to use a questionnaire given to the dropshipper partners and resellers of the Three gear Company's Online Store. This research is a quantitative research with test data sourced from the field. The results of the study show how the level of knowledge creation and behavior of dropshippers and resellers on Individual performance at Three gear Company's Online Store. The results of this study are useful for knowing more about the level of knowledge creation and the behavior of dropshippers and resellers on Individual performance.

Keywords: *knowledge creation, dropshipper and reseller behavior, individual performance*