

Effect Of Intellectual Capital, Social Capital And Knowledge Management Against Corporate Competitiveness Marketers Farms Product In The District Takalar South Sulawesi

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Abstract : This research aims to (1) to know the influence of intellectual capital, social capital, and knowledge management both and simultaneous competitiveness of the company's marketers Takalar livestock products, (2) to know the size of the contribution the influence of intellectual capital, social capital and management of knowledge company competitiveness marketers Takalar livestock product, (3) find of from the intellectual capital, social capital and management of knowledge that most affect the company's competitiveness marketers Takalar livestock products. Explanatory type of research that describes the influence of intellectual capital variables, social capital and management of knowledge company's competitiveness marketers Takalar livestock product. Data collection is done using a closed questioner indicator variable with some research. Data analysis used the statistical inference techniques linear regression and correlation with the data processing program SPSS ver.10.0. based on the calculation of linear regression statistics doubled the intellectual capital, social capital and knowledge management simultaneously and significantly to the partial influence of corporate marketers competitiveness Takalar livestock products with a value determination coefficient ($R^2 = 88,3\%$). This means that the amount of the contribution the influence of intellectual capital, social capital and knowledge management that is 88,3% while is 11,7 % is influenced by other factors, of intellectual capital, social capital and knowledge capital management the dominant effect on the power company marketers product Takalar namely intellectual capital, social capital and organized by management.

Key Words ; Intellectual capital, Social capital, The Knowledge Management and Corporate Competitiveness

1 INTRODUCTION

Past wealth and competitiveness of companies always do with ownership of physical resources, physical resources are reflected in the various factors of production such as labor, money, buildings and land. While the need for knowledge and even less attention to expanding access to knowledge as the main resource control by moving the company in the tool itself or the factors of production. In other words, needs only limited processing activities associated with the factors of production itself. The condition is a reflection of the industrial revolution that took place approximately one and a half century ago (Sangkala, 2006) [1] Awareness of the importance of corporate resources are managed properly, or both, along with the increasing intensity of competition among businesses. Today in the business world has been a change of views on any resources that are strategic for the company (Manulang, 2001)[2] The company is dominated by the physical resources towards the dominance of knowledge, the level of competition among businesses is the impact of globalization, facilitated by the use of information and communication technologies are increasingly sophisticated (Husaeni,1996) [3]

In the era of globalization, the impact of influencing a variety of livestock, especially regarding human. Where the breeding companies are required to maintain its image in order to excel and compete for a lot of companies that failed because they were unable to learn to adopt themselves to the changing environment or market, so that was disappointing was rejected by the customer and the environment. As a result, these companies then lose the market and eventually went bankrupt. Search performed on a variety of research results and review of the literature shows that the company is able to last a long time, because the company is making knowledge as " capital ". The company truly able to survive and continue to thrive, not because of the size and fortune, but because these companies were able to demonstrate its capacity to adapt more quickly to the demands of the times. The company is able to continuously innovate and take appropriate action to move the company towards a desired goal so that the ability to effectively use the resources or knowledge " Intellectual Capital "(Meload,R. 2007) [4] Corporate leaders precisely define intellectual capital as a form of technology that is very complex. Where intellectual capital is composed of two aspects of human capital (human capital), structural capital (structural capital). No wonder if now for a reliable used terminology HR (human capital) that we heard more widely. Where HR is a central factor in an organization, any form created by the vision and goals for the benefit of man and in the execution of its mission is managed and maintained by humans. Thus, man is a strategic factor in all the activities of the institution / organization (Thoha,2003)[5] Thus, in its management, intellectual capital can not be separated from social capital as value creation path (vision, strategy, and leadership). In carrying out its activities, the value creation path will give direction to all activities of the company. The purpose of the existence of the company is reflected through the company's vision and strategy used, and how to motivate and coordinate every person in the company to the vision and strategy of the

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company can be achieved (Simamora, 2006) [6] Likewise with knowledge management occupy a very strategic position. Knowledge management activities related to facilitating the management of knowledge, among others, through the activity of knowledge creation, knowledge capture, conversion and use of knowledge. Its function is more geared to the planning, implementation, and oversight of all programs or activities related to the management of intellectual capital. Thus the means of knowledge management that mediate the achievement of strategic objectives is the intellectual capital (Siswanto,2007)[7]. Intellectual capital is essentially a form of knowledge capital, which if desired can deliver value to the company, it needs to be managed. That is the intellectual capital in the operational position is not up to the level of activity without the role of knowledge management (Wiig,1997)[8]. Knowledge management is an effort to utilize the intellectual capital of the company and the process of creating, collecting, organizing, uniting, the use and exploitation of knowledge (Aylen,2001) [9], (Bernhut, 2001) [10]. The ultimate goal of knowledge management is taking advantage of the intellectual capital in particular to encourage the transfer of knowledge, and support the deployment and reuse knowledge. This means that knowledge management is not knowledge management, but how to give space and environment that enables the creation of knowledge, dissemination of knowledge and applying knowledge (Stewart,1997)[11]. The competitiveness of a company is not only determined by intellectual capital and knowledge management , but also social capital also plays a role in improving the competitiveness of companies (Sullivan,2000)[12]. Social capital acts as the glue that binds all people in society . Social capital in order to grow well there needs to be " mutually Value Sharing " (shared values) as well as organizing role (rules) that are expressed in personal relationships, confidence (trust), and the common sense of shared responsibility (World Bank,2000)[13]. Then the economic value of social capital that can help individuals or groups in terms of access to financial resources , get information and minimizing transaction costs (Tonkis,2000) [14] Issues that will be examined in this study focused on the company's existing marketing farm products in Takalar, where the company's marketers in general have not noticed a pattern to the maximum resource management company (intellectual capital , social capital , and knowledge management). By looking at the background of the research on "The Effect of Intellectual Capital, Social Capital and Knowledge Management Competitiveness Corporate Marketers Against Animal Products in Takalar .

2. RESEARCH METHODS

This research is an explanatory survey approach located in Takalar. The population includes all farm products marketing company in Takalar 80 who have a business license. The number of samples taken by 44 companies using descriptive statistics through Sugiyono Slovin formula according to (Sugiyono. 2007) [15]

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = number of samples

N = number of population

e = level clearances (10%)

Sampling technique is simple random sampling.

In this study, the object (variable) study consisted of (1) the independent variables that include intellectual capital, social capital, and knowledge management (2) the dependent variable is the competitiveness of enterprises. Because for this study is qualitative variables, then these variables quantitative according to the Likert scale by making the categorization by providing scoring. The data was collected using a questionnaire interview techniques (list of questions) covered items based on questions from each of the indicators the study variables. To test the hypothesis that inferential statistics used multiple linear regression with the help of the program SPSS.Ver.10.0

3. RESULTS AND DISCUSSION

The multiple linear regression equation shows that the constants of 190 means that if the intellectual capital (X1), social capital (X2), and knowledge management (X3) is equal to zero, then the competitiveness of (Y) the company marketing of livestock products will be worth 190 or at 190 %. Hypothesis test results of multiple linear regression analysis can be shown in Tabel 1.

Tabel.1. Recapitulation Regression Analysis Effect of multiple linear Intellectual Capital, Social Capital and Knowledge Management of the Company Competitiveness Animal Products Marketers Takalar

Variable free	Coefficient Recourse	Std Error	T count	Prob	R	R ²
Intellectual Capital	0,345	0,056	6,161	0,000	0,731	0,534
Social capital	0,266	0,048	5,541	0,000	0,694	0,485
Knowledge Management	0,314	0,057	5,506	0,000	0,692	0,478
Constanta = 190		Probability = 0,335				
Multiple R = 0,940						
R square = 0,883		F count = 83,065				
Y = 190 + 0,345 X1 + 0,266 X2 + 0,314 X3						

For the hypothesis test results influence intellectual capital, social capital, and knowledge management on the competitiveness of farm products marketing company Takalar simultaneously can be compared between the tables of F at the level of 99% or X = 0,001. Based on the results of multiple linear regression calculation, where the value of F at 83,065 while the F table value of 1,78. Thus F value was greater than F table (83,607 > 1,78), this means that it statistics intellectual capital, social capital and knowledge management simultaneously or jointly very significant effect on the competitiveness of farm products marketing company Takalar. While partially or separately: (1) the effect of intellectual capital (X1) on the competitiveness of farm products marketing company Takalar (Y), t test calculation results show that the value of 6.161 t count > t table 0,683 means that the intellectual capital independently themselves provide a significant influence on the competitiveness of farm products marketing company Takalar. Value variable of intellectual capital regression coefficients (X1) 0,345 units, this means that any increase in the value of one unit of intellectual capital

will lead to increased competitiveness of farm products marketing company Takalar of 0,345 unit. For the correlation coefficient of intellectual capital (X1) on the competitiveness of the company amounted to 0,371 it indicates that intellectual capital on the competitiveness of large and positively correlated, (2) the effect of social capital (X2) on the competitiveness of (Y) by the calculation of the t test shows that the value of T is greater than t 5,541 0,683 table this means social capital alone gives a significant influence on the competitiveness of the company. Regression coefficient value of social capital variable (X2) of 0,266 units. This means that each increase of one unit of social capital will lead to increased competitiveness company of 0,266 units. For the correlation coefficient of social capital (X2) on the competitiveness of the company amounted to 0,694, pointing to things that social capital on the competitiveness of enterprises large and positively correlated, (3) the effect of knowledge management (X3) on the competitiveness of the company (Y) with the calculated t test showed that the t value $5,506 > 0,683$ t table this means that knowledge management (X3) alone gives a very real effect on the competitiveness of the company. Variable regression coefficient value of knowledge management (X3) of 0,314 units. This means that any increase in the value of one unit of knowledge management will lead to increased competitiveness of 0,314 units. For the correlation coefficient of knowledge management on the competitiveness of the company amounted to 0,692 this suggests that a large knowledge management and positively correlated. effect the contribution of intellectual capital (X1), social capital (X2), and knowledge management (X3) simultaneously on the competitiveness of the company indicated on the magnitude coefficient of determination is $R^2 = 0,883$ or 88,30% This means that there is still another factor of 11,7% is not included in the model. Partially of intellectual capital, social capital and knowledge management are the most dominant effect on the competitiveness of the company can be seen from the magnitude of each coefficient of determination (R^2) which are respectively 0,534, 0,481, and 0,478.

4.CONCLUSION

1. Intellectual capital , social capital and knowledge management significantly affect the competitiveness of farm products marketers either simultaneously with the calculated F and F table ($83,607 > 1,78$) with a partially with the calculated F and F table for intellectual capital variable ($6,161 > 0,683$) , for the social capital variables ($5,541 > 0,683$) and for knowledge management variables ($5,506 > 0,683$).
2. Magnitude of the contribution the influence of intellectual capital, social capital and knowledge management on the competitiveness of farm products marketing company can be seen from the coefficient of determination $R^2 = 88,3 \%$.
3. Variables of intellectual capital is the most dominant effect on the competitiveness of the company, followed by the social capital variables and the latter is a knowledge management variables with each of the coefficient of determination (R^2) = 0,534 , 0,481 and 0,478.

5.SUGGESTION

From the research conducted it is recommended that the head of the company marketing of livestock products Takalar would pay more attention to three factors: intellectual capital, social capital, and knowledge management to create more empowering competitiveness and capabilities of its employees .

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