

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Mastery Climate* terhadap *Distributor Performance* melalui *Felt Trust* dan *Knowledge Sharing* dengan moderasi *Social Media* pada distributor Nu Skin. Responden berjumlah 46 orang distributor yang memberikan data tentang iklim penguasaan yang dipersepsikan oleh individu distributor dari distributor lainnya dalam menjalankan bisnis, kepercayaan yang dirasakan distributor dari distributor lainnya, aktivitas pembagian pengetahuan antar distributor terhadap kinerja distributor, peran moderasi *Social Media* dalam pengaruh *Felt Trust* terhadap *Knowledge Sharing*, peran mediasi *Knowledge Sharing* dalam pengaruh *Perceived Mastery Climate* terhadap *Distributor Performance*, serta peran mediasi *Felt Trust* dalam pengaruh *Perceived Mastery Climate* terhadap *Knowledge Sharing*. Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan menggunakan analisis jalur melalui *software SPSS 20.0*

Berdasarkan hasil penelitian, *Perceived Mastery Climate* memiliki pengaruh yang positif dan signifikan terhadap *Felt Trust*, *Felt Trust* memiliki pengaruh yang positif dan signifikan terhadap *Knowledge Sharing*, *Perceived Mastery Climate* memiliki pengaruh positif dan signifikan terhadap *Knowledge Sharing*, *Felt trust* memediasi pengaruh *Perceived Mastery Climate* terhadap *Knowledge Sharing*, *Knowledge Sharing* memiliki pengaruh positif dan signifikan terhadap *Distributor Performance*, *Social Media* tidak memoderasi pengaruh *Felt Trust* terhadap *Knowledge Sharing*.

Kata kunci : *Perceived Mastery Climate*, *Knowledge Sharing*, *Felt Trust*, *Social Media*, dan *Distributor Performance*, Analisis jalur.

ABSTRACT

This study aims to determine the effect of Perceived Mastery Climate on Distributor Performance through Felt Trust and Knowledge Sharing with social media moderation on Nu Skin distributors. Respondents of 46 distributors provided data on the mastery climate that is perceived by individual distributors alongside other distributors in conducting business, the trust felt by distributors from other distributors, knowledge sharing activities effect among distributors on distributor performance, the role of Social Media moderation in the influence of Felt Trust on Knowledge Sharing, the mediating role of Knowledge Sharing in the influence of Perceived Mastery Climate on Distributor Performance, and the mediating role of the Felt Trust in the influence of Perceived Mastery Climate on Knowledge Sharing. The research method used in this research is quantitative by using path analysis by SPSS 20.0 software

Based on the research results, Perceived Mastery Climate has a positive and significant influence on the Felt Trust, Felt Trust has a positive and significant effect on Knowledge Sharing, Perceived Mastery Climate has a positive and significant effect on Knowledge Sharing, Felt trust mediates the influence of the Perceived Mastery Climate on Knowledge Sharing, Knowledge Sharing has a positive and significant effect on Distributor Performance, Social Media does not moderate the influence of the Felt Trust on Knowledge Sharing.

Keywords: Perceived Mastery Climate, Knowledge Sharing, Felt Trust, Social Media, and Distributor Performance, Path Analysis.