

**THE RELATIONSHIP OF SOCIAL MEDIA AND
SOCIAL NETWORKING SITES (SMSNS) ON
EMPLOYEE JOB PERFORMANCE IN DIVISION
INFORMATION TECHNOLOGY, TELEKOM
MALAYSIA BERHAD**

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**MASTER OF HUMAN RESOURCE MANAGEMENT
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TECHNOLOGY, TELEKOM MALAYSIA BERHAD**

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Thesis Submitted to

Othman Yeop Abdullah Graduate School of Business,

Universiti Utara Malaysia,

in Fulfilment of the Requirements for the Degree of Master of Human Resource Management

DECLARATION

I declare that the substance of this project paper has never been submitted for any degree or post graduate program and qualifications.

I certify that all the supports and assistance received in preparing this project paper and all the sources abstracted have been acknowledged in this stated project paper.

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ABSTRACT

The rising of the social media and social networking sites has been a phenomenon around the world nowadays and people are using them everywhere including in the work place. These applications allow employee to connect, communicate, find and share information at their fingertips. Recently, the use of social media and social networking sites (SMSNS) at the workplace has generated much concern and discussion. Thus, this study will identify the relationship of social media and social networking sites on employee job performance in Division of Information Technology, Telekom Malaysia Berhad. In this study, social networking behavior, work ethic, personal attribute and emotional reward have been selected as the independent variables, while the employee job performance, as a dependent variable. Simple Random Sampling was used to identify the number of respondent for this study. The numbers of questionnaires distributed were 270, where 215 respondents had returned their questionnaire which consists of 79.6%. The result reveals positive relationships between those variables and employee job performance. The correlation coefficient for the Employee Job Performance with Social Networking Behaviour, Work Ethic, Personal Attribute and Emotional Reward is 0.889, 0.978, 0.976, and 0.992. The result shows that high relationship was found between independent variable to employee job performance. The regression results shows that work ethic ($\beta=0.70$), personal attribute ($\beta=1.019$) and emotional reward ($\beta=1.984$) have highest beta value with R Square=0.998 of the variance in employee job performance. Thus, it is crucial for the organization to examine the relationship of social media and social networking sites on employee job performance.

ABSTRAK

Peningkatan media sosial dan laman rangkaian sosial telah menjadi satu fenomena di seluruh dunia hari ini dan ia digunakan oleh masyarakat pada hari ini di mana-mana termasuk di tempat kerja . Aplikasi ini telah membolehkan pekerja-pekerja untuk berhubung, berkomunikasi , mencari dan berkongsi maklumat di hujung jari mereka. Baru-baru ini , penggunaan media sosial dan laman rangkaian sosial di tempat kerja telah menimbulkan banyak kebimbangan dan perbincangan. Oleh itu, kajian ini akan mengenal pasti hubungan media sosial dan laman rangkaian sosial ke atas prestasi kerja pekerja di Bahagian Teknologi Maklumat , Telekom Malaysia Berhad. Dalam kajian ini, tingkah laku rangkaian sosial, etika kerja, sifat peribadi dan ganjaran emosi telah dipilih sebagai pembolehubah bebas , manakala prestasi kerja pekerja, sebagai pembolehubah bersandar. Kaedah persampelan rawak mudah telah digunakan untuk mengenal pasti bilangan responden untuk kajian ini. Bilangan soal selidik diedarkan ialah 270, di mana 215 responden telah mengembalikan borang soal selidik mereka yang terdiri daripada 79.6 %. Hasil kajian menunjukkan hubungan yang positif di antara pembolehubah dan prestasi kerja pekerja. Keputusan analisis korelasi bagi Prestasi Kerja Pekerja dengan Rangkaian Sosial Kelakuan , Kerja Etika , Sifat Peribadi dan Ganjaran Emosi adalah 0,889 , 0.978 , 0.976 , dan 0.992. Keputusan ini menunjukkan bahawa hubungan yang tinggi didapati antara pemboleh ubah bebas untuk prestasi kerja pekerja. Keputusan regresi menunjukkan bahawa etika kerja ($\beta = 0.70$) , sifat peribadi ($\beta = 1.019$) dan ganjaran emosi ($\beta = 1,984$) mempunyai nilai tertinggi beta dengan R Square = 0.998 daripada pemboleh ubah dalam prestasi kerja pekerja. Oleh itu , adalah penting bagi organisasi untuk memeriksa hubungan media sosial dan laman rangkaian sosial prestasi kerja pekerja.

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CHAPTER 1: INTRODUCTION

1.0 Background

The usage of social media and networking sites such as Facebook, Twitter, Instagram, You Tube and MySpace is a phenomenon that has brought great negative and positive impact to many organizations and employees nowadays. In the context of organization, employee job performance is one of the aspects which usually being monitored and assessed by management. With the rising of social media and social networking sites usage among people nowadays, it can be assumed that there are relationship between social media and social networking sites usage with employee job performance, either in positive or negative way.

Cohen in Edosomwan, Prakasan, Kouame, Watson & Semour (2011) defined that “social media as a strategy and outlet for broadcasting and social networking sites is a tool and utility for connecting with others” (p.5). Likewise, Aspridis, Kazantzi & Kyriakou (2013) said that “social media is the new term that has invaded our daily lives in high velocity which consists of social networking, playing interactive games, making international friendships and communicating, in general, worldwide.

Employee job performance in the context of human resource management is referring to employee level of achievement in achieving company goals and objectives as well as referring also to employee task deliverable (Bacal, 1999). In the field of human resource management, many organizations usually established their own employee performance management system as a means to ensure that every employee reached his maximum potential and productivity on the job (Maimunah, 2010). In relation with employee job performance, Bernardin (2010) has defined

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