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SOCIAL MEDIA USAGE, LEADERSHIP STYLE AND JOB PERFORMANCE AMONG ADMINISTRATIVE OFFICERS OF UNIVERSITI UTARA MALAYSIA (UUM)

BY

NOR HIDAYAH BINTI ISHAK

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ABSTRACT

Many researchers conducted study in the area of job performance but there is little research and less focus on service organizations, particularly educational institution. The main aim of this study is to examine the impact of social media usage and leadership styles on job performance of administrative officers in Universiti Utara Malaysia (UUM). Thus, the objectives of this research are twofold (i) to examine the impact of social media usage on job performance of administrative officers in UUM and (ii) to examine the relationship between leadership style and job performance of administrative officers in UUM. In assessing the relationship between the variables, a total of 152 questionnaires were distributed and 93 are completed and analysed using descriptive and inferential data analysis technique. The findings of this research reveal that transactional leadership has significant influence on administrative officers’ job performance while social media usage and transformational leadership style are not significant towards their job performance. Recommendations and implications for future research and practice were also discussed.

Keyword: social media, social media usage, leadership style, transformational leadership, transactional leadership, job performance
ABSTRAK

Ramai penyelidik telah menjalankan kajian dalam bidang prestasi kerja tetapi kurang tumpuan diberikan kepada organisasi perkhidmatan, terutamanya institusi pendidikan. Tujuan utama kajian ini adalah untuk mengkaji hubungan antara penggunaan media sosial dan gaya kepimpinan kepada prestasi kerja dalam kalangan pegawai-pegawai pentadbiran di Universiti Utara Malaysia (UUM). Oleh itu, objektif kajian ini adalah (i) untuk menentukan mengkaji kesan penggunaan media sosial ke atas prestasi kerja pegawai pentadbiran di UUM dan (ii) untuk menentukan hubungan antara gaya kepimpinan dan prestasi kerja pegawai pentadbiran di UUM. Dalam menilai hubungan antara pembolehubah, sebanyak 152 soal selidik telah diedarkan dan 93 dikembalikan dan dianalisis dengan menggunakan teknik analisis data deskriptif dan inferensi. Dapatan kajian menunjukkan bahawa kepimpinan transaksi mempunyai pengaruh yang besar ke atas prestasi kerja pegawai pentadbiran manakala penggunaan media sosial dan gaya kepimpinan transformasi adalah tidak signifikan kepada prestasi kerja mereka. Cadangan dan implikasi kepada penyelidikan dan amalan masa depan juga dibincangkan dalam bab akhir kajian ini.

Kata Kunci: media sosial, penggunaan media sosial, gaya kepimpinan, kepimpinan transformasi, kepimpinan transaksi, prestasi kerja
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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

This is an introductory chapter that consists of aspect of the study which covers problem statement, research questions and objectives, scope and significance of the present proposed study, and conceptual definitions of key terms.

1.1 BACKGROUND OF STUDY

As a university that specializes in management and business education, Universiti Utara Malaysia (UUM) strives to position itself to be the best in the field and so far, the university is on the right track to achieve this goal. Nevertheless, the university does not disregard other areas of academic disciplines. As a management university, UUM has truly proven to be the best in Malaysia and among the best in the region as evinced by numerous notable achievements attained by the university including the accreditation from The Association of MBAs (AMBA) and ABEST21. Recently, The Global Brands Magazine, among the most recognized branding award in the world, announced Universiti Utara Malaysia (UUM) as the winner of the Best Eminent Management University in Malaysia for the Education category for this year. The universities which were awarded the honor were assessed on the exceptional commitment to excellence, branding, performance and provide a sound educational environment in their area. All winners faced stiff competition this year, from both foreign and domestic competitors.
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**REFERENCE**


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