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**THE MODERATING EFFECT OF SOCIAL MEDIA USAGE ON THE
RELATIONSHIP BETWEEN PERSONALITY TRAITS AND JOB
PERFORMANCE IN PRIVATE SECTOR IN JORDAN**

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UUM
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**MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA**

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By

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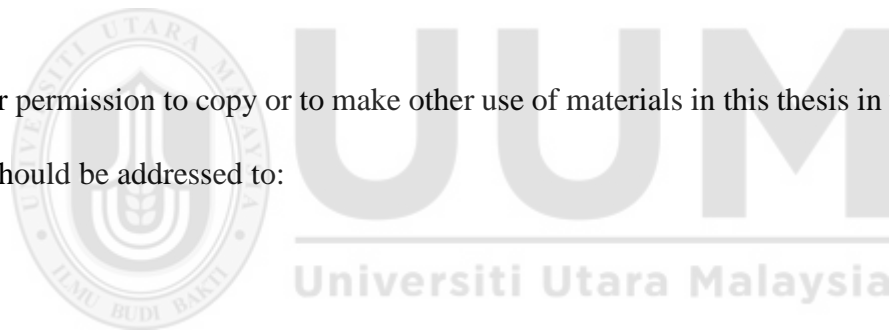
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Abstract

This study is aim to examine the moderating effect of social media usage on the relationship between personality traits (independent variables) and Job performance (dependent variable). Scarce literature of social media usage were found In the Jordanian context and studies were limited in scope. The novelty of current study is, it accounts to capitalized moderating effects social media usage which is now compulsory part of human life however limited studies were focused on social media effect on work related behavior and task. The study were used sample of firms from 381 employees of Al Manseer Group which is listed in ASE (Amman Stock Exchange).The PLS SEM analysis were proven that social media had not moderating effect between personality traits and job performance however three of personality trait were found significant with job performance. This study added the body of knowledge of social media using, personality traits and job performance management practices literature in Jordan. The results of this study cannot be generalized, this study were used sample size from AL-Manseer group of Jordan. The results of this study might be changed if future researches use different set of sample firms.

Keywords: Social Media usage, Personality Trait, Job Performance

Abstrak

Kajian ini bertujuan untuk mengkaji kesan media sosial yang sederhana dengan menggunakan hubungan antara ciri personaliti (pembolehubah bebas) dan prestasi kerja (pemboleh ubah bergantung). Sastera terhad media sosial yang digunakan didapati Dalam konteks dan kajian Yordania terhad dalam skop. Pembaharuan kajian semasa adalah, ia menyumbang kepada kesan sederhana yang memanfaatkan media sosial yang mana kini menjadi sebahagian daripada kehidupan manusia tetapi kajian terhad memberi tumpuan kepada kesan media sosial terhadap tingkah laku dan tugas berkaitan kerja. Kajian itu menggunakan sampel firma dari 381 pekerja Al Manseer Group yang disenaraikan di ASE (Bursa Saham Amman). Analisis PLS SEM terbukti bahawa media sosial tidak menyederhanakan kesan antara ciri-ciri keperibadian dan prestasi kerja tetapi tiga ciri keperibadian Didapati signifikan dengan prestasi kerja. Kajian ini menambah badan pengetahuan media sosial menggunakan, sifat keperibadian dan amalan pengurusan prestasi kerja di kitab di Jordan. Hasil kajian ini tidak boleh digeneralisasikan, kajian ini menggunakan saiz sampel dari kumpulan AL-Manseer Jordan. Hasil kajian ini mungkin berubah jika penyelidikan masa depan menggunakan set sampel firma yang berbeza.

Kata kunci: Penggunaan Media Sosial, Ciri Keperibadian, Prestasi Kerja

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The current chapter elaborates on the core aspects of the study. The chapter starts with discussing background of the study whereby, it establishes the foundation for the topic. The chapter also talks about issue that the present study aims to address followed by research questions and objectives. The chapter also debates about scope of the study and lastly the significance in terms of theoretical as well as practical contributions.

1.2 Background of Study

According to Toyama, and Mauno (2016) employees` job performance in the HR literatures refers to level of goals and objective achievement by an individual. This in other words, denotes to the tasks that were expected and are thus responsively performed to the desired extent. With growing need and importance of HR practices, the respective departments have got in the habit of developing personalized performance management systems for the purpose of facilitating and ensuring that employees reach up to their best of capabilities and outcomes prospects (Maimunah, 2008). Besides that, Bosco (2014) also defined employees performance as measuring employees output in terms of the quality and quantity of work achieved. For instance, employee performance, can be measured through customer satisfaction by looking at customer feedback. Additionally it can be measured by time required for performing

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SURVEY

Dear Sir/Madam,

My name is SAMER JIBRIL QARALLEH, a Master student of College of Business, University Utara Malaysia. My research interest is “The moderating effects of social media using on relationship between personality traits and job performance”.

It will take 15-20 minutes to complete this questionnaire. The information provided by you will only be used for Academic Purpose and will be kept completely confidential.

I highly appreciate your participation in this research.

Thank you

Sincerely yours,

SAMER JIBRIL QARALLEH

College of Business

University Utara Malaysia

SECTION A: DEMOGRAPHIC INFORMATION:

These items ask for some personal information. Please be assured that your responses to these questions are confidential.

Please fill in or put a tick (✓) in the appropriate box

I. What is your Gender?

Male

Female

II. To which of the following age groups do you belong?

18-22years

22-24

24 and above

III. To which of the following regions you belong?

Irbid

Tafila

Amman

III. To which of the following experience you?

1-years

1-5 Years

5-10Years

- 10-15 Years

1V which following status you belong?

- Single
- Married
- Divorce
- Others-----

V Which of following qualification you have



- Diploma
- Graduation
- Masters
- Others

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SECTION B: Job performance, personality trait and social media using

Personality Traits

Rate your behavior by the rating (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree)

I see myself as someone who

S.no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Worries a lot	5	4	3	2	1
2.	Gets nervous easily	5	4	3	2	1
3.	Remains calm in tense situations	5	4	3	2	1
4.	Is talkative	5	4	3	2	1
5.	Is outgoing, sociable	5	4	3	2	1
6.	Is reserved	5	4	3	2	1
7.	Is original, comes up with new ideas	5	4	3	2	1
8.	Values artistic, aesthetic experiences	5	4	3	2	1
9.	Has an active imagination	5	4	3	2	1
10.	Is sometimes rude to others	5	4	3	2	1
11.	Has a forgiving nature	5	4	3	2	1
12.	Is considerate and kind to almost everyone	5	4	3	2	1
13.	Does a thorough job	5	4	3	2	1
14.	Tends to be lazy	5	4	3	2	1
15.	Does things efficiently	5	4	3	2	1

Social media using

Rate your behavior by the rating (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree) I see myself as someone who

S.no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	I consider myself as					
16.	I often use social media to obtain work related information	5	4	3	2	1
17.	I regularly use social media to maintain and strengthen	5	4	3	2	1
18.	I frequently of usage of social media at work	5	4	3	2	1
19.	Using of social media is Effective	5	4	3	2	1
20.	Using of social media is Helpful	5	4	3	2	1
21.	Using of social media is Functional	5	4	3	2	1
22.	Using of social media is Necessary	5	4	3	2	1
23.	Using of social media is Practical	5	4	3	2	1

Job Performance

Rate your behavior by the rating (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree) I see myself as

S.no	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
24.	I almost always perform better than an acceptable level	5	4	3	2	1
25.	I often perform better than can be expected from me	5	4	3	2	1
26.	I often put in extra effort in my work	5	4	3	2	1
27.	intentionally expend a great deal of effort in carrying out my job	5	4	3	2	1
28.	I try to work as hard as possible	5	4	3	2	1
29.	The quality of my work is top-notch	5	4	3	2	1

Thanking You