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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

SAMER JIBRIL O. (TALALAH QARALLEH)

MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
JUNE, 2017
THE MODERATING EFFECT OF SOCIAL MEDIA USAGE ON THE
RELATIONSHIP BETWEEN PERSONALITY TRAITS AND JOB
PERFORMANCE IN PRIVATE SECTOR IN JORDAN

By

SAMER JIBRIL O. (TALALAH QARALLEH)

Thesis Submitted to
School of Business Management
(SBM), UUM College of Business
(COB) Universiti Utara Malaysia,
in Partial Fulfilment of the Requirement for the Masters
of Science (Human Resource Management)
PERAKUAN KERJA KERTAS PENYELIDIKAN
(Certification of Research Paper)

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(I, the undersigned, certified that)

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Calon untuk ijazah Sarjana
(Candidate for the degree of)
MASTER OF HUMAN RESOURCE MANAGEMENT

telah mengemukakan kertas penyelidikan yang bertajuk
(has presented his/her research paper of the following title)

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

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by the research paper).

Nama Penyelia Pertama : DR. MOHAMMED R.A. SIAM
(Name of 1st Supervisor)

Tandatangan : [Signature]
(Signature)

Tarikh : 5 JUN 2017
(Date)
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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


Kata kunci: Penggunaan Media Sosial, Ciri Kepribadian, Prestasi Kerja
Acknowledgement

Alhamdulillah.

First and foremost, all praise and thanks to Allah for giving me the strength and patience, and providing me the knowledge to accomplish this thesis.

My very Special dedication to the big heart My Father (JIBRIL QARALLEH), To the fountain of patience and optimism and hope My Mother (FAHMIEH QARALLEH), Thank you for being there whenever I needed it, and even when I thought I didn't Need it. Thank you for teaching me respect, confidence, and proper etiquette. Thank you for letting me Find my own way. Thank you for acknowledging how hard I've worked, but also know that I would not be here without both of you.

I must express my very profound gratitude to My Brothers (Dr. Tha’er, Dr. Thamer, Dr. Amer, Capt. Omar, Eng. Ahmed) and My Sisters (Dr. Amani, Dr.Thikryat, Dr. Reema, Dr. Reham) for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them. Thank you.

I would like to express my deep and sincere gratitude to my research supervisor, Dr. Mohammed R. Siam, for giving me the opportunity to do research and providing invaluable guidance throughout this research. His dynamism, vision, sincerity and motivation have deeply inspired me. It was a great privilege and honor to work and study under his guidance.

I would also like to offer my appreciation and gratitude to my best Jordanian friends, for their endless encouragement and support to keep me inspired in completing this research.
Special thanks to my best friend here Putri alia maulina in UUM for the valuable supports throughout my study. My life in Malaysia would not be completed without love and support from her. Thank you so much for sharing happiness and tears throughout these years.

Lastly, special thanks to Universiti Utara Malaysia for making this research journey interesting and enjoyable.

SAMER JIBRIL QARALLEH
MASTER OF HUMAN RESOURCE
UNIVERSITI UTARA MALAYSIA
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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
The contents of the thesis is for internal user only
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Goodhue, D. L., Lewis, W., & Thompson, R. (2012). Does PLS have advantages for small sample size or non-normal data?. *Mis Quarterly, 36*(3), 891-1001.


Tesdimir, M. Z., Asghar, M. Z., & Sana, S. (2012). Study of Relationship of Personality Traits and Job Satisfaction among Professional Sales Representative in


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?

□ 18-22 years

□ 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

□ 5-10 Years
☐ 10-15 Years

IV Which following status you belong?

☐ Single

☐ Married

☐ Divorce

☐ Others-----------------------

V Which of following qualification you have

☐ Diploma

☐ Graduation

☐ Masters

☐ Others
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

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

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

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

Job Performance

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

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

Thanking You