THE DETERMINANTS OF SOCIAL MEDIA USAGE THAT ARE AFFECTING THE EMPLOYEE'S PERFORMANCE IN PRIVATE SECTOR IN PENANG

SOON LI QING

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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‘ I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in term of scope and quality. This thesis is submitted to Universiti Teknikal Malaysia Melaka which fulfill the requirements for the completion and award of Bachelor of Technopreneurship with Honors (Btech).’

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The thesis is submitted in partial fulfillment of the requirements for the award of Bachelor of Technopreneurship with Honors

Faculty of Technology Management and Technopreneurship
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December 2019

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DECLARATION OF ORIGINAL WORK

"I hereby declare this report is the result of my own, expert certain explanations and passage where every of it is cited with source clearly."

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DEDICATION

I would like to dedicate the appreciate to my beloved family members who supported me in terms of spiritual and financial. Other than that, I would like to dedicate the appreciate to my beloved supervisor and panel who guided me throughout the research by providing valuable suggestion. Finally, I would also like to dedicate appreciate to my course mates for their assistance through the journey of completing the research.

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Last but not least, I hope to send particular appreciation to all the respondents who had contributed their time and efforts in filling the questionnaires. They had provided their valuable feedbacks that assist me in finishing this research. With the assistances and supports from the respondents, I have successfully fulfilled all the components of questionnaire.

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ABSTRACT

Over the years, the arising use of social media keeps on increasing in the workplace. Majority of the workers have used the social media to communicate, expand their customer base and enhancing customer experiences. Besides, employees also can make use of social media to search some informative details and understanding the current trends of the market. Yet, the social media is exposed to different kind of risks. Despite the strong reason that has been done by many researchers, the social media usage is definitely benefits the employees in the workplace. This objective of this study is to find out the relationship between the determinants of social media usage on employee's performance in Penang. Though literature reviews, the four independent variables are identified such as social connectivity, social involvement, information attainment and social support. This research is expected to collect 300 samples for this research. This research used quantitative method to analyse the data. Therefore, a survey form will be used as a method to collect primary data. Secondary data will also be used as references in this research. Further study will be conducted from previous researchers to achieve the results of using social media in order to enhance worker's performance in workplace. The results collected from future work are expected to benefits to the private sector in Malaysia. The data collected was analyzed by SPSS (Statistical Package for Social Science) for Reliability Test, Pearson's Correlation and Multiple Linear Regression Analysis. After analyse the result, social connectivity, social involvement and information attainment have significant strong positive relationship on the employee's performance. However, the social support does not have relationship or weak on the employee's performance. The limitation and implication of study are formed and recommendation was suggested to the future researcher.

Keyword: Social Media Usage, Employee's Performance, Private Sector, Penang

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ABSTRAK

Kebelakangan ini, penggunaan media sosial dalam tempat pekerjaan meningkat berterusan. Kebanyakan pekerja menggunakan media sosial untuk berkominikasi, menambah bilangan pelanggan, dan meningkatkan pengalaman pelnggan. Selain itu, pekerja juaga boleh menggunakan media sosial untuk mencari maklumat terperinci dan memahami trend semasa pasaran. Namun, media sosial juga didedahkan kepada pelbagai jenis risiko. Walaupun telah mempunyai sebab yang kuat yang telah dilakukan oleh banyak penyelidik, pengguna media sosial sememangnya memberi manfaat kepada pekerja di tempat pekerjaan. Objektif kepada kajian ini adalah untuk mengetahui hubungan antara penentu penggunaan media sosial terhadap prestasi pekerja di Pulau Pinang. Daripada kajian loiteratur, empat variasi pemboleh ubah telah dikenalpasti termasuklah hubungan sosial, penglibatan sosial, pencapaian maklumat dan sokongan sosial. Kajian ini menggunakan kaedah kuantitatif untuk mengumpul 300 samples bagi kajian tersebut dan juga menganalisis data. Oleh itu, borang soal selidik digunakan sebagai kaedah untuk mengumpul data primer. Data sekunder juga digunakan sebagai rujukan dalam kajian ini. Kajian lanjut akan dijalankan dari penyelidik terdahulu untuk mencapai keputusan bagu penggunaan media sosial untuk meningkatkan prestasi pekerja di tempat kerja. Hasil kajian yang dikumpulkan dari kerja masa depan dijangka memberi faedah kepada sektor swasta di Malaysia. Data yang dikumpul akan dianalisis oleh SPSS untuk Ujian Kebolehpercayaan, Korelasi Pearson dan Analisi Regresi Pelbagai Linear. Selepas menganalisis hasilnya, hubungan sosial, penglibatan sosial dan pencapaian maklumat mempunyai hubungan positif yang penting terhadap prestasi pekerja, namun sokongan sosial tidak mempunyai hubungan atau lemah terhadap prestasi pekerja. Pembatasan dan implikasi kajian dibentuk dan cadangan dicadangkan kepada penyelidik masa depan.

Keyword: Penggunaan Media Sosial, Prestasi Pekerja, Sektor Persendirian, Penang.

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LIST OF ABBREVIATIONS

ABBREVATIONS	MEANING
MRA	Multiple Regression Analysis
ANOVA	Analysis of Variance
SPSS	Statistical Package for Social Science
DOSM	Department of Statistics Malaysia
MIDA	Malaysian Investment Development Authority

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LIST OF SYMBOL

ABBREVATIONS	MEANING
α	Cronbach's Alpha Coefficients
r	Pearson's Correlation Coefficients
H_0	Null Hypothesis
H_1	Alternative Hypothesis
X	Independent Variable
Y	Dependent Variable
a	Intercept
b	Slope
e	Residual

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This part of study conspectus the whole of the research. The primary aim of this research is been conducted to find out the determinants of social media usage that is affecting the employee's performance in the workplace in Penang. This section will begin with the background of the study, problem statement, research question, research objective, following by the significance of study and scope of study which will deliver an overall and comprehensive outlook of the research. Hence, the result of findings also can give the effect of social media to employee's performance in the workplace.

1.2 Background of study

The concept of social media is which a platform or application that provides internet users to share and exchange the information and aggressively involve in social networking. The first social network website was Six Degree in the year of 1997. The purpose of having this website is to upload profile information and connect other internet users.

The beginning of social media become popular is happened between the years 2000 until now. During that time, social media sites such as Myspace and LinkedIn

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are used for photo sharing. People have no confidence in those social media website. In the year of 2006, Facebook and Twitter are formed to connect the people all around the world. In today, tremendous changes in social media platform have brought to the workplace.

Social media include of assortment of tools and technology such as collaborative projects (Wikipedia), blogs (WordPress), virtual communities (Youtube), social networking site (Facebook), microblog (Twitter) and others (Khan et al., 2014). The most well-known type of social media is social networking sites. Social media platform has remained committed to its sustainable growth and become more and more common and essential to everyone as people know the importance of communication and convenience. The social media has expanded and widened to all around the world. It spent and took years and decades for social media to be well-developed and accept by people all around the world.

In recent year, the usage of social media is increasing in the workplace. According to the Ministry of Communication and Multimedia, there is currently 80 per cent of Malaysians are using internet and most of them are using the mobile networks as of 23 February 2019 (New Straits Times, 2019). Social media are becoming the important tools that connect people all around the world anytime and anywhere. According to Khan et al. (2014), social networking site is being likely to be separate into 2 categories which is internet based and mobile based. Internet based social networking sites can be access by any of devices that can connect to the Internet whereas mobile based only can be accessed through mobile phone. Most of the people become so dependent on social media for day-to-day life. According to Internet World Statistics (2017), the online users had exceeded half of the population in the world and most of the online users were Asians. Therefore, social media has swiftly emerged into the workplace and improves employee's productivity.

A previous study by Statista (2015), the most popular social media tools that have been used by people was Facebook, Instagram, Twitter and Snapchat. Most of the organization use social media to increase brand awareness, raise brand image, enhance the traffic of the website and earn customer loyalty (Stelzner, 2015). Therefore, this research is trying to emphasizing the benefits of using social media in

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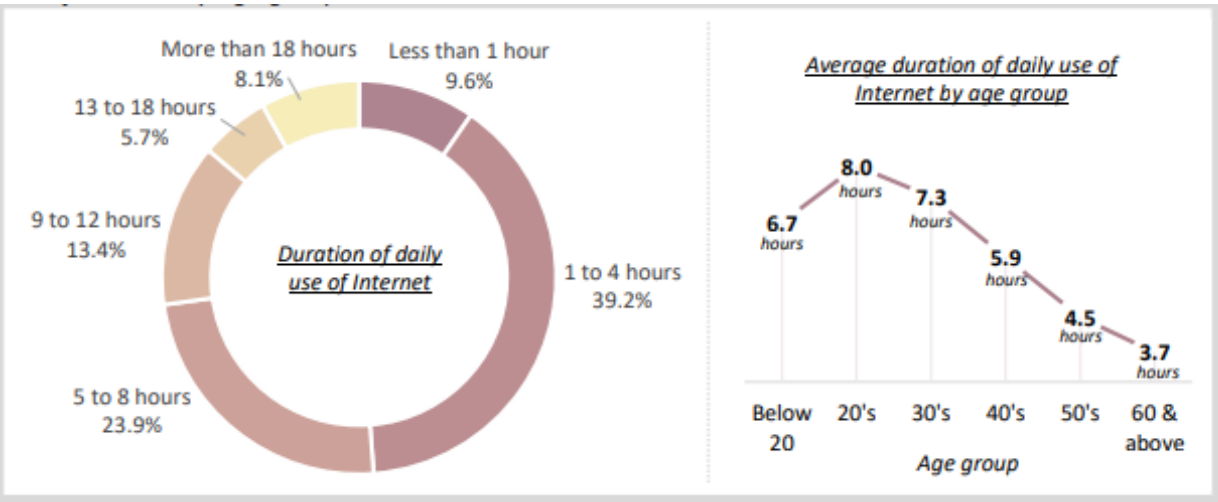
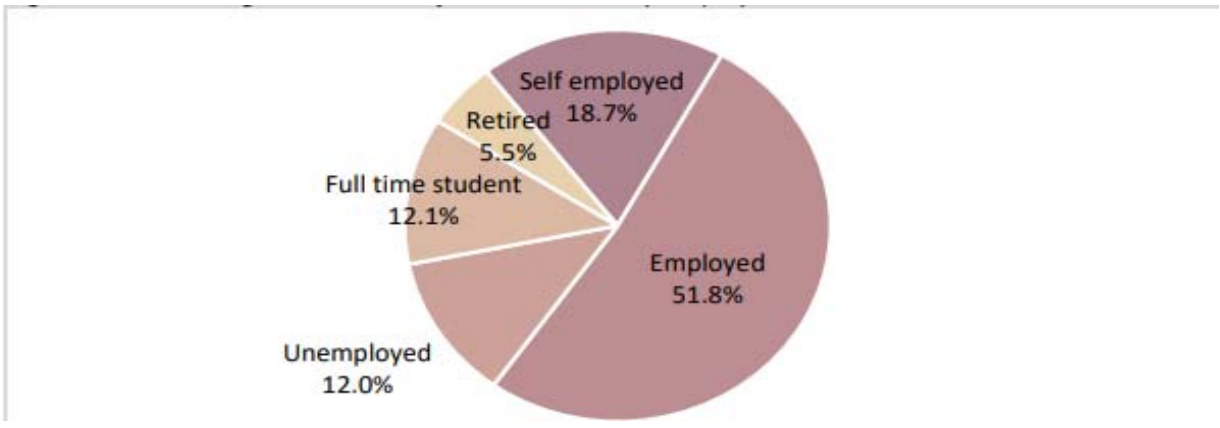
the workplace in Malaysia. Social media allows and provide employees to reach their customers and colleagues more easily.



Sources: Internet Users Survey 2018

Figure 1.1 Percentage distributions for duration of daily use of internet and average duration of daily use of internet by age group in Malaysia

Figure 1.1 shows the average duration of daily use of internet of different age group of Malaysia citizens in the year 2018. This survey discovers that most of the internet users have spent an average 6.6 hours online in a day. Younger respondents which they are in the age of 20 to 30 were more favourable in spending time at internet. Most of the younger respondents were probably employee in the company.



Source: Internet Users Survey 2018

Figure 1.2 Percentage distributions of Internet users by employment status in Malaysia

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Figure 1.2 shows the employment status of internet users in Malaysia in the year 2018.This survey discovers that there are 70.5% (18.7% self-employed and 51.8% employed) of internet users are being employed. This shows that the usages of social media are important in the workplace. Besides, most of the employees are more preferable in using social media during their work time.

1.3 Problem Statement

Globally, the use of internet in workplace is estimated to keep on growing. This indicates more and more people prefer online networking in the workplace. In Malaysia, people are spending more time on internet in the year 2018. This also can indicate more and more Malaysian prefer using social media in workplace.

In Malaysia, the most popular social media tools are Facebook, Instagram, Twitter and Snapchat (Statista, 2015). These are popular social website and people always spent most of the time in browsing website. The rising of the social media usage have bringing a huge effect on employee's performance in workplace.

Currently, there are some studies had indicate that social media not only benefits to the workplace but also possess potential risks for business sector. Risk is defining traditionally uncertainty and unpredictable for a loss event to occur. Hence, there are several types of risks if employee cannot handle in the situation. As a result of time risk, some of the employees may be too addicted on social media and therefore caused them to be unproductive in the workplace. Employees will be spent a lot of time in joining meaningless activities such as watching video, connecting with their friends and families. (Kandiero et al, 2014). According to the research of Ipsos (2013), 3.6 hours would be spent by online users per day. If there are working hours per day, it may spent almost 50% of time to browsing social media. Unproductivity of works causing loss of time and it will negatively impact the employee's performance.

Besides, social risks is defined as online users having nonconformist and atypical behaviour which means that they prefer interact with others by online rather

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than face-to-face communication (Go et al. 2012). Therefore, they are unable to interact with other effectively and efficiently. This kind of behaviour may lead and result to negative consequences on employee's performance.

Despite the strong research that has been done by the researcher about the risks of employing social media, the benefits of social media have overcome the risks of social media. Social media definitely has bringing more benefits to employees in the workplace. Moreover, although there are some potential risks in social media, social media still perceived as a collaborative tools in workplace. This study intends to investigate some benefits of social media usage that can overcome the risks. Therefore, employees will become more effective and efficient while using social media at workplace.

1.4 Research Questions

The subsequent question had been conducted to accomplish the research objective and to inspect the relationship between social media usage and employee's performance.

- What are the impacts and benefits of social media in order to influence employee's performance in the workplace?
- What is the relationship between social media usage determinants and employee's performance in the workplace?
- How does the social media usage determinant effect on employee's performance in the workplace?

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1.5 Research Objectives

Employee's performance on social media might be influenced or affected by numerous variables. The purpose of conducting this research is to mitigate and alleviate the problems stated in the problem statement. The primary aim of this research is to review and verify the determinants affecting the employee's performance by using social media in Malaysia. This research purports to determine and verify the determinants of social media being social connectivity, social involvement, information attainment and social support on whether they have significant influence on employee's performance in Penang.

The particular objectives of this research are listed below:

(i) To identify the benefits and impacts of using social media in order to influence employee's performance in the workplace.
(ii) To investigate the relationship between social media usage determinants and employee's performance in the workplace.
(iii)To analyse the social media usage determinant effect on employee's performance in the workplace.

1.6 Significant of Study

The objective of this research is aimed to examine how the social media usage determinants affect the employee's performance in Penang. This research are able to help future researcher to figure out and perceived what determinants an employee will consider while using social media in the workplace.

The result of this research will be a guidance and direction for the future researcher. This research could derive some benefit to the business sector and corporate sector in Malaysia. The parties mentioned above ought to be more conscious and cognizant of what is an employee's perception on social media usage and performance. The organization may take account and review for the significant and crucial determinants in their on-going plan, which will ultimately assist and

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support their operational activities and allows them to enhance productivity and performance. Besides, Malaysia government may able to take advantage of the benefits on method and paths to promote social networking in order to enhance their job performance.

Besides, the result will make contribution by providing additional and further information for the business sector and the corporate sector. It can be adopted and undertaken as a reference sources whilst this study has assembled and compiled the informational study material from other researchers. In conclusion, this study will deliver some contemporary and useful information on the determinant of social media usage on employee's performance.

1.7 Scope of study

This study is designed to investigate the determinants of social media usage on employee's performance. Therefore, the objectives of this study are to define the reason why social media usage is able to enhance employee's performance. A questionnaire or survey will be conducted in the private sector industry in the area of Penang. In the report that was conducted by Mackintosh et al., (2016), the private sector was defined as the entirely of privately possessed institutions or organizations. The results of the research will be conducted, collected and analysed from the questionnaire. Yet, the research that has been conducted does not represent the positions and views of the organization.

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