THE RELATIONSHIP BETWEEN SOCIAL MEDIA PARTICIPATION AND EMPLOYEES' PERFORMANCE AT HAMDAN ABDULLAH SDN BHD, KERTEH, TERENGGANU DARUL IMAN

Prepared for:
MADAM HAJAH SITI KHALIJAH BINTI MAJID

Prepared by:
AZIEMAH BINTI MOHAMED YUSOH
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS MANAGEMENT

January 2018
ABSTRACT

The purpose of this study was to identify the relationship between social media participation and employees' job performance at Hamdan Abdullah Sdn Bhd, Labohan, Kerteh, Terengganu Darul Iman. This study also aims to determine the impact between social media participation on communication skills and knowledge sharing in employees' job performance. Apart from that, this study also was to identify the most influencing factor of social media participation on employees' job performance. 50 questionnaires were distributed to the respondents at different department which were Finance, Operations, Tender, Procurement, Administration, Human Resource and Health, Safety and Environment (HSE). Elements of social media participation in this study included communication skills and knowledge sharing. Statistical Package for Social Science (SPSS) Version 23.0 was used to analyze the data. Social media participation among the employees can enhance their communication skills and knowledge sharing. The significant and positive correlation between social media participation and employees' job performance indicated that research consistently identifies communication skills as the element that must be improved. Therefore, the most dominant factor is knowledge sharing that influences the dependent variable, employees' job performance. The hypotheses were accepted as it is significant and have positive relationship between social media participation and employees' job performance. There were some recommendations for the organization and suggestions for future research from this study that can precise employees' job performance.
# TABLE OF CONTENTS

| LIST OF TABLES | ii |
| LIST OF FIGURES | iii |

## CHAPTER 1
**INTRODUCTION**
- Background of the Study .......................................................... 1
- Statement of the Problem ............................................................. 2
- Research Objectives ....................................................................... 3
- Research Questions ......................................................................... 4
- Research Hypotheses ....................................................................... 4
- Significance of the Study ............................................................... 4
- Limitations of the Study ................................................................. 5
- Definition of Terms ........................................................................ 5

## CHAPTER 2
**LITERATURE REVIEW**
- Definition ....................................................................................... 7

## CHAPTER 3
**METHODOLOGY**
- Research Design ............................................................................. 13
- Sampling Frame ................................................................................ 13
- Population ......................................................................................... 14
- Sampling Technique ......................................................................... 14
- Sample Size ...................................................................................... 14
- Unit of Analysis ............................................................................... 15
- Instrument ......................................................................................... 15
- Validity of Instrument ..................................................................... 15
- Data Collection Procedures ............................................................. 16
- Statistical Analysis ........................................................................... 17
- Plan of Data Analysis ....................................................................... 17

## CHAPTER 4
**FINDINGS** ....................................................................................... 19

## CHAPTER 5
**CONCLUSIONS AND RECOMMENDATIONS** ................................... 62
- Discussion ........................................................................................ 63
- Recommendations ........................................................................... 74
- Suggestions ....................................................................................... 76

## REFERENCES ..................................................................................... 79

## APPENDICES ..................................................................................... 86
- Bar Chart .......................................................................................... 86
- Questionnaire .................................................................................... 88
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0 The Plan for Data Collection</td>
<td>15</td>
</tr>
<tr>
<td>4.1 Rules of Reliability</td>
<td>19</td>
</tr>
<tr>
<td>4.2 Reliability of Factors Relationship of Social Media Participation</td>
<td>20</td>
</tr>
<tr>
<td>4.3 Survey Return Rate</td>
<td>21</td>
</tr>
<tr>
<td>4.4 Distribution of Respondents Based on Gender</td>
<td>22</td>
</tr>
<tr>
<td>4.5 Distribution of Respondents Based on Ages</td>
<td>23</td>
</tr>
<tr>
<td>4.6 Distribution of Respondents Based on Departments</td>
<td>24</td>
</tr>
<tr>
<td>4.7 Distribution of Respondents Based on Years of Services</td>
<td>25</td>
</tr>
<tr>
<td>4.8 Descriptive Statistic on Job Performance</td>
<td>26</td>
</tr>
<tr>
<td>4.9 Descriptive Statistic on Communication Skills</td>
<td>32</td>
</tr>
<tr>
<td>4.10 Descriptive Statistic on Knowledge Sharing</td>
<td>38</td>
</tr>
<tr>
<td>4.11 Summary and Mean</td>
<td>44</td>
</tr>
<tr>
<td>4.12 Frequency Analysis on Employees’ Participation on Social Media</td>
<td>45</td>
</tr>
<tr>
<td>4.13 Degree of Correlation Coefficient</td>
<td>50</td>
</tr>
<tr>
<td>4.14 Degree of Statistical Significant</td>
<td>51</td>
</tr>
<tr>
<td>4.15 Model Summary</td>
<td>57</td>
</tr>
<tr>
<td>4.16 ANOVA</td>
<td>57</td>
</tr>
<tr>
<td>4.17 Coefficient</td>
<td>58</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

Background of the Study

The popularity of social media has become more significant nowadays as many people are using it in their daily lives especially among employees. Boyd and Ellison (2008) stated that social media are the “web-based service that employee to (i) create a public or semi-public within a bounded system, (ii) effectively list other users with whom they build a connection and (iii) view beyond their list of connections and those made by others within the system”. As social media offer flexibility in the form of time and mobility, it has rapidly become norm for employees to use social media in order to reach company goal goals.

Neilsen (2010) mentioned about social media accounts and internet activities and LinkedIn has for about eighty million professionals across two hundred countries. Next, another famous sites for example Facebook, Twitter, Instagram and Youtube are accessible for everyone to connect with individuals in another part of the world. Fach (2012) stated that Facebook in 2012 has for about 845 million accounts user globally, and Europe regarded as the highest users next to Asia with 57% female and 43% males connected via mobile and each user spend approximately 20 minutes on each visit.