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## **EXTENDED ABSTRACT**

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# EXAMINING THE EFFECTS OF SOCIAL MEDIA'S IMPACT ON JOB PERFORMANCE: A MALAYSIAN ORGANIZATIONAL CULTURE STUDY

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## I. INTRODUCTION

The rapid growth of internet technology has driven global social media adoption, with 4.62 billion users in 2022 [1]. Research highlights social media's positive effects on job performance by fostering socialization and enhancing employee communication. This study examines social media usage, its relationship to job performance, and associated gender differences among employees at Astro Malaysia [2]. This study explores the relationship between social media usage and job performance focusing on Malaysian culture.

## II. METHODS

This study employed a quantitative, non-experimental survey method, involving 229 respondents selected through convenience sampling for accessibility and willingness to participate. Social media usage was adopted and adapted from (Hair et al. 2010) consisting of 4 domains with 26 items. However, job performance based on 'Factors that Influences Job Performance among Employees in Oil Palm Plantation' from [3] has 4 domains and 26 items. This questionnaire was based on the Likert Scale from 1–5 (Strongly Disagree – Strongly Agree).

## III. RESULTS AND DISCUSSION

### A. Social Media Usage Among Employees at ASTRO

Results showed that the mean score for domain in social media usage were knowledge sharing ( $3.10 \pm 0.62$ ), decision making ( $3.05 \pm 0.54$ ), communication ( $3.04 \pm 0.60$ ) followed by network ties ( $3.01 \pm 0.60$ ). This highlights a balance needed between encouraging knowledge sharing and minimizing distraction.

### B. Job Performance Among Employees at ASTRO

Results showed that the mean score for domain in job performance were stress ( $3.07, \pm 0.50$ ), workload ( $3.06, \pm 0.50$ ), working environment ( $2.97, \pm 0.70$ ) followed by salary ( $2.89, \pm 0.50$ ). Although no significant trends were found, stress impacts organizational outcomes by shaping employee productivity and satisfaction.

### C. Differences of social media usage among employees at ASTRO

The results of the Independent T-Test comparing job performance between male ( $n = 109; 3.04, \pm 0.36$ ) and

female ( $n = 119, 3.06, \pm 0.32$ ) respondents should know that there is no significant difference with  $p$ -value 0.67.

### D. Relationship between social media usage and job performance among employees at ASTRO Malaysia

There was a significant relationship between social media usage and job performance,  $r = 0.13, n = 227, p < 0.05$ . It suggests that social media usage had very little effect on the strength of relationship between these two variables.

## IV. CONCLUSIONS

This study revealed that social media usage influences job performance through knowledge sharing, stress, and minimal gender differences. A positive correlation highlights opportunities for productivity improvement via balanced usage. Effective workplace policies must address stressors and manage social media use to optimize employee engagement and organizational outcomes.

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