

**IMPACT OF SOCIAL NETWORKING TOWARDS  
EMPLOYEE JOB PERFORMANCE AT ROYAL MALAYSIAN CUSTOM,  
AYER KEROH, MALACCA, MALAYSIA**

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## ABSTRACT

The study was conducted in order to identify the impact of social networking towards employee job performance at Royal Malaysian Customs, Ayer Keroh Melaka. The Royal Malaysia Customs allows the employees to access social network during working hours. Through the findings, there are three objectives of this study which are to identify the level of employee job performance at Malaysian Royal Customs, Ayer Keroh, to determine the impact between the use of social networking in the workplace and employee job performance at Malaysian Royal Customs, Ayer Keroh and to identify the factor most impact job performance at Malaysian Royal Customs, Ayer Keroh. The data that used in this study is primary data and the data collection that used was survey. The survey in this study used self-administered. The survey was in the form of a questionnaire. The questionnaire consists of 1 to 5 response scale. The questionnaire has responded were coded directly into SPSS Version 18.0 (Statistical Package for Social Science). The expected finding of this study is social networking during office hour does not effect the employee job performance. Social networking has positive impact on employee job performance through communication, collaboration and sharing information. There has used descriptive statistic to tested demographic session, used correlation pearson to tested the hypothesis and used regression to tested factor most impact on social networking. As a conclusion, there was significance value for the three of research objectives in this study in term of communication, collaboration and sharing information.

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## CHAPTER 1

### INTRODUCTION

#### Background of Study

In the Malay Rulers Conference of the Federated Malay States, known as Durber in 1931 in Sri Menanti, Negeri Sembilan, the proposal to expand the union was given by Sir Cecil Clementi, British High Commissioner in Malaya. His proposal was based on the increasing import taxes from year to year.

Until 1932, the customs tariff has covered a range of items and had established the priority of duty (preferential duty) for goods coming from the British Empire. As a result of extreme dependence on import duties as a result of Federated Malay States caused Sir Cecil opinion.

"Like the rest of the British Empire become increasingly dependent on Customs import duties as their main source of revenue, and it was on this score that he strongly recommended the creation of a customs union embracing the whole of the Malay peninsula if trade is not to be intolerably cramped, and the interdependence of one territory upon another in matter of commerce ". (CR Emerson, Malaysia a study in Direct and Indirect Role, Out 1979, p.190). He further recommended that a customs union was formed for the whole of the Malay Peninsula. This was to increase tariffs in the Federated Malay States are not to smooth trade in these states.