

**SOCIAL MEDIA AT WORKPLACE: A CASE STUDY OF EMPLOYEES'
PRODUCTIVITY AT RANACO MARINE SDN BHD**

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ABSTRACT

There was considerable debate among academics and business practitioners on the value of social media usage in the workplace. Some claimed that their use in the workplace was a waste of time while others believe it leads to improvements of employees' productivity. The purpose of this study was to investigate the usage of social media in workplace towards employees' productivity. The independent variables that were used in this study were intrinsic motivation, communication channel, knowledge sharing and intention to use while the dependent variable was employees' productivity. A sample was randomly selected from a population in RANACO MARINE SDN BHD. Statistical analysis and Pearson's correlation was undertaken to ascertain the degree of relationship between the variables. Primary data was collected by use of a questionnaire. The research found both weak and strong positive relationship between the usage of social media at work place and employee productivity.

Keywords: *Social Media, Employee Productivity, Intrinsic Motivation, Communication Channel, Knowledge Sharing, Intention to Use.*

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CHAPTER 1

INTRODUCTION

Background of the Study

These days, there was an increasing trend on the usage of social media. The widespread of social media had penetrated the workplace and nearly all employees' used social media in the workplace with no limitation of access (Yeshambel, Belete & Muluaem, 2016). No matter where we were, either in Malaysia, Indonesia or other country, we can still be connected to one another through social media. Social media was any application used to socialize with the online communities. There were variety of social media site that were free to use such as Facebook, Twitter, Instagram, and Snapchat. It was much easier when those site can be access through our smartphone which of course by our side all the time. According to Hantula, Kock, D'Arej and DeRosa (2011), social media helped to cope with the problem of communication with others over a long distance and improved the potential for people to communicate at any time.

According to Leftheriotis and Giannakos (2014), social media can be described as both web and mobile-based technologies that was use to interact with the organizations communities and individuals. Similar to Cox and Rethman (2011), social media was when people were connected to the internet and utilized the online platform for the purpose of communication and interaction. Social media also was a term to described the web-based service that allows the user to had their own choice