

**A STUDY ON THE RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE
AND EMPLOYEES' JOB PERFORMANCE AT BANK RAKYAT
BANGSAR, KUALA LUMPUR**

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ABSTRACT

The main objective of this research paper was to investigate the relationship between social media usage and employees' job performance at Bank Rakyat located in Bangsar, Kuala Lumpur. This research paper also aims to determine the impact of social media usage on employees' job performance. Questionnaire was being used as the instrument to collect data needed in order to complete this research paper. SPSS V-26 was used to analyze the questionnaire in order to determine the findings of the research. 63 out of 75 employees of Bank Rakyat were chosen as the respondents in the research conducted. The researcher was using table from Krejcie and Morgan (1970) in order to determine the sample size. This research paper used simple random sampling as the sampling technique. This research also has three research objectives and three research questions. Two hypotheses were developed and tested using Pearson Correlation. There have relationship between social media usage and employees' job performance. The findings show moderate relationship between social media usage and employees' job performance at Bank Rakyat.