

THE RELATIONSHIP BETWEEN THE USE OF MOBILE
APPLICATIONS (WHATSAPP) AND JOB PERFORMANCE
AT DEPARTMENT OF LAND AND SURVEY, KOTA
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ABSTRACT

Mobile application (WhatsApp) has huge impact towards employee job performance. The purpose of this research is to find out the relationships between use of mobile applications and job performance at Department of Land and Survey, Kota Samarahan, Sarawak. This research use Technology Acceptance Model (TAM). The variables included in Technology Acceptance Model (TAM) are perceived usefulness, ease of use and behavioural intention to use. The objectives for this study are to investigate the relationship between technology perceived usefulness, perceived ease of use, technology behavioral intention to use and job performance among the employees at Department of Land and Survey Kota Samarahan, Sarawak. This study focus at 120 supports staff. The suggested sample recommended by Krecjie and Morgan (1970) table is 96 support staffs. The results shared that technology acceptance model has strong relationship towards employee job performance at Department of Land and Survey Kota Samarahan, Sarawak because the features and design of WhatsApp is easy to use, WhatsApp can influences the behaviour towards technology and when using WhatsApp can help employee more motivated towards job performance. Hence, some recommendations and suggestion for organization, supports staff, and future researcher have been highlighted for study.

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CHAPTER 1

INTRODUCTION

Background of the Study

Job performance refers to the work performance of each worker that shows their attitude towards attaining their objectives Nadeem, Ahmad, Abdullah, and Hamad (2014). It is to know what and how the employees are willing to accomplish their work on time by looking at their attitude. Job performance displays the attitude of employee who will complete a task on time, improve their skills, energetic in doing their work and achieve goals to be a productive employee.

The performance of the employee can be improved by workers reward, training, career protections and the use of the technology in organizations (Nadeem et al., 2014). It is because the employees can learn easily through technology and they will be motivated when doing their work. When their emotion is good, they will give their full attention and corporates in completing tasks. Thus, job performance is so important to be highlighted so that employees can learn and improve their skills in order to achieve goals of the organizations.

Communication is important to employees so that they can improve their knowledge and achieve the organization's goals together and individually influence the job performance. According to previous studies, communication is the process of

CHAPTER 2

LITERATURE REVIEW

The issue of this study is to identify the three major characteristics of Technology Acceptance Model (Davis, 1989) which are the perceived usefulness, perceived ease of use the technology and behavioral intention to use technology and job performance.

Job Performance

Job performance refers to behaviors that are directly involved in producing goods or service, or activities that provide indirect support for the organization's core technical processes (Jankingthong & Rurkkhum, 2012). Job performance can be shown by the employees whether it can be positive or negative.

A research done by Parmenter (2007) states that by developing and utilizing KPI's (Key Performance Indicators) at the workplace can indicate the level of employee performance. KPI helps to increase visibility of a more balanced performance and focuses attention on what matters, helps people see progress and motivates action, improves consistency performance, and helps to improve the understanding, decision making and execution.

Bratton & Gold (2017) stated that job performance indicator can be useful to measure the organization and employee effectiveness. The organization can measure