

**SOCIAL NETWORKING SITES USAGE: THE RELATIONSHIP BETWEEN BIG  
FIVE PERSONALITY MODEL AND ORGANIZATIONAL IMAGE AMONG  
EMPLOYEES IN INSTITUT PROFESIONAL BAITULMAL (IPB)**

**WAHIDAH ADIBAH BINTI ASH'ARI**

**BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS)**

**UNIVERSITI TEKNOLOGI MARA (UITM)**

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## ABSTRACT

The research aims to study about Social Networking Sites Usage: The Relationship between Big Five Personality Model and Organizational Image among Employees in Institut Profesional Baitulmal (IPB). The limitation of study was focused on the employees in low and middle management at Institut Profesional Baitulmal (IPB). The scope of this research was to focus on Big Five Personality Model towards Organizational Image in using Social Networking Sites (SNS) in IPB. The questionnaires were distributed to 97 employees in IPB and only 85 were been collected. The independent variable in this study was Big Five Personality Model that was taken three personality model which neuroticism, extraversion and openness. For dependent variable, the research was study on organizational image. The research questions of the study were to identify the frequency of usage of social networking sites, the traits of employees and the relationship between Big Five Personality Model and organizational image. The result of the finding was stated that female were higher than male respondents. Besides that, the majority respondents were age 21-29 years old. The bachelor degree was the most respondent level of education in this research. From the findings, the frequency of social networking sites usage was moderate to employees in Institut Profesional Baitulmal (IPB). In addition, majority of respondents were have openness personality model compared to others personality. Therefore, the employees in Institut Profesional Baitulmal (IPB) were very careful with organizational image in using social networking site.

Keywords : Big Five Personality, Organizational Image, Social Networking Sites

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Faculty of Business Management

Universiti Teknologi Mara, Pahang

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