

**SOCIAL NETWORKING SITES USAGE: THE RELATIONSHIP BETWEEN BIG FIVE
PERSONALITY MODEL AND ORGANIZATIONAL IMAGE AMONG EMPLOYEE IN
TECHNICAL DATA DEPARTMENT AT PETROLIAM NASIONAL BERHAD
(PETRONAS)**

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ABSTRACT

The purpose of this study is to identify the relationship between selected Big Five Personality Model, namely, Openness to Experience, Neuroticism and Extroversion towards organizational image in using Social Networking Sites (SNS's) among the employees in Technical Data department, Petroliam Nasional Berhad (PETRONAS). There are four (4) research questions to be studied, they are; the level of Social Networking Site usage among employees, the most and least traits of Big Five Personality Model among employees in Social Networking Site (SNS) Usage and the significant relationship that may exist between Big Five Personality Model and Organizational image among employees in using Social Networking Site (SNS). The scopes of this research are limited to one organization where the placements of industrial training are taken; thus, the study only been conducted in Technical Data Department at Petroliam Nasional Berhad (PETRONAS). The number of population for this research are estimated for 300 respondents, however, collected questionnaires are only 250 sheets. Whereby, the sample sizes are taken 152 people as referring to the sample size for a given population by Krejcie and Morgan (1970). The sampling technique used are simple random sampling, whereas, the researcher choose this technique due to its least bias and its offer the most generalizability on the selection of the respondents. The research findings can be concluded that there is positive relationship between Big Five Personality Model and Organization Image in using Social Networking Sites at Technical Data, Petroliam Nasional Berhad (PETRONAS). This shows that employees whom possess different personality traits in the organization are aware of their organization image importance while they are surfing the Social Networking Sites.

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