

THE STUDY OF FACTOR THAT INFLUENCES
EMPLOYEE USING SOCIAL MEDIA TOWARDS JOB
PERFORMANCE AT UNIVERSITI TEKNOLOGI MARA,
JENGA PAHANG

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ABSTRACT

The purpose of this study is to measuring the relationship between using social media towards job performance. This study has three objectives. The first objective To identify the factor the employee use social media at University Technology Mara Jengka, Pahang. The second objectives are to identify the frequency usage of social media among employee at University Technology Mara, Jengka Pahang. The last objective is to identify the relationship between usage of social media towards job performance at University Technology Mara, Jengka Pahang. This study utilised convenience sampling techniques. The data collected by using questionnaire that required respondents to rate the job performance in the organization. It was measure using five point of Likert scales. The comparisons measure using means. Based on my findings the factors that influence employee to use social media was organizational environment.

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