

**THE RELATIONSHIP BETWEEN SOCIAL MEDIA PARTICIPATION
AND EMPLOYEES' PERFORMANCE AT HAMDAN ABDULLAH
SDN BHD, KERTEH, TERENGGANU DARUL IMAN**

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ABSTRACT

The purpose of this study was to identify the relationship between social media participation and employees' job performance at Hamdan Abdullah Sdn Bhd, Labohan, Kerteh, Terengganu Darul Iman. 1. This study also aims to determine the impact between social media participation on communication skills and knowledge sharing in employees' job performance. Apart from that, this study also was to identify the most influencing factor of social media participation on employees' job performance. 50 questionnaires were distributed to the respondents at different department which were Finance, Operations, Tender, Procurement, Administration, Human Resource and Health, Safety and Environment (HSE). Elements of social media participation in this study included communication skills and knowledge sharing. Statistical Package for Social Science (SPSS) Version 23.0 was used to analyze the data. Social media participation among the employees can enhance their communication skills and knowledge sharing. The significant and positive correlation between social media participation and employees' job performance indicated that research consistently identifies communication skills as the element that must be improved. Therefore, the most dominant factor is knowledge sharing that influences the dependent variable, employees' job performance. The hypotheses were accepted as it is significant and have positive relationship between social media participation and employees' job performance. There were some recommendations for the organization and suggestions for future research from this study that can precise employees' job performance.

TABLE OF CONTENTS

	Page
LIST OF TABLES	ii
LIST OF FIGURES	iii
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	2
Research Objectives	3
Research Questions.....	4
Research Hypotheses.....	4
Significance of the Study.....	4
Limitations of the Study	5
Definition of Terms	5
CHAPTER 2	
LITERATURE REVIEW	7
Definition.....	7
CHAPTER 3	
METHODOLOGY	13
Research Design	13
Sampling Frame.....	14
Population.....	14
Sampling Technique.....	14
Sample Size	14
Unit of Analysis.....	15
Instrument.....	15
Validity of Instrument	15
Data Collection Procedures	16
Statistical Analysis	17
Plan of Data Analysis	17
CHAPTER 4	
FINDINGS	19
CHAPTER 5	
CONCLUSIONS AND RECOMMENDATIONS	62
Discussion.....	63
Recommendations	74
Suggestions.....	76
REFERENCES	79
APPENDICES	86
Bar Chart.....	86
Questionnaire	88

LIST OF TABLES

Table		Page
3.0	The Plan for Data Collection	15
4.1	Rules of Reliability	19
4.2	Reliability of Factors Relationship of Social Media Participation	20
4.3	Survey Return Rate	21
4.4	Distribution of Respondents Based on Gender	22
4.5	Distribution of Respondents Based on Ages.....	23
4.6	Distribution of Respondents Based on Departments	24
4.7	Distribution of Respondents Based on Year of Services	25
4.8	Descriptive Statistic on Job Performance	26
4.9	Descriptive Statistic on Communication Skills	32
4.10	Descriptive Statistic on Knowledge Sharing	38
4.11	Summary and Mean	44
4.12	Frequency Analysis on Employees' Participation on Social Media	45
4.13	Degree of Correlation Coefficient	50
4.14	Degree of Statistical Significant	51
4.15	Model Summary.....	57
4.16	ANOVA	57
4.17	Coefficient.....	58

CHAPTER 1

INTRODUCTION

Background of the Study

The popularity of social media has become more significant nowadays as many people are using it in their daily lives especially among employees. Boyd and Ellison (2008) stated that social media are the “web-based service that employee to (i) create a public or semi-public within a bounded system, (ii) effectively list other users with whom they build a connection and (iii) view beyond their list of connections and those made by others within the system”. As social media offer flexibility in the form of time and mobility, it has rapidly become norm for employees to use social media in order to reach company goal goals.

Neilsen (2010) mentioned about social media accounts and internet activities and LinkedIn has for about eighty million professionals across two hundred countries. Next, another famous sites for example Facebook, Twitter, Instagram and Youtube are accessible for everyone to connect with individuals in another part of the world. Fach (2012) stated that Facebook in 2012 has for about 845 million accounts user globally, and Europe regarded as the highest users next to Asia with 57% female and 43% males connected via mobile and each user spend approximately 20 minutes on each visit.