

**THE RELATIONSHIP BETWEEN SOCIAL MEDIA PARTICIPATION
AND EMPLOYEES' PERFORMANCE AT LEMBAGA TABUNG HAJI
JOHOR BHARU, JOHOR DARUL TAKZIM**

**Prepared for:
MADAM HAJAH SITI KHALIJAH BINTI MAJID**

**Prepared by:
FATIN LIYANA BINTI MOHAMMAD @ MOKHZANI
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)
FACULTY OF BUSINESS MANAGEMENT**

January 2018

ABSTRACT

The purpose of this research was to determine the relationship between social media participation and employees' job performance at Lembaga Tabung Haji Johor Bharu. A set of 30 questionnaires were distributed to the respondents at Lembaga Tabung Haji Johor Bharu and they were given a week to complete the questionnaires. Elements of social media participation which act as independent variables involved in this research were communication skills and knowledge sharing while the job performance acts as dependent variable (DV). Statistical Package for Social Science (SPSS) version 23.0 was used to analyze the data. The results of significant and positive correlation between communication skills and job performance and between knowledge sharing and job performance has been displayed in this research. The research hypothesis were accepted as researcher has successfully identified that there was a significant linear relationship between the communication skills, knowledge sharing and job performance. Last but not least, researcher has mentioned some of recommendations for the organization and suggestions for future research that will hopefully bring many benefits to the organization and future researchers as well as readers.

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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.