

**THE RELATIONSHIP BETWEEN WHATSAPP ACCEPTANCE  
AND EMPLOYEE JOB PERFORMANCE AMONG SELECTED  
DEPARTMENT IN UNIVERSITY SULTAN AZLAN SHAH (USAS),  
PERAK.**

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## **AUTHOR'S DECLARATION**

I, the undersigned, hereby declare that this submission is entirely my own work, in my own words, and that all sources used in researching it are fully acknowledged and all quotations properly identified. It has not been submitted, in whole or in part, by me or another person, for the purpose of obtaining any other credit / grade. I understand the ethical implications of my research, and this work meets the requirements of the Faculty of Business Management.

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## ABSTRACT

Information and Communication Technology (ICT) is rapidly transforming the way of organizations operates the business, access information, and services, communicate with one another and even entertain themselves. Nowadays, everyone in this world are frequently use ICT in performing every work. This can be seen when ICT can make all the employees that work in organization easier to communicate with others such as client that work outside the country. WhatsApp application is a mobile messaging alternative that have many functions such as texting, sharing location, image and document, and others. If the user wants to use WhatsApp application, they need to have data plan and Wi-Fi connection.

Unified Theory of Acceptance and Use of Technology (UTAUT) is the model that is used in this research. UTAUT contains several factors which are Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) and Facilitating Conditions (FC). The main objective of this study is to investigate the WhatsApp acceptance and employee job performance. This research has been examined in University Sultan Azlan Shah (USAS), Perak. This study surveyed 88 respondents by distributing questionnaire that have been prepared. The performance of every employee in the organizations are important for them to know and increase it by time to time.

**Keywords** - WhatsApp, Performance Expectancy, Effort Expectancy, Facilitating Conditions, Social Influence

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter describes the background of study, statement of problem, research objectives, research questions, research hypotheses, the significant of the study, limitation of the study and definition of terms.

#### **Background of the Study**

Job performance were defined as the total expected value to organization of the discrete behavioral episodes that an individual carries out over a standard period. The development of technology had an impact on firm performance. As cited in Sonnentag (2018), Campbell (1999) had mention that job performance can be referred to behavioral aspect on what people do while at work, the action itself.

Based on Nadeem (2014) job performance was important for every employee in order to improve their productivity in an organization especially when they performed their work with technology. Technology could accomplish the task of employee in easiest way, save times and energy. This could be seen when the employee could learn easily with using the technology and they will be more satisfied with the quality of their work. Thus, job performance was important for the employee to learn and improved their skills in order to achieve the organizations objectives.