

THE RELATIONSHIP BETWEEN THE IMPACTS OF SOCIAL  
NETWORKS ON JOB PERFORMANCE AT MAJLIS DAERAH KOTA  
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## **ABSTRACT**

The purpose of this study is to examine the relationships between the impacts of social networks exploitation with the job performance and the impacts of social networks addiction with job performance. The study used stratified sampling to select the sample size of respondents from employees in Majlis Daerah at Kota Samarahan, Sarawak. Data collected on a structured questionnaire containing some demographic background of respondents, impacts of social networks and job performances. Then the data analyzed using descriptive statistical analysis, coefficient of reliability analysis and Pearson Correlation Coefficient analysis. Consistent with previous studies related to relationship between the impacts of social networks and job performance, the study showed that the impacts of social network addiction have no relationship between job performances. While, the impact of social networks exploitation have a positive relationship between job performance. The research has proven that one of the impact of social networking sites which is exploitation have a positive relationship with job performance. While, the impacts of social networks addiction have no relationship between job performance. As a conclusion, there is positive relationship between the impacts of social networks exploitation and job performance. It can be recommended that, for the future researcher can used qualitative research to be practised in order to capture more reliable measures findings by collected through case studies, interviews, and so on.

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter will be discuss about the background of study, statement of problem, research objective, research question, significance of the study, limitations of study, and definition of terms.

#### **Background of Study**

Each and every network play a role in people's life as well as in the organisation, for instance employees use social network formally in the organisation as a medium of transmission of data with every hierarchical level of subordinates involved. According to Ehrlich (2011), building social contacts and sharing contacts is the ultimate logic of connecting although motive of using social network could be changed.

According to Avalos (2011) social networking tempts to involve all age group and generation instead of only the young generation. There were just different things when you use and respond to social network, and not about good or bad. Nowadays, everyone needs to use and be connected to the social network in their daily life. People would prefer to ask for each other's social network IDs rather than asking for mobile numbers or mail addresses.

This situation could be seen by the survey conducted by British job site Reed.co.uk in 2011 which finds that employees who are using social media while

working by one-third of them. While only 65% of the employees who are logged into the social network are using social network for other purposes besides business purposes (Flacy, 2011)

According to Taylor, Lewin, and Strutton (2010) suggested that advertising presented on online social networks could be effective, but that a perception of excessive commercial exploitation of a social network could lead its members to abandon it.

### **Statement of the Problem**

According to Naheed and Tasawar (2014) from the Islamia University Bahawalpur Pakistan, the social network is completely associating to the employees and employee's performance strongly influenced the organisation's productivity and profitmaking. The crucial tool for the business to facilitate relationship with their suppliers, customers, and to advertise their profile and brand was by using social networking in order to improve the organisation's productivity. But, nowadays the abused of social networking could also be harmful to the organisation. "Social networking could bring disruption to employees that could cause the loss of productivity and low quality of work" (Blades & Whadcock, 2010).

Another study by Richard (2012) found that time spent by the employees on social media conducting activities that are not related to their work such as design personal networks, look over on friends and family, boot up music and video and streaming, overlook the scores of sports and following social bookmarks. For the employees who were wise in using the social networks for work-related to their jobs, it does not pose a problem to the organisation. But a handful of employees who abused the social network to do activities that were not related to their work, this