

**THE EFFECT OF SOCIAL NETWORKING TOWARDS JOB  
PERFORMANCE AMONG STAFF AT PEJABAT TANAH KEMAMAN,  
TERENGGANU.**

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## **ABSTRACT**

The purpose of this study is to investigate the effects of social networking toward employee's job performance. There is considerable debate among academics and business practitioners on the value of the use of social networking by organizational members. Some claim that the use of social networking sites by organizational members is a waste of time, while others believe it leads to improvements in job performance, partly due to employees' successful efforts to balance work-life realms.

This exploratory study is based on a questionnaire given to 60 employees of Pejabat Tanah Kemaman, focusing on the following constructs: social networking, job satisfaction, organizational commitment, and job performance. The authors' proposed model was evaluated using descriptive statistic, Pearson Correlation and Regression. This study used SPSS 21.0 to analyze the data.

The results show that social networking site use intensity has a significant negative effect on job performance through the mediation of organizational commitment and job satisfaction, and upon further analysis by categorizing and analyzing the data in respect to the education level of respondents, the employee job performance is seemed to also be affected by social networking factor. The contradictory perception between higher-level (HE) and lower-level (LE) of employee levels of education was observed through graphical representation of simple linear regression, where lower-level employee believed that the social networking factor may strongly reflect positive influence on their job performance and higher-level reflect a negative influence on their job performance.

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