INSTANT MESSAGING AS A TOOL OF COMMUNICATION TOWARDS EMPLOYEE'S JOB PERFORMANCE AT MAJLIS DAERAH RAUB

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ABSTRACT

The title of this study is to measuring job performance by using factors of use Instant Messaging in Majlis Daerah Raub, Pahang. This study has three research objectives. The first objective is to identify the factors that influence employee use the Instant Messaging as a tool of communication towards job performance among employees in Majlis Daerah Raub. The second objective is to identify the level of job performance when employees use Instant Messaging as a tool of communication in organization towards job performance. The third objective is to determine the relationship between the usages of Instant Messaging as a tool of communication towards employee's job performance in organization. This study utilised convenience sampling techniques. The data collected by using questionnaire that required respondents to rate the job performance in the organization. The questionnaire was distributed to all respondents by hand in the workplace and all the result analysed using Social Science Software (SPSS) version 20. The finding of this research is positive which there significant relationship between the Instant Messaging towards job performance among employee at Majlis Daerah Raub. The most important factor that impact to job performance was the job-related task. There are several recommendations based on the research study about the Instant Messaging as a tool of communication towards job performance at Majlis Daerah Raub should provide a training program to their employee regarding on the practice of using Instant Messaging to ensure the entire employee will familiar to use Instant Messaging equipment and application provided in the organization.

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