

A STUDY ON THE RELATIONSHIP BETWEEN SOCIAL
NETWORKING SITES (SNSs) AND EMPLOYEES' PRODUCTIVITY
IN PEJABAT PENDIDIKAN DAERAH JERANTUT BASED ON
EMPLOYEES' PERCEPTIONS

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ABSTRACT

The purpose of this study was to identify the relationship between Social Networking Sites (SNSs) and employees' productivity in Pejabat Pendidikan Daerah Jerantut based on employees' perceptions. The two factors that influence the use of SNSs at workplace were personal use and organizational use. It was measured by level of employees' productivity such as low, medium and high. The respondents for this study were 60 employees in Pejabat Pendidikan Daerah Jerantut from Services and Administration Unit, Financial Unit, Human Resources Unit, Academic Unit, Counselling Unit ICT Unit, and Asset Unit. In order to perform the statistical analysis, Statistical Packages for the Social Science (SPSS) version 20.0 was used. The findings conclude that there is a positive and very strong relationship between SNSs employees' productivity based on the employees' perceptions.