

A STUDY ON THE RELATIONSHIP BETWEEN SOCIAL  
NETWORKING SITES (SNSs) AND EMPLOYEES' PRODUCTIVITY  
IN MAJLIS SUKAN NEGERI TERENGGANU 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 Majlis Sukan Negeri Terengganu 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 researcher used descriptive and correlational research for the research design. Sampling frame were taken from the list of employees in Majlis Sukan Negeri Terengganu. The respondents for this study were 44 management staff in Majlis Sukan Negeri Terengganu from Administration and Services Unit, Financial Unit, Human Resources Unit, ICT Unit, Athlete's Welfare Unit, LAJSM Unit, Gymnasium Unit and SUKMA Unit. The sampling method utilized as a part of this study was simple random sampling. The researcher developed and distributed the questionnaire personally by hand to the respondents. 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 strong relationship between SNSs employees' productivity based on the employees' perceptions.