



**THE INFLUENCE OF INSTANT MESSENGER, E-MAIL AND SOCIAL  
MEDIA AT WORKPLACE ON WORK PERFORMANCE  
A CASE STUDY AT KEMENTERIAN PENDIDIKAN TINGGI (KPT)**

**NUR NAJIAH BINTI MOHD SHOHAIME**

**2014475908**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(HUMAN RESOURCE MANAGEMENT)  
FACULTY OF BUSINESS MANAGEMENT  
UiTM KAMPUS BANDARAYA MELAKA**

**JULY 2017**

## **ACKNOWLEDGEMENT**

Alhamdulillah, praise to Allah for allowing me to complete my research about The Influence of Instant Messenger, E-mail and Social Media at Workplace on Work Performance. A case study at Kementerian Pendidikan Tinggi (KPT). Without His blessings, this research cannot be completed within the time given. I would like to express deepest gratitude also to Universiti Teknologi Mara (UiTM) Melaka City Campus, especially to my advisor, Puan Ainaa Idayu binti Iskandar. Without her incredible patience and guidance, I may unable to complete this research smoothly. Next, I would like to say thanks to my supervisor at Kementerian Pendidikan Tinggi (KPT), Puan Suhana binti Mohd Isa for giving me the opportunity to explore the real world of working environment and gaining more experience and new knowledge from the organization. Furthermore, deepest appreciation to our respondent for voluntarily participated in this research. I appreciated them for spending their time and commitment in giving me valuable response. Last but not least, thank you to my family members for their endless support and love in order to make sure that I do not give up in completing this research.

Thank you.

## TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	vi
LIST OF TABLES	vii
ABSTRACT	viii
CHAPTER 1 INTRODUCTION	
1.1 Background of the Study	1
1.2 Company Background	4
1.3 Problem Statement	5
1.4 Research Questions	6
1.5 Research Objectives	7
1.6 Significant of the Study	7
1.7 Scope of the Study	8
1.8 Definition of Terms	9
1.9 Chapter Summary	10
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	11

2.2 Computer Mediated Communication	11
2.2.1 Instant Messenger	12
2.2.2 E-mail	15
2.2.3 Social Media	17
2.3 Work Performance	20
2.4 Theoretical Framework	21
2.5 Hypothesis	
2.5.1 Instant Messenger	22
2.5.2 E-mail	22
2.5.3 Social Media	22
2.6 Chapter Summary	22
 CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction	24
3.2 Research Design	24
3.3 Population	26
3.4 Sampling Frame	27
3.5 Sampling Technique and Sampling Size	28
3.6 Data Collection	29
3.6.1 Primary Data	30
3.6.1.1 Questionnaires	30
3.7 Data Analysis	31
3.7.1 Reliability Analysis	31
3.7.2 Correlation Analysis	32
3.8 Chapter Summary	32

## **Abstract**

The purpose of this research is to find out The Influence of Instant Messenger, E-Mail and Social Media at Workplace on Work Performance. A case study at Kementerian Pendidikan Tinggi (KPT). There are three objectives had been set in this study. First, to examine the relationship between instant messenger and work performance. Second, to examine the relationship between e-mail and work performance. Last but not least, to examine the relationship between social media and work performance. In order to complete this study, the data was obtained from primary data through the distribution of questionnaires. Pertaining to that, 200 employees in Kementerian Pendidikan Tinggi (KPT) were chosen as respondent for this study. Only 132 responses were returned back to the researchers. Then, all the collected data were analyzed by using Statistical Package for Social Science (SPSS). From the correlation testing, the result shows three independent variables which are Instant Messenger, E-mail and Social Media have a significant relationship with work performance. Moreover, the result also revealed that there are three factors that influence work performance. Besides that, hypotheses testing display that only two factors are accepted, while one hypothesis about e-mail is rejected. In conclusion, it shows that instant messenger and social media could improve work performance of employees.