

Pengaruh penggunaan media sosial terhadap kinerja: peran mediasi kepuasan kerja, komitmen organisasi, dan kelelahan akibat media sosial = The effect of social networking sites use on job performance: mediator role of job satisfaction, organizational commitment, and social media exhaustion

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari social networking sites use dalam organisasi terhadap job performance melalui mediasi job satisfaction, organizational commitment, dan social media exhaustion. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling (SEM) untuk memeriksa kecocokan seluruh model dan menguji kausalitas antar konstruk. Sejumlah 183 karyawan di Indonesia berpartisipasi menjadi sampel penelitian. Hasil penelitian ini mengungkapkan bahwa social networking sites use memiliki pengaruh tidak langsung terhadap job performance melalui job satisfaction. Namun, organizational commitment dan social media exhaustion tidak memiliki pengaruh langsung, sehingga organizational commitment dan social media exhaustion tidak memediasi pengaruh social networking sites use terhadap job performance. Studi ini menunjukkan bahwa social networking sites use dapat meningkatkan job performance karyawan, terlebih jika karyawan merasakan job satisfaction yang tinggi. Job satisfaction yang tinggi akan meningkatkan organizational commitment karyawan. Namun, organizational commitment tidak dapat meningkatkan job performance karyawan. Maka dari itu, organisasi perlu memfasilitasi karyawan dalam penggunaan social networking sites agar memiliki job satisfaction yang tinggi sehingga dapat menghasilkan job performance yang baik.

.....The aim of this study is to examine the effect of social networking sites use in organization on job performance via mediation role of job satisfaction, organizational commitment, and social media exhaustion. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) to test overall fitness of model and causality between each construct. A total of 183 employees in Indonesia participated in the research sample. The results of this study reveal that social networking sites use has an indirect effect on job performance through job satisfaction. However, organizational commitment and social media exhaustion do not have a direct effect, so organizational commitment and social media exhaustion do not mediate the effect of social networking sites use on job performance. This study shows that social networking sites use can improve employee job performance, especially if employees feel high job satisfaction. High job satisfaction will increase employee organizational commitment. However, organizational commitment cannot improve employee job performance. Therefore, organizations need to facilitate employees in the use of social networking sites to have high job satisfaction so that they can produce good job performance.