

# The Influence of Social Media Addiction to Employees Performance with Cyberloafing as Intervening Variable

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## ABSTRACT

The use of internet especially social media was inevitable in today's society. Using the internet effectively and in moderation can become a useful to get the job done efficiently. Inappropriate use of internet or social media can lead to lower performance, particularly if it had become an addiction. The purpose of this research was to test whether social media addiction influence performance with cyber loafing as intervening variable. This was a quantitative research with sample of 110 generation Y workers at MNC in Jakarta. The analysis technique used is path analysis. The result of this research showed that social media addiction is low, with moderate cyberloafing and high performance. The path analysis indicated that social media addiction positively influence cyberloafing, but social media addiction and cyberloafing did not influence employees' performance. Therefore, Cyberloafing did not act as intervening variable. Different companies have different policies concerning the use of internet. Some company have a strict rule and demands their employees to be professional in a way to did not use their Mobile phone to access their social media or not to cater to their personal need during their working hours. Professionalism is needed by employees to survive in their job. The company demand to be as professional as employees can make them did not addict to their social media. So causes the result of this study that said there is no influence between cyberloafing a social media addiction toward employees' performance.

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## 1. Introduction

In line with the globalization era and technological advances, the industrial revolution 4.0 which is focused entirely on internet of things (IoT) has been triggered. With time, the development of the functions and purposes of the internet is not only intended for educational and commercial purposes, but is also further developed for the communication function called social media (Sherlyanita & Rakhmawati, 2016).

The results of the survey from We Are Social held in 2018 (KEMP) in figure 1 shows that the population of Indonesia who are using social media reaches 132 million out of 265 million total population in Indonesia for and 130 million are active social media users out of 132 million total internet users. It means almost a half population in Indonesia are addicted to the internet especially social media. We Are Social also surveyed the number of time spent per day on the internet. The 2nd figure shows that Indonesia are the fourth country that has much time to spent for using social media per day.

Social media is an application group based on the internet that was built for 2.0 web technology and supports the creation and exchange of user generated content. It is also allows users to participate, share in communication and in various forms, both blogs, social networks, forums, wikis and others (Kaplan & Haenlein, 2010). Many things are unthinkable before, which suddenly appear and become new innovations, and open up huge business fields. Like the emergence of ride-sharing systems such as Go-jek, Uber, and Grab, to the increasingly massive use of social media that seems to be addictive to their users.

The progress of civilization brings impact on human behavior where the first information retrieval is still using electronic media and print media such as television, radio, and newspapers. Now humans utilize the sophistication of online media technologies in search for information, so it can be retrieved quickly and easily. Every human activity around the world are able to be reached through social media such as twitter, facebook, instagram, and others with no limits of space, cost, time, age, tribe, culture or religion that can hamper communication (Panjaitan & Prasetya, 2017).

Meanwhile, the bad impact of social media on smartphones is lowering the direct face-to-face interaction. Too much use smartphone and social media can also cause conflict. Social media can also open up our privacy that should not be known by the other people. Smartphone and social media can also make the changes in social relations and the social equilibrium, that affects the social system, including values, attitudes and patterns of behavior among groups in society (Fitri & Yulianti, 2008).

Sometimes, the use of a smartphone and social media that is not wise during the working hours can negatively influence the performance of millennial's. Generations Y may drop their performance because of using their smartphones too often, only to access social media and any other things that are not related to their work. However, if they are using them properly, such as for contacting clients, following up company's data, and other positive things, their performance in the company will increase significantly.

Panjaitan & Prasetya mentions that the use of smartphone and social media during the working hours (cyberloafing) by generations of millennial on PT. Angkasa Pura I Cabang Bandara Internasional Juanda helps the process of their work, such as for contacting the clients via WhatsApp (Panjaitan & Prasetya, 2017). According to Mercado, Giordano & Dilchert (2017) cyberloafing is the behavior of the employees that involve using information and communication technologies to engage in non-work behaviors during the working hours. In this research, the researcher tries to use social media addiction as the first variable, employees' performance as the second variable and add cyberloafing as the intervening variable. Whether the social media users are addicted or not, the researcher will prove it later by distributing questionnaire. Based on the data given by Bencsik, Juhász, & Horváth-Csikós, for generation Y IT is their part of everyday life (Bencsik et al., 2016).

Thus, the research questions are 1) Does social media addiction influence the employees' performance in MNC Jakarta? And 2) Does social media addiction influence employees' performance with cyberloafing as intervening variable? The purpose of this research is to test whether social media addiction influences the employees' performance in the MNC Jakarta, and whether the social media addiction influence employees' performance with cyberloafing as the intervening variable in MNC Jakarta. The research benefit is to know social media addiction can decrease the employees' performance or not. If it makes the employees decrease their performance, then the company should restrict their employee for using the smartphone and social media during the working hours.

## 2. Methods

This research is using quantitative approach. The population of this research is generation Y who are working in an MNC (Multinational Company), in Jakarta to be more specific. A multinational corporation (MNC) consists of a group of geographically dispersed and goal-disparate organizations that include its head- quarters and the different national subsidiaries. This research uses purposive sampling technique to decide the sample. The requirement or consideration that researcher sets to spread out questionnaire are, employees who were born between 1980-1995 (generation Y), employees who working in MNC, Jakarta, employees who actively use their smartphone and employees who are active on their social media. The total amount of samples were come from ten times the amount of the variable dimensions in this research that means  $10 \times 11 = 110$  (Roscoe et al., 2011). For the hypothesis testing, Path Analysis is used because this study use intervening variable.

## 3. Result And Discussion

### A. Respondents Characteristics

The study used 110 sample respondents. In this research the researcher will explain the characteristics of the 110 respondents who work in MNC (Multinational Company) aged 25-40 years old or commonly referred as a generation Y.

**Table 1.** Respondents Characteristics

	Respondents Characteristics	Frequency	Percentage
Gender	Male	57	51.81
	Female	53	48.18
	<b>Total</b>	110	100
Age	21-25 years old	41	37.27
	26-30 years old	39	35.45
	31-35 years old	10	9.09
	36-40 years old	14	12.72
	≥40 years old	6	5.45
	<b>Total</b>	110	100
Length of Working	≤1 year	5	4.54
	2-6 years	79	71.81
	7-11 years	20	18.18
	≥12 years	6	5.45
	<b>Total</b>	110	100
Mobile phone that respondents have	1	59	53.63
	2	50	45.45
	≥2	1	0.90
	<b>Total</b>	110	100
The use of Mobile phone in the working hours	1-3 hours	64	58.18%
	4-6 hours	38	34.54%
	≥6 hours	8	7.27%
	<b>Total</b>	110	100%
The use of Internet and Social Media more than 6 hours per day (in the working hours)	Yes	29	26.36%
	No	81	73.63%
	<b>Total</b>	110	100%

Source: Primary Data, 2020

### B. The descriptive data of Social Media Addiction, Employees Performance and Cyberloafing

To demonstrate the range of Likert scale from the average responses by the respondents with the three variables in this research, it can be obtained by the formula below:

$$\text{Interval: } \frac{\text{Maximum Value} - \text{Minimum Value}}{\text{Total of the Class}} = \frac{6-1}{5} = 1$$

**Table 2.** Variables' Category Level

Range	Explanation
5.00 – 5.99	Very High
4.00 – 4.99	High
3.00 – 3.99	Moderate
2.00 – 2.99	Low
1.00 – 1.99	Very Low

Source: Primary Data, 2020

To know the category of each variable, it is necessary to know the mean, these are the explanatory table of each variable:

**Table 3.** Cyberloafing

No	Dimensions	Mean	Categories
1	Social Activity	3.90	Moderate
2	Informational Activity	3.50	Moderate
3	Emotional Activity	3.80	Moderate
4	Leisure Activity	2.87	Low
<b>Average Cyber Loafing</b>		<b>3.50</b>	<b>Moderate</b>

Source: Primary Data, 2020

Table 3 shows the average value of the cyberloafing variable that is 3.50 and it belongs to the moderate category. The lowest value in this variable is in the leisure activity dimension that is 2.87 which belongs to the low category. Meanwhile, the highest value is in the social Activity dimension that is 3.90 which belongs to the moderate category.

**Table 4.** Social Media Addiction

No	Dimensions	Mean	Categories
1	Intensity/Frequency	3.02	Moderate
2	Feelings/Emotions	2.81	Low
<b>Average Social Media Addiction</b>		<b>2.91</b>	<b>Low</b>

Source: Primary Data, 2020

In Table 4 indicates that the average value of the social media addiction variable is 2.91 and it belongs to the low category. In this variable, the highest values are in intensity/frequency dimensions that is 3.02 and it belongs to moderate category, while the lowest value is in the dimension of feeling/emotions that is 2.81 and it belongs to the category.

**Table 5.** Employees Performance

No	Dimensions	Mean	Categories
1	Quantity of Work	4.38	High
2	Quality of Work	4.69	High
3	The Utilization of Time	4.90	High
4	The Level of Attendance	4.95	High
5	Cooperation	5.43	Very High
<b>Average Employees Performance</b>		<b>4.87</b>	<b>High</b>

Source: Primary Data, 2020

Table 5 shows that the average value of the employees' performance variable is 4.87 with the high category. The most high-value is in the cooperation dimension with the value of 5.43 and it belong to the very high category. Whereas, the lowest value in this variable is contained in the quantity of work dimension with a value of 4.38 and it belongs to high category.

### C. Hypotheses Testing

In this research, Hypotheses One state that Social Media Addiction negatively influence Employees Performance. From the table 7 and 8 it can conclude that the coefficients value Social Media Addiction toward Cyberloafing is equal to 0.067 with the significant value of 0.000 (<0.05). Therefore, Hypotheses One that state Social Media Addiction negatively influence Employees Performance accepted.

**Table 6.** Social Media Addiction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 <sup>a</sup>	.339	.333	.89071

a. Predictors: (Constant), Social Media Addiction

Source: Primary Data, 2020

**Table 7.** Cyberloafing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.966	.522		-1.852	.067
	Social Media Addiction	1.113	.150	.582	7.438	.000

a. Dependent Variable: Cyberloafing

Source: Primary Data, 2020

This research also had Hypotheses Two that stated Social Media Addiction negatively influence Employees Performance with Cyberloafing as an intervening variable. From table coefficient test in table 9 and 10, it can conclude that the booth value is greater than 0.05 i.e. 0.687 and 0.459. It means there is no influence between Social Media Addiction toward Employees Performance with Cyberloafing as the intervening variable. Then, this hypothesis cannot be accepted, but this insignificance value supported by the past research that state cyberloafing may negatively influence employees' work performance such as being unresponsive to customers' requests, having less interactions with colleagues, and unable to meet promised deadlines. Furthermore, the frequency of making mistakes may increase because employees might lose concentration on their work through the swapping of attention between office work and personal Internet use (Young, 2001).

**Table 8.** Cyberloafing, Social Media Addiction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122 <sup>a</sup>	.015	-.004	.50436

a. Predictors: (Constant), Cyberloafing, Social Media Addiction

Source: Primary Data, 2020

**Table 10.** Employee Performance

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.519	.300		15.064	.000
	SMA	.042	.104	.048	.403	.687
	Cyberloafing	.041	.054	.088	.743	.459

a. Dependent Variable: Employee Performance

Source: Primary Data, 2020

From the result that have done by the researcher, it shows that there is no influence between Social Media Addiction toward Employees Performance. It means, when someone said as an addict toward their social media (cannot separate from their social media even during their working hours), it will not impact their performance (decrease or increase their performance because of their addiction toward social media).

The next result that have done by the researcher state that there is no influence between Social Media Addiction toward Employee Performance with Cyberloafing as intervening variable. It means, whether the employees use their smartphone to access social media in the working hours or no, it will not affect their performance.

Based on the result of this research, the significance level of social media addiction toward cyberloafing is 0.00 and this value is smaller than 0.05 (alpha). It means, Social Media Addiction has a positive influence toward Cyberloafing. The positive influence means, if someone said as an addict person toward their social media, the use of their Mobile phone will be more frequent, even in their working hours. The result has a positive influence because, someone who said as an addict person is someone who wasting their time to access social media  $\geq 6$  hours per day. It means someone who have an addiction with their social media will use a half or more of their working hours to access their social media through their Mobile phone for their personal need. The result also shows the influence between Social Media Addiction toward Cyberloafing that seen by adjusted r-square. The influence of Social Media Addiction toward Cyberloafing by 33.3% is seen from the adjusted r-square of 0.333 which means the influence contribution that given simultaneously by Social Media Addiction to Employees Performance is only 0.33.

The next result shows that there is no influence between Cyberloafing toward Employees Performance because the significance level of these two variable is 0.687 and it is greater than 0.05. From the researcher observation in some MNC, these two variable have no influence because Employees who work in Multinational Company were required to work professionally to pursue the company's target. So, they did not have enough time to do cyberloafing. Some of MNC also have their own SOP (Standar Operasional Prosedur) to remind employees to work professionally and did not give all their importance to their personal need during the working hours. According to Askew & Askew (2012) understanding the relationship between cyberloafing and task performance and job satisfaction will allow the company decision makers to make informed decisions on the trade-offs of different company policies. Or perhaps, it will inform us of a few company policies that make sense. For example, suppose it is found that time-consuming activities such as playing online video games led to lower task performance, while no such effect is found for shorter, less committed activities such as sending personal emails.

The last result that show in the table is the influence between Social Media Addiction toward Employees Performance. There is no influence between these two variable because the significance level is 0.459 and it is greater than the alpha value 0.05. Social Media Addiction have no influence with Employees Performance can causes by many things. The first thing that researcher observe that cause Social Media Addiction have no influence with Employee Performance is the company did not facilitate wifi connection for the employees Mobile phone to acces their social media. Most of company just connect the wifi with office equipment, such as office computer and company did not allow the employees to acces their social media through office computer. So that company have no worries if social media will affect the employees perfomance. Second, for some compay, the use of social media in the long duration could be harmful to overall productivity so that the employees decide to not use their social media as an addict or use social media in long duration during their working hours (Davidson, 2011).

Respondent characteristics' table show that cyberloafing's variable belong to the moderate category. It means, research respondents tend to use their Mobile phone in working hours to access social media and other personal needs. It is also evident from the past research that conducted by the Australian National University in 2012 which found that between 30% to 65% of the Internet use in the workplace is unrelated to work. On the other hand, cyberloafing is not necessarily detrimental but rather innocuous if appropriately moderated. Internet use actually might lead to the higher productivity and higher performance in comparison with those who use the Internet infrequently or not at all. Results from a study of 268 working adults indicated that those who do cyberloafing have higher job productivity compared to those who do not or cannot do cyberloafing (Coker, 2011).

The next variable is Social Media Addiction. From the respondent's characteristics' table, this variable is belonging to the low category. It means just few of the research respondents addicted to their social media. Internet and social media addiction can be observed based on the intensity of using internet and the frequency of how long and how many times people use the internet and social media per day. The Graphic, Visualization & Usability Center, the Georgia Institute of Technology has set the indicators of people that can be said as an Internet Addict or the Heavy Users, they spend ( $\geq 40$  hours/month) or 6

hours/day in using the internet. While, in this research just a few of the respondents use their smartphone to access their social media for >6 hours per day.

The last variable in this research is Employees Performance and this variable belongs to the high category. From the respondent's characteristics' table, we can conclude that most of the research respondents have a good performance while they are working. Then it can be described that, employees who become respondents in this research have a high awareness of their performance as the employees. It can be a relief for the companies because the respondents use their Mobile phone during their working hours but they still make some good output for the company, and from the respondents' answer, they have a high performance while they are still use their Mobile phone during their working hours.

#### 4. Conclusion

The result of this research that have done to generation Y who are working in Multinational Comapny Jakarta showed that Social Media Addiction and Cyberloafing did not affect their performnace during their working time. So, whether they use their Mobile phone to access their social media or not, it will ot affect their performance anymore. From their answer on the questionnaire also showed that they have high performance while they are working. It can make the company can breathe freely and did not have to worry about this problem.

The result of this research can also use as a reflection for the other employees (who always use their Mobile phone to access their social media during their working hours) in the same company or in the other company to did not decrease their performance because of this activity. Because from the result indicated that there is no significant relationship between Social Media Addiction and Cyberloafing toward Employees Performance, it means the effect of Social Media Addiction and Cyberloafing on Employees' Performance is not in a critical level. In fact, Mobile phone and internet can help the employees' job if they use it for the need of work. However, maybe the company can make a limitation for the use of Mobile phone to access their social media or to access their personal need during their working hours. It may cause a distraction during the working hours and it may also decrease employees' performance if they always use their time of work for their personal need in their Mobile phone and internet. The other suggestion, the company can also increase the employees' awareness towards the negative effect of the cyberloafing and internet addiction through seminars, holding campaign or flyers and posters which might lead to early prevention of cyberloafing and internet addiction problems.

The researcher use Generation Y's employees who are working in Multinational Company, Jakarta to be its research respondents, and this research have a limitation because the researcher just saw the perception from the Generation Y side and from the employees who are working in MNC Jakarta side. The researcher hope, for the next research in the future can develop this research in the other aspect, such as the effect of Social Media Addiction and Cyberloafing as intervening toward Employees performance in all generation, or the effect of Social Media Addiction and Cyberloafing as intervening variable toward Employees performance in local company, or maybe the use of social media during the working hours affect their performance comparing in the local company and Multinational Company.

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