

Using Social Network to Increase Job Satisfaction in Thailand

Nithinant Thammakoranonta, Natcha Jarusamanya, and Chirasil Chayawan

Abstract—As Social Network is widely used all over the world, most functions provided by Social Network are aligned to what collaborative systems consist of. It is interesting whether Social Network is used to help collaboration in working areas or in companies due to all its features matching with all working activities. User acceptance is important to use Social Network for helping their work considered by job satisfaction, same as organization culture. Questionnaires are developed to collect data from employees, who worked in Thai companies registered in MAI (Market of Alternative Investment). The results show that only organization culture has effected on both job satisfaction and characteristics of Social Network. However, characteristics of Social Network have no effect on job satisfaction.

Index Terms—Collaborative system, job satisfaction, organization culture, social network.

I. INTRODUCTION

Nowadays, Information Technology is very important in all businesses. Data communication is one benefit which provides cost lowing and effective communication with other business partners by using the Internet to support data communication. Also, one popular application, which is widely used to support human communication in both personal and formal manner, is Social Network. Due to the increasing usage of Social Network, there are many studies about its impacts on organization, for example it can increase organization risks or decrease performance [1], [2]. Moreover, by considering features of Social Network, it matches the business communication activities [2]. To use Social Network in any organizations, employees should accept that Social Network is very useful for supporting their works, and it will increase employees' job satisfaction [3]. Organization culture also can affect the effective use of Social Network [3], [4]. From these reasons, it is interesting to study the relationships among Social Network, organization culture, and employee's job satisfaction. The result from this study can be used to develop Social Network for supporting any jobs in the organization.

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II. SOCIAL NETWORK

Ref. [5] defined Social Network as the virtual communications which allow people to connect and interact with each other easily on a particular subject or to just hang out together online. It is the website, which allows the users to create their personal information and community consisting of their selected friends.

According to the definition of Social Network, there are many applications categorized as Social Network such as Facebook, Twitter, etc. In this study, we focused on Facebook due to it has the highest number of users compared among all Social Network [6]. It provides several types of information sharing to other people, who are in your community, for example posting, chatting, and messaging. Also it can support several formats of data and images. [7] defined "collaborative system" as the system which helps staffs to work in groups efficiently, especially for communication and information sharing.

With this definition, the main characteristics of collaborative system are information showing, team communication, team working in both asynchronized and synchronized way, data storage, security or privacy, and more [8]. Considering the feature of Facebook, it has the same characteristics as Collaborative system as mention above.

III. ORGANIZATION CULTURE

There are 2 components in organization culture, values or things to be accepted and behavior patterns or norms. It can be generated from belief so it became a set of rules or groups behavior [3]. Organization culture can be counted as one of organization knowledge [9]. Moreover, organization culture can be made assumptions, which may or may not be recorded [10] and also can be varied depending on groups and communities.

This study used definition of [3], [11], which considered organization culture in 8 aspects including response to changes, centralized or decentralized decision making, individual of collaboration, relationship to the external environment, basic of making decision and operation, knowledge exchange, performance measurement, and time. Organization culture is always used to explain the organization performance or success [3], [12].

IV. JOB SATISFACTION

Ref. [3], [13] explained that satisfaction is the result of difference between demand and received demand multiplied

by important level of each factor. [14] stated that working opportunity has affected on job satisfaction. Moreover, salary and wages or management style also have affected on job satisfaction [3], [13]. In this study, the definition of job satisfaction stated by [15] is used. There are 5 aspects of job satisfaction, which are attitude and feeling to the job, opportunity and attention from managers, wages and salary, working period, and management style. Higher level of job satisfaction gives higher level of customer satisfaction [16].

Characteristics of Social Network, which can support working activities to finish assigned jobs effectively, could increase job satisfaction [15]. Organization culture could be one factor that persuades employees to use Social Network in working environment and also increase job satisfaction [3], [4]. Therefore, the research framework can be drawn as in the following figure.

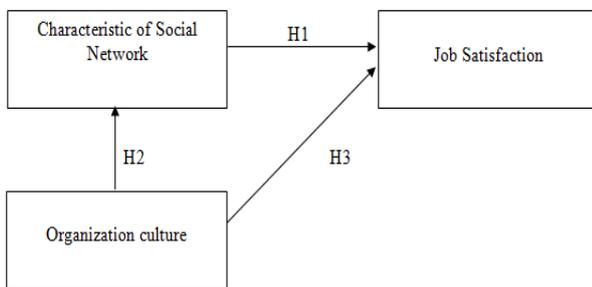


Fig. 1. Research framework.

While the corresponding research hypotheses are:

H1: Characteristics of Social Network has effected on job satisfaction.

H2: Organization culture has effected on Characteristics of Social Network.

H3: Organization culture has effected on Characteristics of job satisfaction.

V. RESEARCH METHODOLOGY

Questionnaires are developed to collect data from employees, who worked in Thai companies registered in MAI (Market of Alternative Investment). Convenience sampling technique was used to get sample employees from each company since MAI members have high potential growth with small or medium size, and they are from many industries in Thailand. They also have high efficiency to bring Information Technology to use in their organization along with enhancing their business processes. For Social Network, its characteristics are adopted from characteristics of collaborative systems. Social Network characteristics for using in working environment are evaluated by 5 Likert's Scale. For organization culture, the instrument is used the set of questions developed by 5 Likert's Scale format and adopted from [17]. Job satisfaction instrument is used the set of questions developed by [18]. This instrument was also in 5 Likert's Scale format. Before collecting data, a pilot test was conducted with 30 respondents. Validity was tested by experts in Information systems and human resource areas. Reliability was retest with Cronbach's Alpha 0.935, 0.913, and 0.829 for characteristics of Social Network, organization

culture, and job satisfaction consecutively, which are highly reliable [19].

53 from 370 questionnaires are received with response rate equal to 14.32, which is acceptable [20]. The data from questionnaires were analyzed using SPSS version 17. 67.9% of the respondents are female. 32.1% are male. Ages are range from 20-50 years old. 66% held bachelor degree. 24.5% earned master degree. Working experience is range from 1 to 10 years long. All respondents have worked in variety of industries. This information implied that the selected samples create a good representative of the population.

TABLE I: RESULTS OF CHARACTERISTIC OF SOCIAL NETWORK

Characteristic of Social Network	(a)	(b)	(c)	(d)	(e)
Management of Time					
Video Conference	9.4	26.4	43.4	13.2	7.5
Chat/Messaging	7.5	47.2	32.1	7.5	5.7
Management of Space					
Video Conference	11.3	32.1	41.5	7.5	7.5
Chat/Messaging	11.3	45.3	32.1	9.4	1.9
Group Awareness Status	28.3	35.8	26.4	3.8	5.7
Time Schedule	22.6	45.3	18.9	7.5	5.7
Communication					
Chat/Messaging	28.3	47.2	17.0	3.8	3.8
Group Messaging	20.8	45.3	26.4	3.8	3.8
Video Conference	13.2	37.7	37.7	5.7	5.7
Private Work Space					
Private Note	11.3	37.7	35.8	9.4	5.7

- (a) = Mostly agree
- (b) = Agree
- (c) = No comment
- (d) = Not agree
- (e) = Mostly not agree

TABLE II: RESULTS OF MULTIPLE LINEAR REGRESSION

Dependent Variable	Independent Variable	F	Adj R ²	Sig.	Result
Job Satisfaction	Characteristics of Social Network	-	-	-	Reject H1
Characteristics of Social Network	Culture Organization	24.728	0.313	0.006	Accept H2
Job Satisfaction	Culture Organization	9.207	0.136	0.004	Accept H3

Considering the characteristics of Social Network in management of time aspect, employees are not quite sure that video conference can help managing time efficiently. 47.2% of them agree that chat or messaging can help managing time efficiently. 41.5% of respondents are not sure that video conference can help managing spaces, which 32.1% of them agree that it can help managing spaces. Also, 45.3% of respondent agree that chat or messaging can help managing spaces efficiently. Status and time schedule in Social Network can help increasing group awareness, which will help enhancing within group relationships. Chat or messaging and group messaging can help team communication and can support data sharing with almost 50% agreement. Also 37.7% agrees that private note can support file sharing within team, which related to private work space. However, about 50.9% of respondent are not

sure that sharing files on Social Network have enough security. The details are shown in Table I. To calculate value of characteristics of Social Network, organization structure, and job satisfaction, the average score for each construct was computed. Then the multiple linear regression technique was used to analyze to answer the research hypotheses. The results from SPSS are shown in Table II.

VI. DISCUSSION

Even Social Network has same characteristics as collaborative systems, but most people still consider Social Network as entertainment systems. Most companies do not allow their employees to access Social Network during working hours [1]. The other reason is most organizations provide e-mail and video-conference for their employees to contact each other. These systems have higher security and privacy than open technology, due to the management can set rules and can control usage to fit their organization culture. These might be to reasons why Social Network has no effect on job satisfaction. The results from this study show the same results as in [3]. On the other hand, organization culture has a significant impact on characteristics of Social Network and job satisfaction. The results are shown that most employees consider Social Network have same characteristics as collaborative systems, however there is no support from management to use Social Network as other communication systems, such as e-mail. The data from this study might mislead the understanding about ability of Social Network for supporting teamwork in any company. Developers of any Social Network should consider develop the security, privacy, and managing and controlling features for allowing management to configure the use of Social Network in their companies based on organization culture.

One more thing, open systems did not show the ability for managing spaces, Facebook or other social networks did not explain how they design and manage databases. Also they do not provide the data management features for users to manipulate their data as they need to fit their job.

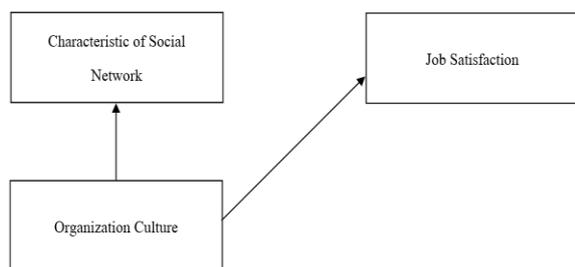


Fig. 2. Result of the study.

VII. CONCLUSION

Features of Social Network should be customized based on organization culture. Each company should be allowed to control the use of Social Network in their companies for fitting their working environment. Besides providing management to control the use, the attitude of management about Social Network for supporting jobs must be changed. Also the employees may strict with the real objective of using

Social Network to support their works. So they must understand more about the capability of Social Network and also how to use it effectively and efficiently. With this knowledge about Social Network, they then can map the features of Social Network with their working activities.

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