



ARE YOU HAPPY AT WORK? UNRAVELING THE ROLES OF SOCIAL MEDIA USAGE, INDIVIDUAL WELLBEING AND WORKING ENVIRONMENT

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INTRODUCTION



Productivity of employees determines success



Focus on employees' welfare



Safe and harmonious working environment and good well-being

LITERATURE REVIEW



Employees' happiness determines job satisfaction (A.Manaf, Tengku Azman, and Idid, 2021).

Employee dissatisfaction at work may result in negative consequences such as lower production, delayed growth, high attrition rate, and lack of creativity and innovation (Sony, Chawla, & Sengar, 2016).

Happiness refers to positive attitudes or pleasant experiences, for instance, positive feelings, moods and emotions at the workplace (Omar et al.,2018)

Social media uses as everyday routine is positively associated with different health outcomes such as social well-being, positive mental health, and self-rated health" (The Big Three, 2020)

Individuals' well-being or good feelings about themselves determines their satisfaction at work (A. Manaf et al.,2019)

Working environment can be discussed in two aspects: work and context (Raziq & Maula-Bakhsh, 2015).

Manufacturing workers make up a large amount of population of Malaysian workforce. Almost 2.23 million people who work in the manufacturing sector (Department of Statistics Malaysia, 2018), however it is understudied.

RESEARCH QUESTION AND HYPOTHESES

CROSSTAB AND CHI-SQUARE

$H_1(a)$: Social media usage is significantly different by gender

$H_1(b)$: Social media usage is significantly different across job position

$H_1(c)$: Social media usage is significantly different across income

HIERARCHICAL REGRESSION

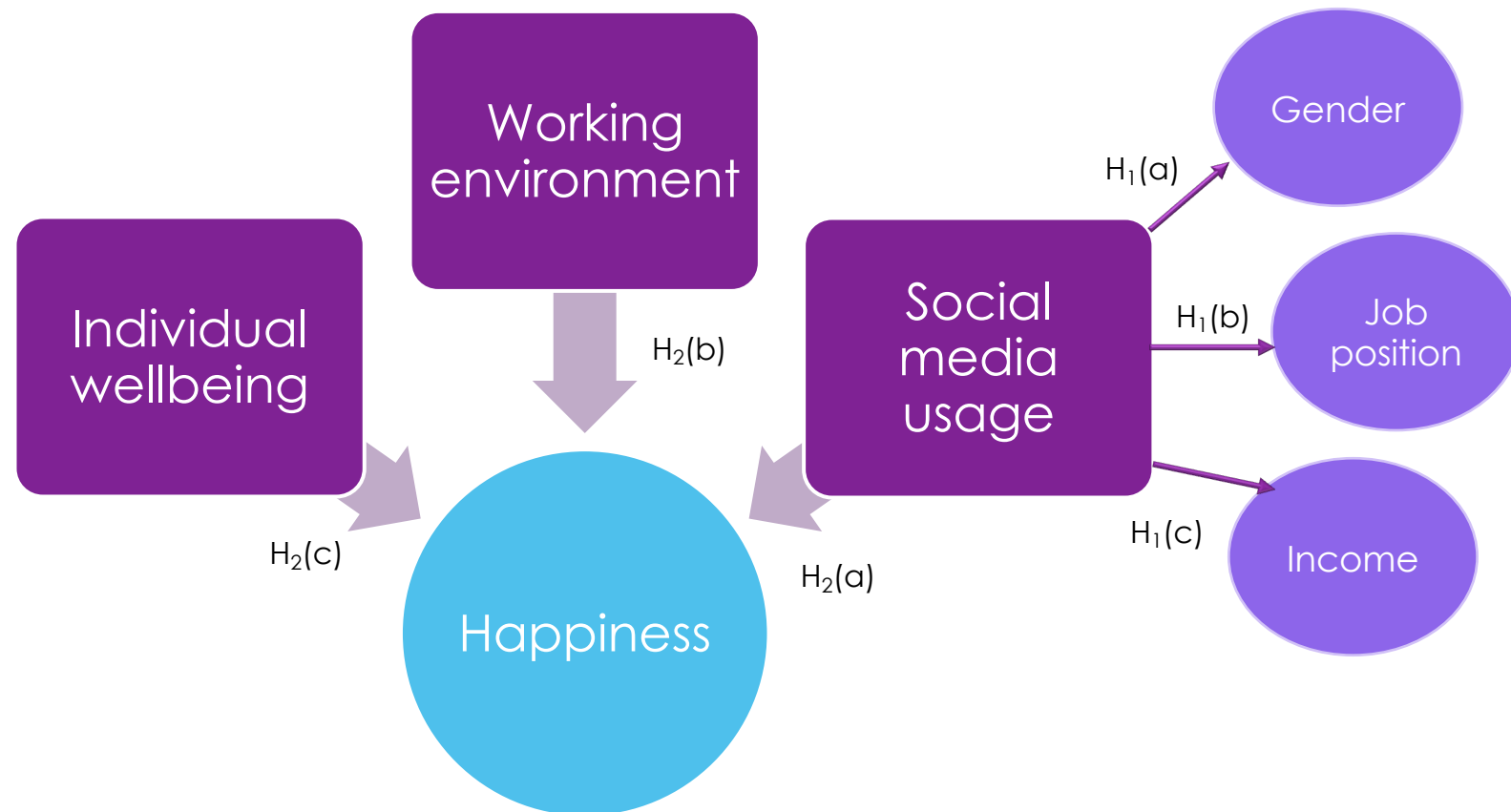
$H_2(a)$: There is a positive relationship between social media usage and happiness

$H_2(b)$: There is a positive relationship between working environment and happiness

$H_2(c)$: There is a positive relationship between individual wellbeing and happiness

RQ: What is the best predictor of employees' happiness?

CONCEPTUAL FRAMEWORK



METHODOLOGY

Factories in Selangor, Kedah, Melaka, Pahang, Johor and Pulau Pinang

Stratified random sampling

475 respondents

Survey (N = 475)





RESEARCH FINDINGS

PROFILE OF RESPONDENTS

| Socio-demographic profile | | Percentage |
|---------------------------|------------------------------|------------|
| Gender | Male | 63 |
| | Female | 37 |
| Income | Less than RM 1000 (Low) | 4.3 |
| | RM 1000 – RM 2000 (Moderate) | 36.5 |
| | More than RM 2000 (High) | 59.2 |
| Job position | Operator and technician | 33.5 |
| | Managerial | 14.1 |
| | Administrative/HR/Support | 13.9 |
| | Engineers | 5.1 |
| | Marketing/Finance/Sales | 10.9 |
| | Security | 3.2 |
| | Drivers | 4.8 |
| | | |

H₁(a): SOCIAL MEDIA USAGE AND GENDER

Percentage of Social Media Usage by Gender

| Gender | WeChat Use (%) | YouTube Use (%) | Instagram Use (%) | WhatsApp Use (%) | Facebook Use (%) | Twitter Use (%) |
|--------|----------------|-----------------|-------------------|------------------|------------------|-----------------|
| Male | 30.3 | 60.5 | 59.3 | 87.5 | 74.3 | 24.9 |
| Female | 34.1 | 52.9 | 70.8 | 89 | 73.3 | 30.6 |

- There is no statistically significant association between gender and social media usage.
- H₁(a) is not supported.

H₁(b): SOCIAL MEDIA USAGE AND INCOME

Percentage of Social Media Usage by Income

| Income group | WeChat Use (%) | YouTube Use (%) | Instagram Use (%) |
|--------------|----------------|-----------------|-------------------|
| High | 39.7 | 45.6 | 55 |
| Moderate | 37.6 | 60.6 | 79.8 |
| Low | 21.3 | 66.7 | 61.8 |

- A statistically significant association found between social media usage (Instagram, WeChat, YouTube) and income.
- The strength of association between variables is moderate.
- H₁(b) is supported.

$H_1(c)$: SOCIAL MEDIA USAGE AND JOB POSITION

Percentage of Social Media Usage by Job Position

| Job Position | Facebook Use % | Instagram Use % |
|---------------------------|----------------|-----------------|
| Operator/Technician | 78.6 | 67.9 |
| Managerial | 64.6 | 38 |
| Administrative/HR/Support | 83.6 | 74.2 |
| Engineers | 83.4 | 49.9 |
| Marketing/Finance/Sales | 86.6 | 85.7 |
| Security | 71.4 | 30 |

- There is a statistically significant association found between social media usage (Facebook and Instagram) and job position.
- The strength of association between variables is moderate.
- $H_1(c)$ is supported.

$H_2(a)$: SOCIAL MEDIA USAGE AND HAPPINESS

- In Step 1, usage of whatsapp, usage of WeChat, usage of facebook, usage of twitter, usage of YouTube and usage of instagram do not emerge as significant predictors of happiness.
- H_2a is not supported

| | VARIABLE | B | SE B | B |
|--------|--------------------|------|------|------|
| Step 1 | | | | |
| | Usage of WhatsApp | .12 | .08 | .13 |
| | Usage of WeChat | .10 | .10 | .08 |
| | Usage of Facebook | .08 | .07 | -.08 |
| | Usage of Twitter | -.14 | .13 | -.10 |
| | Usage of YouTube | -.11 | .09 | -.10 |
| | Usage of Instagram | .02 | .08 | .02 |

$H_2(b)$: WORKING ENVIRONMENT AND HAPPINESS

- In Step 2, working environment emerges as a significant positive predictor of employee happiness
- H_2b is supported

| Variable | B | SE B | β |
|---------------------|------------|------------|--------------|
| Step 2 | | | |
| Usage of Whatsapp | .11 | .08 | .12 |
| Usage of WeChat | .08 | .09 | .06 |
| Usage of Facebook | .09 | .07 | -.10 |
| Usage of Twitter | -.07 | .14 | .07 |
| Usage of YouTube | -.08 | .13 | -.07 |
| Usage of Instagram | -.02 | .07 | -.02 |
| Working environment | .19 | .05 | .27** |

$H_2(C)$: INDIVIDUAL WELLBEING AND HAPPINESS

- In Step 3, when individual wellbeing entered into the equation, it emerges as a positive significant predictor to happiness .
- H_2c is supported
- Individual wellbeing serves as the best predictor for employee happiness.

| VARIABLE | <i>B</i> | <i>SE B</i> | <i>B</i> |
|----------------------|----------|-------------|----------|
| Step 3 | | | |
| Usage of Whatsapp | .05 | .07 | .05 |
| Usage of WeChat | -.03 | .09 | -.03 |
| Usage of Facebook | .08 | .06 | .09 |
| Usage of Twitter | -.14 | .12 | -.08 |
| Usage of YouTube | -.01 | .08 | -.01 |
| Usage of Instagram | -.05 | .07 | -.05 |
| Working environment | .10 | .04 | .15** |
| Individual wellbeing | .37 | .06 | .42** |

DISCUSSION AND CONCLUSION

Social media usage varies significantly across job position and income.

Social media usage is not an important predictor to happiness among employees in the manufacturing sector

Working environment and individual wellbeing serve as important predictor to happiness.

Individual well-being serves as the best predictor to employees' happiness.

Efforts by employers: providing job security, good income, promote good wellbeing and harmonious working environment.





THANK YOU

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