

The Influence of Information Technology and The Use of Social Media on Employee Performance at Diskominfo-SP in Utara Luwu District

Amedia^{1*}, Adil Basir², Sofyan Syamsuddin³

^{1*,2,3}Department of Management, Faculty of Economics and Business, Muhammadiyah University of Palopo, Indonesia

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ABSTRACT

This research aims to evaluate the impact of Technology and the Use of Social Media on the Performance of North Luwu Regency Diskominfo-SP Employees. The research method used is quantitative correlation analysis using SMART PLS 4 with 67 employees as a sample. The research results show that Technology has a positive and significant influence on Employee Performance, with an original sample value of 0.329 and a T statistic of 2.755, at a significance level of <0.5. Likewise, the use of social media also has a positive and significant influence on employee performance, with an original sample value of 0.519 and a T statistic of 3.930, at a significance level of <0.5. The influence of the Technology and Social Media variables on employee performance was measured using the R Square test, which showed 59.2%, while the rest is unknown because it was not included in this research.

Corresponding Author:

Amedia

Bachelor of Management, Faculty of Economics and Business,
Muhammadiyah University of Palopo, Indonesia

E-mail: hilyatulamedia@gmail.com

1. INTRODUCTION

Human resources (HR) play a very important role in a company, especially considering rapid business growth and increasing levels of competition. In the midst of this situation, companies need to be continuously involved in these efforts. HR is the biggest asset in a company when compared to other assets, because HR is the main force in the company's organizational structure. HR management must be carried out optimally and sustainably, receiving special attention and fulfilling their rights; HR also becomes a business partner for entrepreneurs in achieving organizational goals. The era of globalization requires companies to be able to adapt quickly to changes, including technological developments that can adapt to company needs. Even though technology has an important role, HR must also have the qualities and competencies needed to increase company efficiency and productivity. Therefore, apart from technology, the role of HR remains the main foundation in the company's success, considering that humans have a crucial role in every aspect of the organization [2].

Achieving company or organizational goals starts from efficient and effective human resource management. This shows management's success in placing human resources who have potential according to their skills, so that they can have a positive impact on increasing profitability and company sustainability. According to Law Number 43 of 1999 concerning Civil Service Principles, "Civil Servants" are individuals who meet the specified criteria, are appointed by authorized officials, and have other responsibilities and duties, which are respected based on applicable regulations. Employees are an important element in supporting the activities of a company office or agency, so they need "instructions" or "work instructions" from the company to carry out activities according to plan [3].

With the development of employee knowledge and skills, improvements can occur that can reduce the level of product defects, reduce work accidents, increase productivity and increase job satisfaction. Information technology is the result of a combination of computerized technology and interactions that form software and hardware systems [4]. The use of information technology can make it easier for users to carry out their tasks and have a positive impact on employee performance in all parts of the company or organization, so that overall productivity can be increased [5]. In the work environment, social media has an important role in facilitating communication between colleagues and superiors. However, if not used wisely

at the right time and place, social media use can have a negative impact on employees. Excessive dependence on social media can result in loss of control over time and result in neglect of work tasks that should be carried out, which can lead to work piling up. This situation can create a work environment that is not conducive, with the emergence of mutual blame between colleagues regarding delays in completing tasks [6].

According to [7] the definition of information technology involves a series of activities, including research, design, development, implementation, and support or management of information systems that use computers as their basis, especially in the application aspects of computer hardware and software. On the other hand, communication technology refers to everything related to processing and sending information from one device to another [8]. According to [9] Information technology is a collection of devices that support information management and carry out various tasks related to information processing. According to [10] The presence of information technology in everyday life has an important importance, considering the continuous developments in technology and, as a result, the demand for technology from humans is increasingly high. Nowadays, the use of social media is no longer bound by restrictions of place or time, because users can access it via smartphone anytime and anywhere, even while at work, which can result in excessive use of work time. This situation adds complexity in the context of the work environment, where each organization has different goals. While companies aim to achieve operational profits, non-profit organizations such as government agencies aim to provide optimal public services.

To achieve this goal, human resource collaboration is very important. Collaboration in an organization can occur if the organization has human resources who are quality, responsible, disciplined and perform well. Achieving optimal performance requires various factors, such as planning work that details a series of steps to prepare a big picture that is effective in achieving goals. Planning has a key role in arranging each step and providing a clear picture of the achievement of work targets that have been previously set. Apart from that, efficient use of working time is also the key to increasing the productivity of companies or government institutions, where efficient use of time can guarantee the completion of work on time with the number of existing employees.

However, in reality, often a lot of work in companies or government institutions cannot be completed within the specified time period, and one of the main reasons is the lack of time efficiency of an employee or employee [11]. This lack of effectiveness in working time is caused by allocating a lot of time to other activities, such as talking, interacting with other people, and especially the use of social media which wastes time inefficiently. The level of effectiveness of working time above is influenced by the duration of effective time used by an employee or employees in carrying out their duties. However, in reality, many employees use social media while working. Apart from spending effective work time, activities on social media can also affect a person's psychological condition at work, which will then have an impact on their enthusiasm, motivation and work ethic.

In the current era of globalization, the role of government officials has a significant impact on organizational effectiveness. One of the factors that influences employee performance is the influence of information technology and the use of social media. Currently, advances in information technology in Indonesia and globally are developing very quickly. This technology is designed to make human activities easier. Utilization of information technology generally involves processing and analyzing data with the aim of producing information that is relevant, fast, clear and accurate. The use of information technology is common in government agencies, private companies and other institutions. Several studies have highlighted the management of websites and social media in the Communications and Information Services Department in various regions, showing that effective management of websites and implementation of public information disclosure policies can increase access to information for the public and facilitate the task of employees in disseminating information.

Apart from that, several studies have also reviewed the management of websites and social media in the Communications and Information Services Department in other regions, which shows that effective website management and implementation of public information transparency policies can increase access to information for the public and make employees' tasks easier in disseminating information. However, further studies are needed that specifically discuss the impact of information technology and the use of social media on employee performance at the North Luwu Regency Diskominfo. Therefore, it is important to make efforts to use information technology and social media in a healthy and productive manner in order to provide maximum benefits for employee performance at the North Luwu Regency Diskominfo. Information technology which is an indicator of employee performance at DISKOMINFO-SP North Luwu Regency includes websites: <https://portal.luwuutarakab.go.id> and <https://e-ppid.luwuutarakab.go.id>, radio, computers and Wi-Fi. Meanwhile, the social media used as a reference for assessing employee performance is employee progress in carrying out the Like and Share Movement (GELISHA) innovation program. GELISHA is an initiative of the North Luwu Regency government to spread news about pratama leadership activities through platforms such as Facebook, Instagram and WhatsApp.

The phenomenon that occurs at the North Luwu Regency Diskominfo can be interpreted as a lack of technological expertise possessed by the majority of employees at this institution. This, in turn, causes a negative impact on their work efficiency and productivity. In this era, where technology and the use of social

media continue to develop rapidly, this skill has become very important in carrying out daily information tasks.

The inability of the majority of North Luwu Regency Diskominfo employees to utilize technology effectively hinders their progress in completing their duties and responsibilities. In the context of the ever-growing development of information technology, these skills are not only considered an advantage but are an important requirement to keep the institution relevant and effective. In addition, in this interconnected era, the use of social media has become a vital instrument of communication and information dissemination. Therefore, the ability to use social media effectively is also a crucial aspect in carrying out the functions of Diskominfo. The need to adapt to technological advances and make optimal use of social media is a necessity so that Diskominfo can continue to play an effective role in supporting information services to the public.

The importance of improving technological capabilities and utilizing social media by North Luwu Regency Diskominfo employees is an urgent priority to increase the efficiency, productivity and relevance of this institution amidst advances in information technology and the ever-growing digital era. Based on this, the author is interested in conducting research on the influence of technology and the use of social media on the performance of North Luwu Regency Diskominfo-SP employees.

2. RESEARCH METHOD

This research is a quantitative analysis that applies an associative approach [12] which explores the cause-and-effect relationship between two or more variables. The analytical tool used in this research is Partial Least Square (PLS) 04. In this research, the independent variable or variable X consists of Information Technology and use of social media, while the dependent variable or variable Y is employee performance. Data collection was carried out by distributing questionnaires to 67 employees at the North Luwu Regency Communication and Information Service (Diskominfo-SP). The framework for this research is as follows:

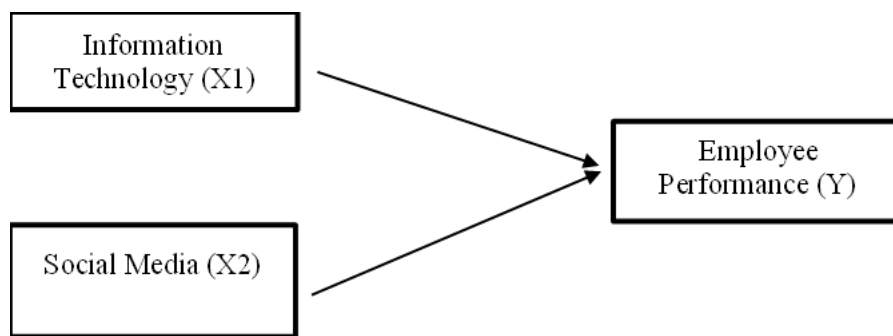


Figure 1. Research framework

Based on the above framework, the hypothesis of this research is:

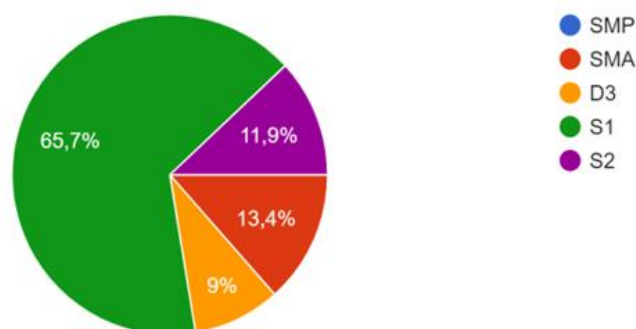
H1: There is an influence of information technology on employee performance

H2: There is an influence of social media use on employee performance

3. RESULTS AND ANALYSIS

This research uses two models, namely (1) Data Quality Testing (outer model) and (2) Evaluation of the structural model (Inner model), the results are as follows:

3.1. Descriptive Analysis



Figur 2. Characteristics of Respondents based on last level of education

Based on the results of the descriptive analysis, it can be concluded that the majority of employees at DISKOMINFO-SP Kab. North Luwu has a bachelor's degree educational background of 65.7%, followed by a high school/equivalent educational background of 13.4%, a master's educational background of 11.9%, and a D3 educational background of 9%.

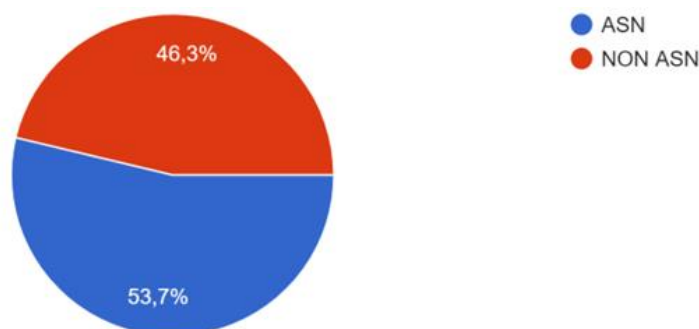


Figure 3. Characteristics of Respondents based on Employee Status

Based on descriptive analysis, it can be concluded that the majority of employees at DISKOMINFO-SP Kab. North Luwu are those who have NON ASN status, reaching 46.3%, while employees who have ASN status reach 53.7%.

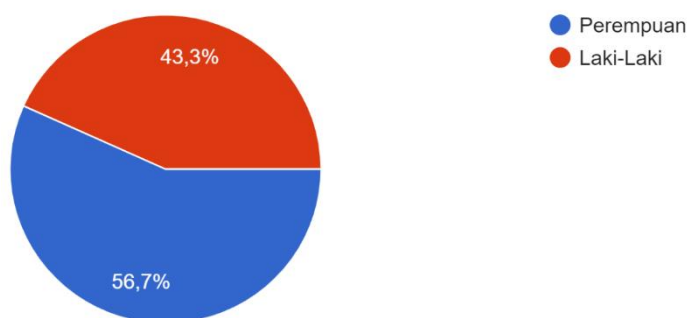


Figure 4. Characteristics of Respondents by Gender

The results of descriptive analysis show that the majority of employees at DISKOMINFO-SP Kab. North Luwu is female, reaching 56.7%, while male employees reach 43.3%.

3.2. Data quality testing (Outer Model)

The outer model describes the relationship between indicators and constructs. This initial evaluation or measurement test is reflective between convergent validity and construct validity.

3.2.1. Validity test

3.2.1.1. Convergent Validity

Based on the Avarange Variance Extracted test carried out, the test results are described in the following table:

Table 1. Convergent Validity	
Variable	Average Variance Extracted (AVE)
Information Technology (X1)	0.573
Social Media (X2)	0.685
Employee Performance (Y)	0.701

Source: Primary data, processed by SmartPLS 4.0, 2023

From the data listed in Table 1, it can be seen that each variable in this study has an Average Variance Extracted (AVE) value that exceeds 0.5. In detail, information technology achieves value 0.573, the social media variable has a value 0.685, and employee performance shows value 0.701. These findings indicate that each variable in this study meets the standards of discriminant validity.

3.2.1.2. Discriminant Validity

3.2.1.2.1. Loading Factor

The Loading Factor tests carried out are described in the following table. An indicator can be said to meet convergent validity criteria if it has an outer loading value that exceeds 0.7. From the test results listed in the attached table, there are four indicators that show values below 0.7. The four indicators are TI 5, TI 8, MS 1, and MS 2. After eliminating the four indicators that do not meet the standard value, a retest is carried out and attached are the indicators that have a value above 0.7, as follows:

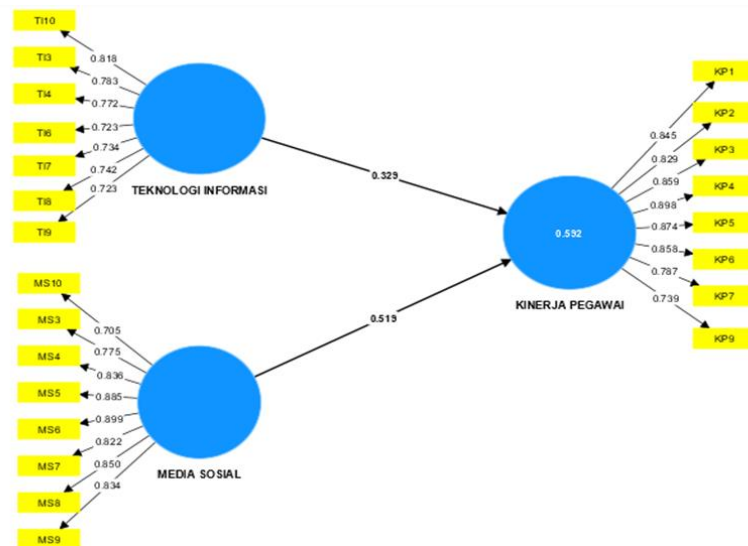


Figure 5. Outer model

3.2.1.2.2. Cross Loading

The results of the Cross Loading test show that the loading value of each indicator item on the construct (X1, X2, Z, and Y) exceeds the cross loading value. Thus, it can be suggested that all constructs or latent variables have achieved good discriminant validity, where the indicators in the construct indicator block are superior to the indicators in other blocks. From the cross loading analysis, it can be concluded that no problems arise related to discriminant validity.

3.2.2. Reliability Test

3.2.2.1. Cronbach's Alpha

The results of the Cronbach's Alpha test carried out are described in the following table.

Variable	Cronbach's Alpha
Information Technology (X1)	0.876
Social Media (X2)	0.933
Employee Performance (Y)	0.939

Source: Primary data, processed by SmartPLS 3.0, 2023

Judging from Table 2, it can be seen that Cronbach's Alpha for each of the variables above reaches a minimum value of 0.60. In detail, the Information Technology variable has a value of 0.876, the Social Media variable reaches 0.933, and Employee Performance is 0.939. Therefore, it can be concluded that each construct in this research meets reliability standards.

3.2.2.2. Composite Reliability

Composite Reliability testing is carried out and described in the following table:

Variable	Composite Reliability
Information Technology (X1)	0.882
Social Media (X2)	0.934
Employee Performance (Y)	0.943

Source: Primary data, processed by SmartPLS 3.0, 2023

Judging from Table 3, all research variables show a composite reliability value that exceeds 0.7. More specifically, the Information Technology variable has a value of 0.882, the Social Media variable reaches 0.934, and Employee Performance is 0.943. Therefore, it can be stated that all variables in this study have met composite reliability standards, indicating that each variable shows a very good level of reliability.

3.3. Inner Model Analysis R Square (R2)

The results of the R Square test carried out are described in the following table:

Table 4. R Square (R2)		
Variable	R Square	R Square Adjusted
Employee Performance (Y)	0.592	0.580

source: Primary data, processed by SmartPLS 4.0, 2023

From the information listed in Table 4, the R-Square value indicates the level of correlation between the Information Technology and Social Media variables, namely with a value of 0.592 or the equivalent of 59.2%. This result can be interpreted as a significant and strong relationship between these two variables on performance. employee.

3.4. Hypothesis test

The research data used in testing this hypothesis are the values contained in the output coefficients. The following is a table of test results:

Table 5 Hypothesis Testing					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media -> Employee performance	0.519	0.514	0.132	3,930	0,000
Information Technology -> Employee Performance	0.329	0.346	0.119	2,755	0.006

The results of bootstrapping testing using SmartPLS produce the following hypothesis:

3.4.1. It is suspected that there is an influence of information technology on employee performance (H1)

The results of the first hypothesis analysis show that there is a positive influence of Information Technology on employee performance, as reflected in the positive path coefficient of 0.329. Apart from that, the significance of this impact can be seen from the p-value of 0.006, which is smaller than 0.05. Thus, it can be concluded that Hypothesis 1 can be accepted.

In this context, the discussion is aimed at evaluating the factors that influence employee performance at Diskominfo-SP North Luwu Regency. Based on the results of the analysis, the influence of Information Technology on employee performance at Diskominfo-SP North Luwu Regency reached 0.592 or 59.2%. This shows that every aspect related to the use of information technology in work, such as the consistent use of information technology, provides significant support in providing information that is relevant to the general field, according to the responses in the questionnaire.

To facilitate the use of social media, the role of the North Luwu Regency Diskominfo in providing access to technology, such as the internet, is very important. Employee performance is very dependent on the quality of human resources. Employee performance is individual, and the results of the analysis show that the influence of Information Technology contributes positively to increasing employee performance by 59.2%. The findings of this research are in line with the results of research conducted by [14], which shows that the use of information technology has a positive and significant impact on employee performance.

3.4.2. It is suspected that there is an influence of the use of social media on employee performance (H2)

The results of testing the first hypothesis show that there is a positive impact of Information Technology on employee performance, as reflected in the positive path coefficient of 0.329. Apart from that, the significance level of this impact can be seen from the p-value of 0.006, which is smaller than 0.05. Thus, it can be concluded that Hypothesis 1 can be accepted.

In this context, the discussion aims to evaluate the factors that influence employee performance at Diskominfo-SP North Luwu Regency. Based on the results of the analysis, the influence of Information Technology on employee performance at Diskominfo-SP North Luwu Regency is 0.592 or 59.2%. This shows that every aspect related to the use of information technology in work, such as consistency in using

information technology, provides significant support in providing information that is relevant to the general field, in line with the responses in the questionnaire.

To make the use of social media easier, the role of the North Luwu Regency Diskominfo in providing access to technology, such as the internet, is very important. Employee performance is very dependent on the quality of human resources. Employee performance is individual, and the results of the analysis show that the influence of Information Technology plays a positive role in improving employee performance by 59.2%.

The findings of this research are in line with the results of research conducted by [14], which shows that the use of information technology has a positive and significant impact on employee performance.

4. CONCLUSION

Based on the results of research and analysis on the impact of Information Technology and the Use of Social Media on employee performance, it can be concluded that Information Technology has a positive and significant influence on employee performance. Likewise, the use of social media also has a positive and significant impact on employee performance. Suggestions for further research are to more deeply examine specific aspects of the influence of technology and social media on employee performance at the North Luwu District Communication and Information Department, for example, by focusing on certain types of technology or social media platforms.

Furthermore, it is recommended that relevant agencies organize training and skills development programs for employees regarding the effective use of technology and social media in their work duties. In addition, it is also recommended to establish wise policies regarding the use of technology and social media in the work environment to ensure that it supports productivity and does not hinder work. Regular evaluation of the application of technology and social media also needs to be carried out to ensure that these tools continue to make a positive contribution to employee performance.

Finally, the public is advised to take part in and support educational programs organized by Diskominfo regarding the use of technology and social media in providing services to the community. The public is also expected to provide input regarding the use of technology and social media by Diskominfo, as well as being actively involved in initiatives involving technology to improve public services.

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