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A Case Study: Technostress Creators And Employees' Job Performance In Universiti Teknologi Mara Melaka

¹Noor Haty Nor Azam, ¹Nur Elimtia Az Abidin, ¹Mohd Azmil Mohd Yusof, ²Saloma anak Emang, ²Gladys Sebi Entigar

¹Faculty of Business Management Universiti Teknologi MARA Melaka 78000 Alor Gajah, Melaka, Malaysia

²Faculty of Business Management Universiti Teknologi MARA Sarawak

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ABSTRACT

Achieving excellent employees' performance is the focal point of most organizations. In educational institutions, the issue of job performance has been long debated due to its subjectivity. In this study, an attempt will be made to investigate the relationship between technostress creators and employees' job performance in Universiti Teknologi MARA Melaka, Malaysia. To achieve the objective, the questionnaires will be collected from the 242 respondents via academic staff from three branches of Universiti Teknologi MARA Melaka, Malaysia using a questionnaire survey. The respondents will be selected using non probability quota sampling technique. The collected data will be analyzed using correlation analysis to identify which technostress creators influence job performance. The results are expected to be significant.

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INTRODUCTION

The use of technology has allowed employees to become more productive and efficient to finish the task given. However, employees are resists to change due to familiar and comfortable with the use of manual method in a daily task. The resistance to accept new technology may lead to job dissatisfaction in the workplace and affects the performance of employees in an organization. This statement supported by Burke, Lake and Paine (2008) employees who experienced resistance to change decreases the general feeling and attitude toward the job and lead to job performance. Nevertheless, when technology becomes increasingly complex and difficult to understand, employees become discomfort with certain new technological advances that are unfamiliar.

The problem arose when employees are resisting using the new system due to anxiety and fear of technology. This is supported by Adam Hayashi (2011) the anxiety to change occurs when employees become overwhelmed about using the technology due to traditional methods that has been used in a long time.

Therefore, the above situation creates technology stress or technostress among employees. According to Tarafdar, Tu, Ragu-Nathan, and Ragu-Nathan (2008) technostress can be defined as a problem of person's inability to adapt and to cope with the use of information and communication technologies (ICT). Several technostress creators have been identified such as techno-overload, techno-invasion, techno-complexity, techno-insecurity and techno-uncertainty. This study has been conducted to identify the relationship between technostress creators and employees job performance in an organization.

Research Objectives:

1. To identify the relationship between technostress creators and job performance among academic staff in Universiti Teknologi MARA, Melaka, Malaysia.

Research Questions:

1. Is there any relationship between technostress creators and employees' job performance; task performance among academic staff in Universiti Teknologi MARA, Melaka, Malaysia?
2. Is there any relationship between technostress creators and employees' job performance; contextual performance among academic staff in Universiti Teknologi MARA, Melaka, Malaysia?

Corresponding Author: Noor Haty Nor Azam, Faculty of Business Management Universiti Teknologi MARA Melaka
78000 Alor Gajah, Melaka, Malaysia
Tel: 606-5582458; Fax: 606-5582100 E-mail: noorhaty@melaka.uitm.edu.my

Hypothesis:

There is a significant relationship between technostress creators and employees' job performance among academic staff in Universiti Teknologi MARA, Melaka Branch Malaysia:

H¹ There is a significant relationship between technostress creators and employees' job performance: task performance among academic staff in Universiti Teknologi MARA Melaka, Malaysia.

H² There is a significant relationship between technostress creators and employees' job performance: contextual performance among academic staff in Universiti Teknologi MARA Melaka, Malaysia.

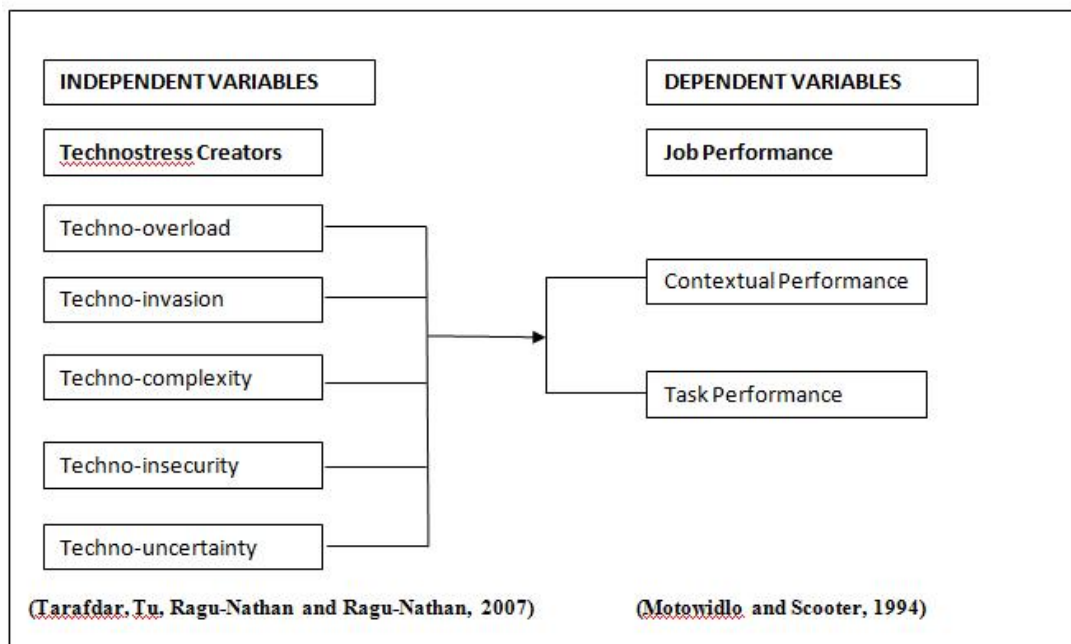
Literature review:**Theoretical Framework:**

Fig. 1: The Relationship between Technostress Creators and Employees' Job Performance in Universiti Teknologi MARA, Melaka Branch, Malaysia.

Definition Job Performance:

According to Ryan and Deci (2000), job performance is defined as the outcome of a motivated act. So, the motivated employees will perform better in an organization. Another definition is that job performance refers to the degree to which employees are given clear instruction about how the employee should accomplish the work and about the quality of work expected of them (Wall, Michie, Patterson, Wood, Sheehan, Clegg & West, 2004).

Task Performance and Contextual Performance:

The indicated situation suggested that job performance can be divided into two elements which are task or job and other factors such as team, leadership style. Borman and Motowidlo (1993) identified two categories of employees' behavior which are task performance and contextual performance or also known as citizenship behavior. This view is supported by other researches that proposed two dimensions of employee's performance which are task performance (technical job performance) and contextual performance (interpersonal job performance) (Motowidlo & Scotter, 1994). Task performance involves patterns of behaviors that directly involved in completing the jobs such as the quantity of the jobs, while contextual performance can be defined as another indirect factor such as supervisor's support and teamwork in completing the jobs (Van-Scotter, Motowidlo & Cross, 2000).

Technostress:

Brod (1984) stated technostress is "a modern disease of adaption caused by an inability to cope with new computer technologies in a healthy manner. Tarafdar, Tu, Ragu-Nathan, and Ragu-Nathan (2008) defined technostress as an inability of a person to cope or to familiar with the information and communication technologies (ICT).

Technostress Creators:

According to Tarafdar, Tu, Ragu-Nathan, and Ragu-Nathan (2008) technostress creators can be divided into 5 dimensions which are techno-overload, techno-invasion, techno-complexity, techno-insecurity and techno-uncertainty:

1. Techno-overload: A situation where ICT users are forced to work faster and longer.
2. Techno-invasion: A situation where ICT users are felt they can be reached anytime or constantly "connected" which caused a blurring between work related and personal contexts.
3. Techno-complexity: A situation where ICT users felt their skills are inadequate due to the complexity related to ICT. As a consequence, they are forced to spend time and effort to learn and understand the various aspects of ICT.
4. Techno-insecurity: A situation where ICT users felt threatened that they will lose their job either being replaced by other people who are better in ICT compared to them.
5. Techno-uncertainty: A situation where ICT users felt uncertain and unsettled since ICT is continuously changing and need upgrading.

Methodology:**Research Design:**

According to Salkind (2012), research design is the method and structure of an investigation to conduct data collection and analysis. The type of this research is known as correlational research. According to Sekaran and Bougie (2010) correlational research is conducted when the researcher wants to describe the important variables related with the problem. Besides, this study will be conducted to identify the relationship between technostress creators and job performance on the established relationship.

Sampling Frame:

According to Sekaran and Bougie (2010), sampling frame can be defined as physical representation of elements population from which sample is drawn and useful in providing the listing of each element in population. The sampling frame in this study could not be obtained due to privacy factor. However, the researcher managed to get a total number of academic staff in Universiti Teknologi MARA, Melaka Branch. The total number of academic staff from each education institutions is tabled below.

Table 1: Total Number of Academic Staff in Universiti Teknologi MARA, Melaka Branch.

| Universiti Teknologi MARA Melaka Branch | Number of Academic Staff (Lecturer) |
|--|-------------------------------------|
| Universiti Teknologi MARA Alor Gajah | 406 |
| Universiti Teknologi MARA Kampus Bandaraya | 186 |
| Universiti Teknologi MARA Jasin | 51 |
| TOTAL | 643 |

Population:

According to Salkind (2012), population is the entire of some group. According to Sekaran and Bougie (2010), population is defined as entire group of people the researchers want to investigate. The population for this study is 643 academic staff from the Universiti Teknologi MARA, Melaka, Malaysia. Previously, studies were seldom conducted in Melaka, thus, the researchers chose Melaka as a place to conduct a study to overcome this problem.

Sampling Technique:

The sampling technique that will be applied in this study is purposive sampling technique. According to Sekaran and Bougie (2010) purposive sampling is the sampling intended to select specific types of people who can provide the desired information. The type of purposive sampling technique that will be applied in this study is quota sampling because 100 questionnaires will be distributed to UiTM Alor Gajah and UiTM Kampus Bandaraya and 50 were distributed to UiTM Jasin and the total of 250 questionnaires will be distributed to academic staff in Universiti Teknologi MARA, Melaka Branch.

Sample Size:

The sample size will be based on table of Krejcie and Morgan (1970) as adopted by Sekaran and Bougie (2010). Krejcie and Morgan (1970) greatly simplified size decision by providing table that ensures a good decision model. Thus, the sample size for this study is 242 from the population of 643. However, the researchers decided to distribute 250 questionnaires to avoid from late responses and rejected questionnaires.

Unit of Analysis:

The unit of analysis that will be used in this study is individual comprises academic staff or lecturers in Universiti Teknologi MARA Melaka, Malaysia.

Measurement of Variables:

The five core job dimensions, personality and job performance questions will be measured by statements using seven (7) points of Likert Scale. The seven (7) points are as stated below.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Moderate
- 4 = Agree
- 5 = Strongly Agree

Survey Instrument:

The respondents will be required to answer the four sections. The questionnaire will be divided into four sections, Section A, Section B, Section C and Section D.

Section A – This section will be asked and identified the elements of technostress creators that affect employees' job performance in Universiti Teknologi MARA, Melaka, Malaysia.

Section B – This section will be identified the employees' job performance based on task and contextual performance possessed by employees in Universiti Teknologi MARA Melaka, Malaysia. In this section, the items will be adopted from Befort and Hattrup (2003).

Section C -. This section classifies the respondents according to the demographic profiles such as gender, age, marital status, professional academic qualification and working experience.

Validity of Instrument:

According to Zamalia (2009), validity is the ability of a scale to measure what needs to be measured. For the purpose of this study, the validity of instrument was tested for criterion-related validity because to predict future event (Dependent Variables) the researcher needs to measure the Independent Variables (Technostress Creators).

Reliability of Instrument:

According to Zamalia Mahmud (2009), reliability refers to the degree the measures of question are free from errors and lead to consistent results. In addition, reliability also seeks the understanding of questions from respondents. Therefore, in checking the reliability of the instruments, a pilot test will be conducted in order to see whether the questionnaire is reliable or not. According to Sekaran (2010), the value of alpha level more than 0.60 will result in the instrument being reliable for the research study purposes.

The pilot test for this study will be conducted at the Universiti Teknologi MARA, Melaka Kampus Alor Gajah. The respondents will be 30 academic staff (lecturers). Even the actual survey will be conducted in all campuses at Universiti Teknologi MARA Melaka, the similar characteristic possessed by lecturers at Faculty of Business Management, Universiti Teknologi MARA (UiTM) Melaka, Kampus Alor Gajah will be represented the actual respondents.

Conclusion:

In conclusion, the result from this study is expected to be significant. The five elements in technostress creators; techno-overload, techno-invasion, techno-complexity, techno-insecurity and techno-uncertainty are expected to have a significant relationship that will influence employees' job performance; task and contextual performance among academic staff in Universiti Teknologi MARA, Melaka Branch.

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