

The Influence of the Use Social Networking Sites (SNS) and Work Stress on Employee Performance

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Abstract. This study aims to examine the effect of the use of Social Networking Sites (SNS) and also work stress on employee performance in the company. This research is quantitative research, with the type of explanatory research. Methods of data collection using primary data with a survey technique using a questionnaire. Sampling was carried out by purposive sampling, with the sample being students of the Managerial Accounting Study Program of the Batam State Polytechnic Business Management Department from the Evening Regular class, class 2018 - 2021. The data analysis method used was the multiple linear regression analysis methods. The test results show that there is a positive effect of the use of Social Networking Sites (SNS) on employee performance, and there is also no negative effect of work stress on performance.

Keywords: Social Networking Sites, Social Media, Work Stress, Employee Performance

1 Introduction

Many factors can affect the performance of employees in the company. One of them is the development of the internet and technology today which is increasing rapidly making the existence of Social Networking Sites (SNS) which can affect employee performance. SNS is a web-based service or application that allows a person to create public or semi-public profiles in a limited system, then can choose their list of other users they want to interact with or share connections with, and can view or traverse user profiles created by other people. others in the system [1].

A survey conducted by *We Are Social* in collaboration with *Hootsuite* [2] shows that the average time spent by social media users in Indonesia playing social media is 3 hours 14 minutes, exploring one social media to another in turn. This proves that nowadays human life, including the employees themselves, is dependent on social media. This of course has a positive or negative impact on employee performance, so companies need to pay attention.

Currently, we can see that the existence of SNS plays a very big role in helping employees work during the Covid-19 pandemic by implementing the Work From Home (WFH) concept. Most of the communication made by superiors and employees or between employees is done with SNS, which allows users to communicate starting from what work to do today, exchanging files,

sending work results, and so on, the most frequent examples of social media. used in the world of work are WhatsApp, Telegram, Facebook, Instagram, YouTube, Twitter, and Google.

Referring to previous research [3] reaffirmed that the use of SNS has the greatest positive impact on employee performance because it can achieve a balance between personal life and professional life of employees and also has several benefits for increasing skills, knowledge, productivity, communication between colleagues and promotions. This agrees with what was conveyed by [4] and also [5] which shows that there is a positive impact of various aspects found on employee performance through the use of Social Networking Sites (SNS). There is a slight difference from the research [6] added if using Social Networking Sites (SNS) excessively, then positively this has something to do with cognitive and emotional concerns, which means that individuals experience excessive anxiety about something that happens, in this case, what happens in cyberspace, namely social media.

Employee mental health is also one of the factors that can affect employee performance. Employees can and are vulnerable to work stress in the workplace. Work stress is known as an asymmetry between human ecological desires (human desires for reciprocal relationships both with fellow humans and with the environment) with the capacity or business targets to achieve desires [7]. Many things can cause work stress, such as work schedules, work environment, work targets, job loss, low security and safety, long working hours, and even the current world situation that is being hit by Covid-19 also adds to the factors that cause work stress.

Since the Covid-19 pandemic hit the world until now, it has caused a lot of negative impacts on all aspects of human life and the world of work has also been affected, in this case for workers or employees. A survey conducted by CHCD PPM Manajemen by researching 2,500 respondents, gave the results that during the Covid-19 pandemic around 80% of workers experienced symptoms of work stress. The level of stress experienced ranges from moderate to severe levels [7]. Employees can experience emotional exhaustion, resulting in a decrease in performance achievement in the company, conflicts with coworkers, absenteeism, and ultimately causing employee turnover which in turn can cause company efficiency to decline.

Another thing that makes the potential for work stress to be higher is the condition of some employees who have activities outside of working hours, in this case, lecture activities. Some employees carry out work and study activities simultaneously for various reasons, such as to improve self-quality, career paths, add connections, add experience, and so on. This is also because it is supported by several higher education institutions, especially higher education in the city of Batam which facilitates by opening special night classes for workers or employees who want to pursue higher education. On the other hand, work requires employees to work optimally as well as on campuses which requires students to study to the fullest. So, the thoughts or main focus of employees who are also students can be divided which makes them have to be good at managing time effectively to complete responsibilities between work and lectures. If you can't manage your time well to complete responsibilities, you will feel depressed. The pressure received by employees who are also students from where they work and study can ultimately also be the main trigger for higher work stress.

Previous research [7] explained the relationship between work stress and employee performance. This study concludes that work stress causes decreased productivity, higher levels of friction, work accidents, low job fulfillment, low-quality products and services, poor internal communication, and clashes within the company are the main effects of stress in the workplace.

While the nature of the job, work environment, work schedule, resources, and equipment are the main factors that contribute to stress. The results of this study are also supported by other studies conducted by [8], [9], and also [10] which agree that work stress is very influential in causing a decrease in employee performance in the company.

This research is development research because this research was made by combining 2 studies, namely research from [3] and also research from [7]. The combination is in the form of 2 independent variables from each research, namely the use of Social Networking Sites (SNS) and also work stress which is usually discussed or studied separately, but in this study, they were combined into 2 independent variables to see how the impact on the dependent variable, employee performance. In this study, the authors will take a different sample from previous research, namely workers who have lecture activities or are currently pursuing higher education outside their working hours, and who are also students. Meanwhile, for the questionnaire or questionnaire used in this study, several references were taken from [3] and also [7] which will then be adjusted to the contents of the criteria, indicators, and samples used in this research and also by adding some other supporting statements, so that it is by the objectives of this study.

2 Study of Theory, Literature, and Hypothesis Development

2.1 Study of Theory and Literature

Social Cognitive Theory

Social Cognitive Theory is a theory put forward by [11] with the idea that the place where humans learn takes place in the social environment, where it is undeniable that social media is one of the human social environments. This theory also explains that people are currently learning by imitating what they see on social media more often. For example, people nowadays take more sources or data, either for work or school, from social media, because it is easier to access and get results in a short time. Current employees, if they want to learn or obtain data sources related to their work, will first look for them through social media, by viewing data, videos, and so on.

Social Exchange Theory

Social Exchange Theory is a theory put forward by [12]. This theory discusses how a person's behavior in this case is an employee in the company. Employees tend to take a long-term approach to socialize in the work environment, with a pattern of reciprocity or exchange. The intended reciprocity or exchange is between two parties in a relationship. [13] says that if the first party gives or does something good to the second party, then the second party will feel obliged to do the same thing in return. This applies in the company, the reciprocal relationship that influences is the quality of interaction between fellow employees, superiors to subordinates, and organizational support to employees. The better the quality of the interaction, the less likely the occurrence of work stress.

2.2 Hypothesis Development

The Influence of the Use of Social Networking Sites (SNS) on Employee Performance.

Various studies conducted previously related to the use of SNS that affect employee performance. Research conducted by [3] and [5] revealed that the use of SNS has a positive influence on employee performance because employees can find a balance between their personal and career lives. In addition, the use of SNS provides benefits for improving skills, knowledge, innovation, productivity, and as a medium of communication between colleagues. This is in line with the results of research from [4] which obtained more or less the same research results, namely that there is a significant influence of the use of Social Networking Sites (SNS) on employee performance because it increases knowledge, self-development, skills, motivation and employee productivity.

Previous research is also in line with the Social Cognitive Theory proposed [11] with the idea that the place where humans learn occurs in the social environment, where currently it cannot be denied that social media is one of the human social environments. This theory also explains that people are currently learning by imitating what they see on social media more often.

In reality, what is found in the field is that the use of Social Networking Sites (SNS) helps employees work in the company because all jobs are now digital-based so digital-based work is made even easier with the support of the Social Networking Sites (SNS).

H1: There is a positive effect of using Social Networking Sites (SNS) on employee performance.

Effect of work stress on employee performance

According to [14] the factors that cause stress are organizational factors and personal factors. Thus, the main focus of this study is organizational factors. Stress caused by organizational factors occurs due to task demands, role or position demands, interpersonal demands with co-workers, organizational structure prevailing in the company, and leadership within the organization itself. Research conducted by [8] reveals that the greater the work stress experienced by employees, the lower the employee's performance will be. Other studies with similar results research from [9] and also [10] there is an effect of work stress on employee performance, in terms of decreasing employee performance in the company. This is also confirmed in research [7] that work stress affects various factors such as decreased productivity, higher levels of friction between employees, work accidents, low work targets, and low-quality services and products.

The social exchange theory proposed by [12] also supports the results of previous research. This theory discusses how a person's behavior in this case is an employee in the company. Employees tend to take a long-term approach to socialize in the work environment, with a pattern of reciprocity or exchange. The intended reciprocity or exchange is between two parties in a relationship. [13] says that if the first party gives or does something good to the second party, then the second party will feel obliged to do the same thing in return. This applies in the company, the reciprocal relationship that influences is the quality of interaction between fellow

employees, superiors to subordinates, and organizational support to employees. The better the quality of interaction between the company and its employees, superiors, employees, and even co-workers, the less likely it is that work stress will occur.

If it is realized that the impact of work stress is very large for the survival of the company. Employees are members of the body of the company who are placed in their respective divisions or expertise, and who must continue to function to carry out each well-defined task to keep the company alive. So if the employee is not in good condition due to work stress, the company cannot provide maximum capacity for the company, it is assumed that one of the members cannot function so the company becomes sick.

H₂: There is a negative effect of work stress on employee performance.

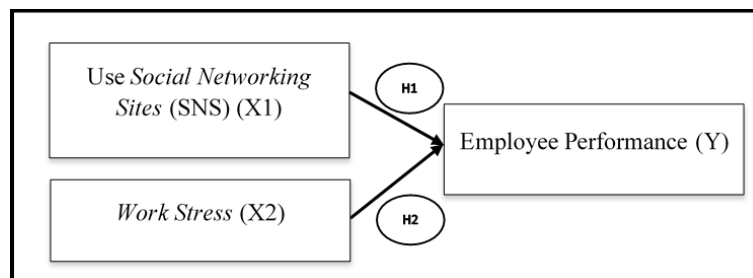


Fig. 1. Research Model

3 Research Methods

This research is quantitative research, with the type of explanatory research. The study used a survey technique with a questionnaire or questionnaire instrument. The sampling technique in this study was using purposive sampling, with a predetermined category, namely, the sample must be students who are studying and also working, in this case, are students of the Managerial Accounting Study Program, Batam State Polytechnic Business Management Department, from the Evening Regular class.

3.1 Operational Variables and Measurement

Use of Social Networking Sites (SNS) (X1)

Social Networking Sites (SNS) is a web-based service or application that allows a person to create a public or semi-public profile on a limited system, then can choose their list of other users with whom they want to interact or share connections, and can view or traverse profiles. other users in the system [1]. he independent variable Use of Social Networking Sites (SNS) focuses on how social media can be useful for employees in terms of making their work easier. The benefits of using Social Networking Sites (SNS) will be measured using a Likert scale with 5 levels of answers from Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, out of a total of 12 statements.

Work stress (X2)

Work stress is a state of desynchronization between human ecological desires (human desires for reciprocal relationships both with fellow humans and with the environment) with the capacity or business targets to achieve desires [7]. Work stress is an independent variable that focuses on how the mental condition of employees working in the company is caused by various factors such as workload, work targets, work environment, and so on. The measurement of this variable will be measured using a Likert scale with 5 levels of answers from Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, from a total of 28 statements.

Employee Performance (Y)

Employee performance is the ability of employees to understand the targets set, and then meet expectations to be able to achieve the targets set or complete a set of standard tasks (job desk) for the organization or company [15]. Employee performance is the dependent variable to increase the effectiveness of the company. Individual performance will be assessed by employees themselves using a questionnaire that uses a Likert scale between 1 (very low performance) to 5 (very high performance), out of a total of 12 statements.

3.2 Results and Discussion

Respondents in this study were students of the Business Management Department of the Managerial Accounting Study Program for the Evening Regular Class of 2018-2021 Batam State Polytechnic with a population of 272 students with a total sample of 160 students determined using the Krejcie & Morgan formula, as following:

$$n = \frac{\lambda^2 NP(1-P)}{d^2(N-1) + \lambda^2 P(1-P)} \quad (1)$$

$$n = \frac{3,841.272.0,5(1-0,5)}{0,05^2(272-1) + 3,841.0,5(1-0,5)}$$

$$n = 159,479 \text{ (rounded to 160)}$$

The purposive sampling method is used as a method to determine the sample based on the criteria of respondents being active students and currently working.

Table 1. Reasearch Sample

Description	Amount
Distributed questionnaire	200
Questionnaire not answered	36
Questionnaire returned from respondents	164
Unused questionnaire	4
Total questionnaire used	160

The questionnaire used is an online questionnaire created using the google form website which is distributed online through the WhatsApp application by distributing the Google Form link. Based on table 1, of the 200 WhatsApp contacts of students who were contacted to distribute online questionnaires, the respondents who answered were 164 students. 4 questionnaires cannot be used because some parts of the questionnaire statements are incomplete.

Table 2. General Characteristics of Respondents

Description	Gender		Age (years)				Length of work (years)			
	Male	Female	< 18	18-20	21-25	> 25	< 1	1-5	5-10	> 10
Frequency	19	141	0	61	98	1	68	90	2	0
Percentage (%)	12	88	0	38	61	1	43	56	1	0

Based on table 2, there are more female respondents with a percentage of 88%, compared to the male sex with a percentage of 12%. Most of the respondents are aged around 21-25 years with a percentage of 61% compared to the age of other respondents. For the length of work, most respondents have worked for 1-5 years, according to the percentage of 56%.

Transformation of Ordinal Data to Interval Data

In this study, the primary data obtained from respondents' answers to the questionnaire using a Likert scale are ordinal data types. To be able to analyze parametric statistics using multiple linear analysis tests, the data must be converted into interval data first. Method of Successive (MSI) is a scaling method to increase the ordinal measurement scale to an interval measurement scale [16]. Data transformation is carried out using additional-instrument (add-ins) in Microsoft Excel 2013. After the data has been transformed, it can be continued for data testing.

Validity Test

A validity test is a test carried out to test the validity of a questionnaire or questionnaire. Data is said to be valid if the statement can reveal something, or can measure what it wants to measure. The validity test was carried out using Pearson Correlation, namely the guideline of a model can be said to be valid if the significance level is < 0.05 , and also if the $r_{count} > r_{table}$ [17]. This test is carried out to obtain a measure of whether the questionnaire or questionnaire that will be distributed and filled out by the respondent can be understood or not by the respondent, and whether the questionnaire can reveal measurable results. The validity test was carried out using questionnaire data from 40 respondents. For variables using Social Networking Sites (SNS) and employee performance variables, it is known that each statement indicator submitted in the questionnaire has a significance level of < 0.05 and $r_{count} > 0.320$ (r_{table}). This means that all indicators of the use of Social Networking Sites (SNS) variables as well as employee performance variables in the questionnaire are declared valid and then used as a variable measuring instrument. For the work stress variable, from a total of 39 statements, 11 statements do not pass the validity test, seen from the significance level > 0.05 and the r_{count} value < 0.320 (r_{table}). Then the 11 invalid statements were removed from the questionnaire and

only valid statements were used. After being valid, the questionnaire can be used as a variable measuring tool and can be continued with reliability testing.

Reliability Test

A reliability test is conducted to test whether a research instrument (questionnaire) can be trusted, consistent and relevant. The reliability test uses the Cronbach Alpha (α) Statistic technique with a significance level > 0.70 with IBM SPSS Statistic 25 software, then the questions asked have adequate reliability [17].

Table 3. Reliability Test Result

Variable	Cronbach's Alpha (α)	Cut off Alpha Cronbach	Conclusion
Use of Social Networking Sites (SNS) (X1)	0,874	0,70	Reliable
Work stress (X2)	0,916		Reliable
Employee Performance (Y)	0,912		Reliable

Reliability testing is done by ensuring that all the data to be tested is valid, for that if there is invalid data before, it cannot be included in the reliability test. Based on the results of the reliability test in table 3, it can be concluded that the questionnaire used for the study is reliable, as evidenced by the Cronbach Alpha value of each research variable which is greater than 0.70. Then it was concluded that the questionnaire was appropriate to be used as a reliable measuring tool.

Classic Assumption Test

In this study, the data has passed the classical assumption test, which has 5 test sections. First, test for normality. From the results of the p-plot graph, it can be seen through the spread of the points that spread along the diagonal axis of the graph. Then it is also corroborated by the results of Kolmogorov-Smirnov, which produces asymp. Sig. (2-tailed) $0.200 > 0.05$. The second is linearity test. From the test results, the results obtained that the regression model has a linear relationship, with the results of the sig. > 0.05 . Third, is the multicollinearity test. Through the test results, which obtained a tolerance value of $0.979 > 0.10$ and also a VIF value of $1.022 < 10$, it can be concluded that there is no multicollinearity in the research regression equation. The fourth is the autocorrelation test. At a significant level of 5%, with a sample size of 160 (n), and the number of independent variables 2 ($k=2$), the du value is 1.7668. The value in the Durbin Watson column is 1.977, becoming $1.7668 < 1.977 < 2.2332$. So, it can be concluded that the data are free of autocorrelation symptoms. Fifth is the heteroscedasticity test. The results of the scatterplot graph show that the points are spread out and do not form a certain pattern. Then it was strengthened by doing the park test with a significant value > 0.05 . The regression equation model did not show signs of heteroscedasticity. If there is no heteroscedasticity, then based on the variables that influence it, it is feasible to predict employee performance.

4 Hypothesis Testing Results

4.1 Multiple Linear Regression Analysis

This model aims to predict how big the dependent variable is using independent variable data that is already known. The form of the equation of multiple linear regression is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \quad (2)$$
$$Y = 20.662 + 0.476X_1 + 0.036X_2$$

R² Test (Coefficient of Determination Test)

The R² test or the so-called coefficient of determination test is carried out to assess how much the model's ability to explain the dependent variable in the study is. The results showed that the Adjusted R Square value was 0.217. It was concluded that the two independent variables studied contributed 21.7% to the dependent variable, while the remaining 78.3% was explained by other factors not included in this study.

t-Test

In this study, the t-test was conducted to determine how far the influence of an explanatory variable or independent variable in explaining the variation of the dependent variable was (Ghozali, 2011). If the value of sig. < 0.05 and tcount > ttable, then there is an effect. By using a significance level of 5% and the degree of freedom (df) of the numerator (independent variable = 2) and df of the denominator (160-2-1=157), the ttable value (0.025; 157) is 1.97519. The tcount value for the variable use of Social Networking Sites (SNS) is 6,494, the tcount > ttable (6,494 > 1,97519). This result is also the same as the regression coefficient value with a positive sign of 0.461 with a significance level of 0.000, this value is smaller than alpha 0.05. For this reason, the results obtained that there is a positive influence from the use of Social Networking Sites (SNS) on employee performance, H1 is supported.

Furthermore, the value of tcount for the work stress variable is 0.982, the value of tcount < ttable (0.982 < 1.97519). This result is also the same as the regression coefficient value with a positive sign of 0.070 with a significance level of 0.328, this value is greater than alpha 0.05. For this reason, the results obtained are that it is not proven to support H2 which is stated to have a positive influence on the level of confidence (degree of freedom) of 5%, H2 is not supported.

F-Test

In this study, the F-test was conducted to determine whether there was an effect of the independent variables (X1 and X2) together on the dependent variable (Y), and how big the effect was. If the value of sig. < 0.05 and the value Fcount > Ftable then there is a simultaneous effect. The independent variables in this study were the use of Social Networking Sites (SNS) and work stress. The dependent variable is employee performance.

To determine the value of F_{table} it can be seen from the significance value of 0.05 with the df of the numerator (independent variable = 2) and the df of the denominator ($160-2 = 158$) which is 3.05. From the results listed in table 4, it is known that the result of F_{count} is 22,995 which is certainly greater than the value of F_{table} which is 3.05, and also the value of sig. 0.000 is smaller than alpha 0.05.

Table 4. Summary of Multiple Linear Regression Analysis Test Results

Variable	Regression Coefficient	t_{count}	Sig.
Constant	20.662		
X1	0.476	6.494	0.000
X2	0.036	0.982	0.328
F_{count}	= 22.995		0.000
Adjusted R Square	= 0.217		

4.2 Discussion

The Influence of the Use of Social Networking Sites (SNS) on Employee Performance

The results of hypothesis testing using multiple linear regression analysis show that hypothesis 1 is supported, this means that there is a positive influence of the use of Social Networking Sites (SNS) on employee performance. This is supported by the average characteristics of respondents who are still in the productive age of 18-25 years. Technological developments, especially in this case are Social Networking Sites (SNS) which are very popular among young people, which is an age that is still very easy to learn new things, and then how to use them to facilitate daily activities, including in the world of work. Respondents also find it very helpful to have Social Networking Sites (SNS) so that they can make work easier they can strengthen communication and intimacy with co-workers in the company.

The results of this study are similar to previous studies [3] that the use of Social Networking Sites (SNS) has the greatest positive impact on employee performance because it can achieve a balance between personal life and professional life of employees and also has several benefits to improve skills, knowledge, productivity, communication between co-workers, and promotion. The same results were also found in research [4], [5], and also [6].

The results of this study are also by the social cognitive theory proposed by [11], with the idea that the place where humans learn occurs is the social environment, where currently social media is also included in the human social environment. Through social media, humans can search for anything they want to know or want to learn, including in the world of work. The existence of Social Networking Sites (SNS) that can help humans learn and complete work well, will have a very good impact on employee performance.

Effect of work stress on employee performance

The results of hypothesis testing using the multiple linear regression analysis methods show that hypothesis 2 is not supported, this means that there is no negative effect of work stress on

employee performance. This result is in stark contrast to previous studies conducted by [7] which stated that work stress has a very negative effect on employee performance, this can happen because the sample in the previous study was wider, namely as many as 97,000 respondents, and it was found that stress occurs on an average age of 30-45 years, which is certainly very different from the current study, the average age of the sample is 18-25 years. The age of 18-25 years is the age where someone has just entered the world of work so that respondents still have high work morale, this can be seen from the average length of time respondents work is 1-5 years. Another condition that causes H2 is not supported is that the respondents have not lived a married life so that concentration can be managed properly between studying and working. The average response of the respondents to the questionnaire also felt that the standard workload or job desk provided by the company was reasonable and not excessive, and the respondents also understood their duties well so, of course, this could improve performance in the company.

The results of this study also contradict the results of previous studies conducted by [8], [9], and also [10], which stated that work stress causes a decrease in productivity and friction levels. higher rates, work accidents, low job fulfillment, low-quality products and services, poor internal communication, and clashes within the company are the main effects of stress in the workplace.

Table 5. Test Result Summary

	Hypothesis	Sig.	Result
H1	There is a positive influence of the use of Social Networking Sites (SNS) on employee performance	0,000	Supported
H2	There is a negative effect of work stress on employee performance	0,328	Not Supported

5 Conclusion and Suggestion

5.1 Conclusion

The purpose of this study was to analyze how the influence of the use of Social Networking Sites (SNS) and work stress on employee performance. The sample in this study were students of the Managerial Accounting Study Program, Batam State Polytechnic Business Management Department from the Regular Night class of 2018 to 2021. The results of the research on the effect of using Social Networking Sites (SNS) and work stress on employee performance have been carried out, it can be concluded that H1 is supported, that there is a positive influence from the use of Social Networking Sites (SNS) on employee performance, namely helping to obtain work-related information, helping communication with colleagues become easier and more efficient, facilitating file transfer with coworkers, share visions, can meet with colleagues in the same profession to share about work, and help get to know colleagues so that they become close to building trust each other. H2 is not supported, that work stress has no negative effect on employee performance.

5.2 Suggestion

Through the results of this research, it is hoped that the company can make better use of the Social Networking Sites (SNS) which have become a part of everyone's life at this time, to improve employee performance. The company should also pay attention to the condition of employees to minimize the occurrence of work stress, which can be done by giving rewards to employees who have achieved targets, promotions, and so on so that employees want to give more effort to the progress of the company. This research can certainly be done for samples and other research locations, which of course can be developed again with other variables that can affect employee performance.

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