Malaysian Social Media Usage in HRM Practices

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Abstract: As changing of time, a large portion of the world is improving them turned out to be more digitalization. In information technology (IT) industry, there have many organizations are contending with one another or they work in various angle. Internet-based life has an immediate impact on an organization's financial record and digital change or change the way of life and conduct at work, HR workers can change the extent of their brains to accomplish more, learn more, and help organisations reduce costs or include esteem. This study examines social media's impact on HRM. The findings show that employees are prepared to face change and innovation according to the development and timing of work demands, and to always perform to expectations. Overall, the study on social media's impact on HRM met its stated objectives and showed a positive level that can be expanded. We've discussed the study's limitations and future research.

Keywords: Social media, Relative advantage, Compatibility, Cost-Effectiveness, Structural assurance.

1. Introduction

As epochs pass, the world becomes increasingly digital. Many companies in the IT industry compete or specialize in software or hardware. There may be software and hardware involved (Schwab, 2017).

The majority of employers recruit candidates via online job applications and job seekers. When applying for jobs on jobstreet.com, candidates can select their preferred location. According to Kotler, Burton, Deans, Brown, and Armstrong (2015), a large number of companies have implemented a cost-effective recruitment system, indicating that their process is systematic. Four to five laps are comprised of online cycling rounds, on-site laps (written coding competitions), technical rounds 1,2,3, and technical-cum-HR rounds. This process is not entirely digital or online, but it may be necessary for the interview.

According to Go, the majority of new HR technologies concentrate on enhancing workplace culture and talent acquisition (2018). Human Resource Management can increase a company's productivity.

Modern human resource management is data-driven, business-integrated, and expert- and employee-centric. According to Microsoft (2017), HR personnel require a range of skills to utilise Microsoft products such as Office365 and Skype for Business to complete daily tasks. It digitises human resources.

By utilising the company's products, HR personnel are able to provide feedback on product flaws, thereby reducing and increasing costs.

Additionally, the company provides HR personnel with computer-learning training (Microsoft, 2017). It will be utilised to enhance enterprise-wide communication. Additionally, the current company must be aware of business conditions and relevant information to achieve better results. It is present on social media. The impact of social media on a company's bottom line is direct. HR professionals can broaden the scope of their limited work to increase their knowledge, assist businesses in reducing costs or adding value, and broaden their perspective.

Employers can store and track HR-related documents, training, and evaluations using HR technology. Cloud-based systems reduce IT expenditures, enhance business continuity, and increase team adaptability. Microsoft could encourage employee initiative by facilitating the updating of contact information, the submission of requests, and the management of data access (Kimberlee Leonard, 2019). The cloud eliminates the need for expensive hardware and labor-intensive upgrades. All documents and data are easily accessible online via cloud computing. This increases consumer visibility and company efficiency.

2. Literature Review

A. Social media usage in Malaysia

Malaysia ranks 5th in terms of e-commerce usage, with 40 percent of Malaysians having online transactions.
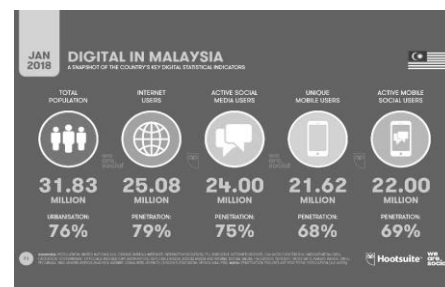

Fig. 1. Social media usage in Malaysia (Source: Hootsuite)

There are 25,08 million Internet users (79 percent) in Malaysia. 75% of the population uses and spends 3 hours per day on social media. The 2018 Digital Report was released by Hootsuit and We Are Social. The number of Internet users in Malaysia increased by 9 percent over the past year, making it the ninth most active nation on social networks. 40% of Malaysians engage in e-commerce, placing them fifth in the world. This is the seventh edition of this report. More than 4 billion people are Internet users. Last year, 7 percent, or 53 percent of the world's population, was affected. Global social media users now number 3.196 billion, an increase of 13% in one year. The number of mobile social media users increased by 14% year-over-year to 2.95 billion, with 93% using smartphones.

B. Social media research

Social media is a new user-driven Web and Web 2.0 innovation. Research on hierarchical social media is limited and recent (Akar & Topcu, 2011). The nature, topic, and other facets of social media research were determined by content analysis. In content analysis, journal articles on social media are reviewed. Multiple databases were searched for relevant articles.

AIS Electronic Libraries, ABI / INFORM @ ProQuest, Emerald Intelligence, Science Direct, Business Source Premier (BSP) @ EBSCOhost, Scopus, Springer Link, ACM, and Digital Libraries.

Public Relations Review and Computers in Human Behavior publish the majority of social media studies. AIS-THCI, MISQ, Information and Management, and others have published articles on social media. Multiple additional diaries published social media articles.

The United States ranked first in the study's origin rankings with 97 studies (48 percent). Multiple-country studies ranked second with 21 studies, followed by the United Kingdom in third place with 10 studies. Fourth place was held by Canada, Australia, Korea, and Malaysia. India, Israel, Japan, and Taiwan share fifth place with four studies apiece, followed by Finland, Germany, and New Zealand. China, Hong Kong, Ireland, the Netherlands, Romania, Singapore, South Africa, Spain, and Turkey tied for seventh place with two studies each, followed by the Canary Islands, Egypt, France, Gaza, Greece, Jamaica, Mexico, and Switzerland.

C. Hypothesis development

1) Relative advantage and social media usage

Numerous innovation characteristics can be used to characterise an innovation and estimate its adoption rate. Perceptions of the nature of the innovation affected its rate of adoption. The comparative advantage was how effectively a new concept replaced the old one (Zolkepli, & Kamarulzaman, 2015). The rate of adoption is correlated with the perceived social advantage of an innovation.

Relative advantage, or the recipient's appreciation for innovation. The profit or advantage of an innovation can be determined by its monetary value, social status (prestige), pleasure, satisfaction, or essential component. Dong (2019) defines relative advantage as the degree to which a new development is superior to its predecessors. This can be measured economically, socially, in terms of comfort and satisfaction. Rapid innovation adoption benefits adopters more than slow innovation adoption. Adopters consider the profitability and superiority of an innovation. Rapid innovation is advantageous for adopters. Using the following theory, this association is empirically examined:

H1 Relative advantage have a Positive impact on Social Media Usage

2) Social Media Compatibility and social media usage

Compatibility with the recipient's values, past experiences, and needs. Conformity is how well the innovation fits the adopters' values, experience, and needs. If an innovation or new idea doesn't align with prevalent values and norms, it can't be adopted as compatible innovation (Zolkepli & Kamarulzaman 2015). If an innovation or new idea is incompatible with prevalent values and norms, it can't be easily adopted. If adopters' values, experiences, and needs are consistent, they'll consider innovation. Social media has become the dominant form of communication in our society as a new innovation (Fu, Wu, & Cho, 2017). This trend requires the public to easily access information through compatible innovations. Due to information delivery's urgency, people want more precise information. The announcement was initially made on social media. Gajet and applications prompted the announcement (Manca, & Ranieri, 2016). This relationship is empirically tested using the following hypothesis:

H2 Social Media Compatibility have a Positive impact on Social Media Usage

3) Cost-Effectiveness and social media usage

Social media is a computer application that functions as a mediator or media in cyberspace, allowing users to share texts, images, and videos in a virtual network with their friends (Serrat, 2017). Small businesses can afford HR software of high quality. Social media as an Internet application has created a new medium and altered the cost of human life in the digital age. Rapid technological advancement led to this result. The utilisation cost impacts the organisation and others (Navimipour, & Soltani, 2016). Using the following theory, this association is empirically examined:

H3 Cost-Effectiveness have a Positive impact on Social Media Usage

4) Structural Assurance and social media usage

Social media enhances the credibility of a website. In TOE framework technology, interaction has not been studied. This study investigates the influence of social network interactivity on organisational utilisation. Social networking is essential for businesses in the modern age. The majority of companies accept it as new marketing (Hillman, & Neustaedter, 2017). The normal situation refers to the belief that success is likely due to normality, whereas structural insurances indicate that desired outcomes are likely due to contextual structures such as settlement and guarantee agreements. Organizations publish a great deal of information about their company, products, and promotions on social networks (Lu, Fan, & Zhou, 2016). Utilization of social networking technologies may necessitate

structural integrity. This study assessed the influence of social network structure. Accordingly, the proposed hypothesis:

H4 Structural Assurance have a Positive impact on Social Media Usage

5) Social Media Interactivity and social media usage

Other media are also used to interact with friends lists on social networks. Using WhatsApp is a frequent and occasional occurrence. Other methods include instant messaging, telephone, and email, with the agreed-upon frequency being recorded (Sele, Coetzee, Elliker, Groenewald & Matebesi, 2018). The majority of users have offline acquaintances, and they extend offline introductions online. More than half of respondents say they meet with online friends in person to learn more. Jenkins, Ford, Green argue (2018). Ecommerce websites have rapidly incorporated social networking capabilities, enabling more interactive communication between users or between users and organisations. Using the following theory, this association is empirically examined:

H5 Social Media Interactivity have a Positive impact on Social Media Usage

6) Social Media Usage and social media impact

The media and technology inform the public about social, economic, political, and religious concerns. Media consumption is beneficial and detrimental. Media is a potent form of communication because it influences numerous facets of daily life. The users of this social media will benefit. According to Boulianne (2015), social media facilitates virtual personal creation and communication. While Fardouly, Diedrichs, Vartanian, and Halliwell (2015) acknowledge that social networking sites bring people together, we believe that they are capable of much more. Social media promotes learning by fostering relationships, establishing identity, and enhancing self-esteem (Parveen, Jaafar, and Ainin, 2015). According to Alt (2018), social media is essential for the online dissemination of knowledge and information in groups that foster communication skills, particularly between respondents and educational institutions.

H6 Social Media Usage have a Positive relationship on Social Media Impact.

3. Methodology

The sample for this study will consist of HR departments from various industries that will be surveyed about social media HRM practices. Elements, geography, and time are characteristics of the population (Kumar, 2019). Due to geographical and time constraints, the entire Human Resources department in Selangor, Malaysia was targeted as a respondent. This research targets HR managers and personnel. These respondents provide accurate, reliable data.

Probability sampling and non-probability sampling are two types of sampling. This research employs convenience sampling (Quinlan, Babin, Carr, & Griffin, 2019). This sampling method was appropriate for research because it allowed researchers to obtain a list of Selangor HR department populations.

Before the actual survey, researchers conducted a pilot study. Raosoft has the capability to calculate the sample size or utilise

Krejcie and Morgan's (1971) sample table. As the exact size of Selangor's HR department is unknown, researchers collected data from 200 individuals (according to Hair et al., 2016).

After identifying organisations that employ social media, a cross-sectional survey was conducted. The online survey was conducted using Survey Monkey. After receiving their consent over the phone, the survey link was emailed to the social media managers of the associations. Reminders generated 151 responses, or 22% of the total.

The data will be gathered via questionnaires. It will take three weeks to distribute questionnaires. This section describes measurement variables. This research utilised a three-page demographic questionnaire. A measured respondents' demographics (age, income, education, insurance providers, and race), B measured independent variables (five variables), and C measured the dependent variable (Social Media Impact).

Questionnaire categories include research, plans, respondent opinions, and profiles. Kumar (2019) defines questionnaire design as the preparation of survey questions, requiring the researcher to consider the questionnaire's question pool when designing the layout.

Needs a 30-person pilot study. The distribution of questionnaires was based on a convenience sample. The researcher will subsequently collect the printed questionnaires. Researchers delivered questionnaires by hand in order to obtain immediate responses. Due to the potential for respondent frustration, the questionnaire contained few questions and the Relative advantage adapted from To and Ngai Sophonthummapharn and Ghobakhloo et al, Compatibility from Rogers, Teo et al. Teo and Pian, Cost-Effectiveness from Chong and Chan, Structural Assurance from Chai et al., Social Media Interactivity from Lee and Kozar.

A. Data collection techniques

For this study, all HR departments will submit data via Google Doc. In Selangor, Malaysia, respondents will receive a cover letter and research proposal. Respondents will have 20 minutes to complete and return survey questionnaires. For data analysis, PLS SEM 3.2.8 and SPSS VERSION were utilised. This test ensured the precision and consistency of the data. Multiple regression is the final test of the hypothesis.

4. Data Analysis and Results

All measurement models were reliable, convergent, and discriminant before testing hypothetical models. Table 1 shows model results. Table 1 shows all loads exceed Hair, Hult, Ringle, and Sarstedt's 0.70 threshold (2013). AVE and CR are both above 0.5 (Bagozzi & Yi, 1988). etc. Hence, convergence.

VIF multicollinearity was also evaluated (Table 1). VIF ranges below 3.30 indicate no multicollinearity. Also, values are below 9 points (Yong & Pearce, 2013).

Table 2 shows discrimination test results. Fornell, Larcker, and Cha (1994) and Fornell, Larcker, and Cha (1981) say AVE should correlate better with construction models. Table 3 demonstrates discrimination because all constructions meet the criterion. According to Hair et al. (2013), variable item load must be greater than cross-load by 0.1. Table 3 lists all

structures meeting this criterion. Discrimination is OK.

Henseler, Ringle, and Sarstedt (2015) showed the method's superior performance with Monte Carlo simulation. Table 6 shows the results of our new discriminant validity test. As a criterion or statistical test, the HTMT can assess discriminant validity. If HTMT is above 0.85 (Kline, 2015) or 0.90 (HTMT.90), discriminant validity is compromised (Gold & Arvind Malhotra, 2001).

The study evaluates the measurement model using Henseler, Hubona, and Ray (2016). Authors suggest studying the saturated model and SRMR at a 95% bootstrap quantile. They say SRMR should be the only approximative PLS path model fit criterion. In PLS, the dG and dULS (Dijkstra & Henseler, 2015) distance measures have been emphasised to contribute to the model fitness index (Henseler et al., 2016). Table 6's dG and dULS are 0.523 and 0.479. The measurement model fits (Dijkstra & Henseler, 2015). 0.048% SRMR This study's measurement model was appropriate below 0.08 (Hu & Bentler, 1999).
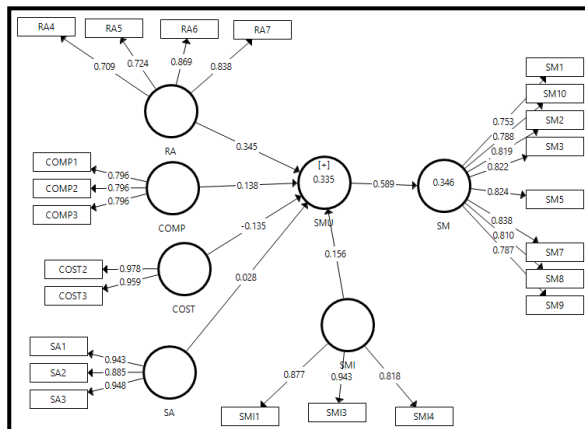
Table 1
Convergent validity

Items	Loadings	CR	AVE	VIF
COMP1	0.796	0.838	0.634	1.757
COMP2	0.796			1.755
COMP3	0.796			1.203
COST2	0.978	0.968	0.938	4.384
COST3	0.959			4.384
RA4	0.709	0.867	0.621	1.736
RA5	0.724			1.764
RA6	0.869			2.179
RA7	0.838			2.054
SA1	0.943			4.671
SA2	0.885	0.947	0.858	2.392
SA3	0.948			4.812
SM1	0.753	0.937	0.649	2.412
SM10	0.788			2.213
SM2	0.819			4.267
SM3	0.822			5.67
SM5	0.824			3.634
SM7	0.838			3.107
SM8	0.81			3.924
SM9	0.787			3.45
SMI1	0.877	0.912	0.776	3.319
SMI3	0.943			4.315
SMI4	0.818			1.749
SMU10	0.796	0.947	0.64	4.494
SMU11	0.772			3.253
SMU12	0.841			3.362
SMU13	0.748			2.411
SMU3	0.764			2.6
SMU4	0.784			3.519
SMU5	0.827			4.364
SMU6	0.834			4.004
SMU7	0.804			3.953
SMU9	0.828			3.355

Fig. 1. Measurement model

Table 2
Fornell & Lackers

	COMP	COST	RA	SA	SM	SMI	SMU
COMP							
COST	0.371						
RA	0.521	0.263					
SA	0.521	0.069	0.443				
SM	0.851	0.472	0.662	0.357			
SMI	0.524	0.067	0.518	0.819	0.444		
SMU	0.452	0.265	0.565	0.367	0.623	0.438	

Table 3
Cross Loadings

| Hypothesis	Beta Value	Std Error	T Value	P Values	LL	UL	R2	F2	Q²_predict	Decision
COMP -> SMU	0.138	0.099	1.389	0.083	-0.045	0.281	0.335	0.02	0.147	Not supported
COST -> SMU	-0.135	0.077	1.751	0.04	-0.254	-0.001		0.023		Supported
RA -> SMU	0.345	0.096	3.611	0	0.188	0.506		0.127		Supported
SA -> SMU	0.028	0.119	0.231	0.409	-0.17	0.221		0		Not supported
SMI -> SMU	0.156	0.121	1.282	0.1	-0.04	0.354		0.016		Not supported
SMU -> SM	0.589	0.064	9.223	0	0.466	0.68	0.346	0.53	0.501	Supported
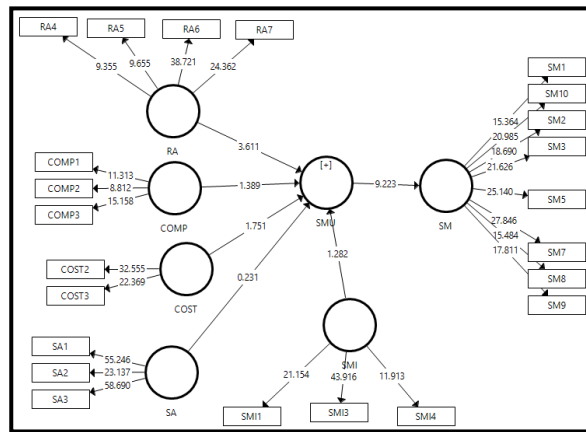
Fig. 2. Structural model

5. Discussion of Findings

There were a total of 200 people who participated in this study and filled out the questionnaire. The majority of respondents are between the ages of 21 and 25, are not of Malaysian nationality, are of an unknown race, and have completed at least one year of undergraduate education. The pilot study produced a reliability test result of 0.943, which indicates that the questionnaire is reliable and ideal.

A. Result of the Smart PLS 3.2.7 Bootstrapping results

Smart PLS 3.2.7 was utilised to analyse two hundred responses. Hair, Ringle, and Sarstedt (2011) recommended a minimum threshold of 1.65 t-statistic values with a p-value less than 0.10. According to Lowry and Gaskin (2014), 0.35, 0.15, and 0.02 denote a large, medium, and small effect, respectively. R 2 values of 0.75, 0.50, and 0.25, respectively, are regarded as substantial, moderate, and weak.

R Square measures the covariance of variables that are dependent. According to Chin (1998), a robust R-square requires 0.67, a moderate one 0.33, and a weak one 0.19. According to Hair et al., R square values of 0.75 are strong, 0.5 are moderate, and 0.25 are weak (2016). Falk and Miller (1992) suggested that R square should be at least 0.10 for the variance explanation of an endogenous construct.

5000 subsamples were used for consistent PLS bootstrapping to ensure statistical significance (Hair et al., 2014). Table 7 indicates that the researcher's R square is adequate (0.62).

Researchers must then comprehend F Square in order to evaluate this model. Effect Size (f square) assists researchers in selecting a suitable model. Table 7 displays its nearly significant impact. Researchers determined that their model satisfied the measurement requirements of Inner Model.

Table lists H1-H4 in descending order. It includes the T-statistics for each hypothesis. t > 1.64 (p 0.05), 2.33 (p 0.01), 1.96 (p 0.05), or 2.58 (p 0.05) for a one-tail test (p 0.01). Table demonstrates that H1, H2, and H3 are significant because their minimum and maximum values are positive, making the null hypothesis significant. Similarly, Hypothesis 4 fails.

1) Relationship between relative advantage and social media impact social media

Hypothesis 1

HI: There is a positive relationship between Relative advantage and social media impact.

The p-value for the relative advantage hypothesis is greater than 0.0001, or 0.05. This indicates that alpha is less than 0.05. The Pearson correlation coefficient for Relative advantage is 0.592, indicating a positive relationship with social media impact. Increasing relative advantage increases the impact of social media, and vice versa. In multiple regression, the p-value for relative advantage is 0.0005, which is statistically significant if it is less than 0.05. Consequently, opposed and supported.

Tajudeen, Jaafar, Ainin (2018). Relative advantage motivates social media. A high score will increase social media usage. The use of social media increases the likelihood of adopting new technologies. This is similar to the study. Also, this is why this hypothesis is valid. The public engages with both physical and cyberspace (Muhammad, Dey, & Weerakkody, 2018). The impact of social media on community engagement with contemporary issues. These activities include following the blog, forming online groups to communicate aspirations, blogging about current issues, commenting on online news, articles/blogs, engaging in online discussion, and downloading or disseminating news related to current events (Idemudia, Raisinghani, & Samuel-Ojo, 2018). The social media provide information not found in newspapers or on television and aid in the propagation of pop culture. The number of social media users has increased due to their convenience.

2) Relationship between compatibility and social media impact social media

Hypothesis 2

H1: There is positive relationship between Compatibility and intention to use social media.

The p-value of the Compatibility hypothesis is less than 0.0001, or less than 0.05. The correlation between compatibility and social media influence is 0.636, indicating a moderately positive relationship. Compatibility increases the impact of social media. Compatibility's p-value in multiple regression analysis is less than 0.000001, indicating that the impact of social media is also significant. Consequently, opposed and supported.

According to Kaabachi, Ben Mrad, and O'Leary, globalisation affects political, social, cultural, and human resource management (2019). Globalization has impacted all HRM systems. In the global age, not all nations have the same perspective on HRM. Paul Sparrow and his coworkers have raised a number of questions and concerns regarding globalisation in order to identify differences in human resource management between nations (Sparrow, & Daniels, 1999)

3) Relationship between cost effectiveness and social media impact social media

Hypotheses 3:

HI: There is a negative relationship between cost effectiveness and social media impact.

The p-value for the Cost-Effectiveness hypothesis is less than 0.00001, which is below the significance threshold of 0.05. The Cost Effectiveness Pearson correlation coefficient is -0.516, indicating a strong negative correlation. Cost-effectiveness will reduce the impact of social media. Cost Effectiveness' p-value

in multiple regression is less than 0.00001; therefore, social media's alpha value is less than 0.05. Consequently, opposed and supported.

Social media is an indispensable asset for organisation management. Social media, which has revolutionised communication, was established by Generation Y. A business experiencing a revolution in communication will utilise new media. Social media can improve the HR management of an organization's operations (Hausmann, Toivonen, Slotow, Tenkanen, Moilanen, Heikinheimo, & Di Minin, 2018).

4) Relationship between structural assurance and social media impact social media

Hypothesis 4

HI: There is a positive relationship between Structural Assurance and Social media impact social media.

The result measures the association between Structural Assurance and social media impact, and the p-value of the Structural Assurance hypotheses is greater than 0.0001, which is statistically significant. The Pearson correlation coefficient for Structural Assurance is -0.314, indicating a strong negative relationship. Increasing structural security will reduce the influence of social media. In multiple regression analysis, the p-value for Structural Assurance is less than 0.000001, indicating that the impact of social media is also significant.

This result is consistent with the findings of Ahmad, Shariff, Mukhtar, and Lye. (2018) In 2013, 96.5% of Malaysians accessed social media via the Internet, making it the country's primary communication medium. In 2018, it increased from 86.3% in 2017 to 10.2%, indicating that social media use is not restricted in Malaysia.

5) Relationship between social media interactivity and social media impact social media

Hypothesis 5

HI: There is a positive relationship between social media interactivity and social media impact social media.

The result measures the association between social media interactivity and impact, and the p-value of the social media interactivity hypothesis is less than 0.0001, which is greater than 0.05. Social media interactivity has a Pearson correlation coefficient of -0.388, indicating a strong negative correlation. Increasing social media interactivity diminishes their effectiveness. In multiple regression analysis, social media interactivity has a p-value of less than 0.00001 and an alpha value of less than 0.05, indicating its statistical significance. Consequently, Chan, Roy, Lai, and Tan (2019) discovered identical outcomes. This social media platform can enhance the workforce's productivity and integrity. This method provides employees with more efficient and affordable connections. Indirectly, he is now able to plan a new career.

6) Relationship between social media usage and social media impact social media

Hypothesis 6

HI: There is a positive relationship between social media Usage and Social media impact social media

The result measures the association between social media usage and influence, and the p-value of the usage hypothesis is less than 0.0001, or less than 0.05. The Social media usage Pearson correlation coefficient is -0.550, indicating a negative relationship. Increased use of social media will diminish its impact. In multiple regression analysis, the p-value for Social media Usage is less than 0.00001 and the alpha value is less than 0.05, indicating its significance. Consequently, and are supported.

Raji, Mohd Rashid, and Mohd Ishak discovered identical outcomes (2019). Currently, social media is the best resource for hiring. For Internet users, particularly job seekers, social media is a more effective job-searching tool. The current era is known as the talent war. This competition aims to entice a skilled worker to switch companies. This conflict is initiated via social media.

Training and development programmes can incorporate social media. Access to all information enables employees to maintain constant control over the information they obtain.

6. Implications of the Study

A. Theoretical implication

The Task-Technology Fit (TTF) Theory of Goodhue and Thompson served as the conceptual foundation for consumer instruments designed to evaluate the media system as a communication system among employees and services in the next task domain. The technology, assignment, benefits, and prestige of social media may influence HR management change acceptance. The findings support the theory that seeks to work harmoniously with technology to benefit employees and organisations while also influencing organisational changes, as technology is one of the root causes of transformation in an organisation to ensure that it can remain competitive and improve service delivery.

This theory takes into account comparative advantage, compatibility, cost-effectiveness, structural assurance, and social media interactivity. This study will establish the Fit Task-Technology Theory, which emphasises the appropriateness of technology for office tasks. To evaluate Task-Technology Fit, only job performance was used. The vast majority of previous studies only examined Task Technology Fit Theory elements to demonstrate that task-fitting technology could benefit users and enhance workplace performance, and that the applied technology system should be implemented. In this study, researchers identify HR employees' use of social media as a factor in their acceptance of organisational changes, particularly in terms of the benefits and consequences that lead to comparative advantage. Cost-effectiveness, compatibility with social media, and structural assurance. This study illustrates the role of employees as users and implementers of technology, which improves individual and organisational performance. According to Perry and Sherlock (2008), a transformation cycle exists when an organization's goals and strategies are driven by ambition.

A company's strategy to continue serving the public and its employees is to utilise social media. There was a strong correlation between social media variables and HRM's effect. This indicates that theories and applications are parallel, with social media representing the technological aspect of HR

personnel accepting organisational changes. In regression testing, technology is a significant factor that positively influences the dependent variable. Research supports the assignment's assertion that these variables positively affect HRM changes. The study demonstrates that assignment impacts HRM change. In the future, the researcher must align the appropriate task factors with the technology used to reinforce this theory based on the findings of the study, which lead to the suitability of particular tasks and technology.

In the context of human resource management, the relationship between performance benefits and impacts is extremely significant. Tests of correlation and regression reveal positive and straightforward relationships between elements of benefits and performance impacts. Human resource management requires both of these. This demonstrates that the presented research and theories support the notion that employees who perform tasks using technology optimally will use it as effectively as possible and indirectly affect work performance, particularly when the organisation changes. The researcher added communication and organisation to the testing theory of Task-Technology Fit. Consequently, the social media components of Task-Technology Fit Theory are relevant to this HR staff change study. According to the findings of the study, department employees utilise social media for their jobs and organisational change.

B. Practical implication

Human Resources should utilise the most up-to-date social media application to remain relevant as a strategic partner to the CEO by systematically examining human resource needs to ensure an organisation has sufficient skilled workers. Human resource planning preserves and enhances organisational capacity so that human resources can accomplish business goals. In strategic planning, HR managers are included. Globally, social media have altered the lives of people. Numerous applications and systems demonstrate humanity's reliance on technology.

This study has implications for communication practises due to the fact that social media is a subset of communication. Human resource management necessitates bilateral relationships between employers and employees, leaders and followers, and managers and staff; without effective communication, tasks cannot be carried out effectively. According to the study, the majority of active and experienced employees are between the ages of 31 and 40. The majority of DHR respondents have six to ten years of experience, indicating career advancement.

This study also demonstrates that employees are prepared to deal with change and innovation in accordance with the evolution and timing of work demands, while maintaining the desired level of performance. The study on the impact of social media on HRM has achieved its stated goals and shows promise for future expansion.

This research benefits communication, HRM, and IT. This research examines the relationship between task-technology compatibility and employee and organisational performance. The researcher discovered that some employees were unable to adapt to the department's new system or technology. Age, knowledge, and/or the capacity to operate new equipment may be determining factors. Therefore, employees require training to enhance their knowledge and abilities.

The findings indicate that technological aspects, responsibilities, advantages, and consequences have altered HRM among HRD employees. The organisation, and the Human Resources Department in particular, should ensure that each employee understands the organization's goals so that they are consistent with the implementation of their tasks, and should use technology to maintain and improve the performance of employees and organisations in the eyes of the world, in accordance with the department's vision. To remain competitive and relevant despite periodic changes in HRM, employers must move in tandem with the organization's environment, including human resources, equipment technology, communication patterns, finances, and organisational development.

7. Limitation of the Study

During the research, we encountered a number of limitations that will impact the study's reliability and precision. To fully comprehend our topic, it is vital to comprehend the limitations of the research team. This will alert future researchers who intend to continue studying this topic. They can eliminate or compensate for these limitations by doing so. Therefore, a high-quality report is always assured.

First, we will discuss the sample size of the study. Our conclusion suggests that the sample size of this study is small. It is possible that insufficient sample sizes prevented us from collecting additional data. Given that the majority of social media users did not respond to the survey, it is difficult to identify them in this study.

Our survey questionnaires and their administration are a second limitation. The researcher's observations show that some target respondents misinterpret questionnaire questions. Respondents believe that some questions posed by researchers are vague and indirect. Ambiguous questionnaire questions may mislead respondents. Not always do researchers create their own survey questions. The majority of the questions are derived from previous questionnaires pertinent to this study. The intended question of the researcher and the actual question may have different meanings. Even though the difference between the actual and expected implication is small, there is no direct evidence that it will not influence the final results.

The third limitation identified by researchers is respondents to the questionnaire. Social media is not everyone's top preference. This will have an impact on the grading of Likert scale questions, particularly those concerning independent and dependent variables. This reduces error and bias. Some respondents were only willing to quickly scan and comprehend the questions. Despite being instructed, they do not emphasise question answering. According to researchers, some respondents do not take questions seriously. On this topic, credible information is difficult to find. Critical bias and error are probable, compromising the precision and dependability of the final results. There may not be a strong correlation between

the dependent and independent variables based on the data from the interested respondents.

The R2 results constitute the fourth and final limitation of the study. This study's Multiple Regression Analysis yielded 0.7486 R2. The social media impact of the respondents varies by 74.86 percent. Four variables explain social media. Respondents' social media impact varies by 25.14 percent. In the research, five independent variables are insufficient to explain social media. This demonstrates that other variables can affect the intent of respondents.

8. Recommendations for Future Study

This research has numerous limitations. This section described these flaws. These flaws may render the results of the study less precise and reliable than anticipated. The research team proposes eliminating or reducing such restrictions. The team of researchers hopes that future researchers will consider these suggestions for future research.

First, increase the sample size of the study. As sample sizes increase, so does the probability of obtaining accurate results. The research team must expand its investigation in light of this assertion. This necessitates that researchers recruit more target respondents. It demonstrates that the research team should not focus solely on respondents, who represent the majority of social media users. Despite their small population size, all minority users must be included. This improves the accuracy and reliability of the research and prevents bias and error. Researchers can guarantee that the sample size is representative of all social media users in Malaysia.

The second set of suggestions will enhance questionnaires and survey administration. This study recommends that the research team create their own questionnaires manually, as opposed to using questionnaires created by previous researchers. No other similar questionnaires exist. Future researchers can use the questionnaires of previous researchers as a template for their own questionnaires. This eliminates questions of indirect and ambiguous meaning. As there is no disparity between what the research team intends to ask and the prepared questions, the likelihood of respondents being misled while completing the questionnaire is diminished. Questionnaires should not be limited to English alone. By providing multiple languages, respondents are able to provide more accurate responses by selecting their preferred language, thereby enhancing their comprehension of the questions.

Future researchers should conduct online surveys to collect data from target respondents in Selangor. This medium is advantageous for researchers and respondents. The researcher will save money and time collecting back completed questionnaires, while respondents will have ample time to read and comprehend the questions. Results are more likely to be accurate and reliable under these conditions than in the past. Prior to disseminating questionnaires, researchers must conduct interviews with target respondents. This brief article explains the functions of social media. This ensures that respondents comprehend social media when rating Likert scale questions in the sections on independent and dependent variables. This will aid in preventing severe bias or error that could compromise the validity and reliability of the results.

Since this study focuses on Relative advantage, Compatibility, Cost Effectiveness, and Structural Assurance, future researchers should attempt to highlight additional related factors. The Multiple Regression Analysis R2 demonstrates this. The results indicate that additional variables will influence the dependent variable. In this study, the secondary database serves as supplementary data source.

9. Conclusion

The research team has a deeper comprehension of the impact of social media. According to the study, Relative advantage, Compatibility, Structural Assurance, and Cost Effectiveness influence the impact of social media. Compatibility and comparative advantage will increase social media usage, which will have an effect on new technology. Structural Assurance and Cost Effectiveness will always be obstacles to the use of social media, thereby diminishing its influence on advanced technology. Both drivers have an effect on both inhibitors. The effect will persist both within and across intragroups. Drivers will, as usual, increase social media usage and impact, whereas inhibitors will decrease both.

Compatibility has the greatest influence on social media impact, followed by Relative advantage in terms of social media willingness. Both are essential for increasing respondents' use of social media. The use of social media will increase as more drivers enter the research field. The influence of social media on playing cards will increase. Inhibitors enhance technological readiness, thereby enhancing the impact of social media. Structural Assurance surpassed Cost Effectiveness to become the most detrimental factor. By decreasing both inhibitors, the effect on drivers will be diminished. It will not significantly change social media usage. According to the results, inhibitors are more valuable than drivers, which explains why the impact of social media is so minimal.

By understanding the factors that influence the social media influence of respondents, it is possible to assess their influence. The use of social media can assist managers in balancing, removing, or enhancing drivers and inhibitors. This research will also be used as a resource to assist the HR department in implementing and developing a social media system.

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