The Effects Of Instant Messaging Services On Working And Communication Quality

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Abstract: Instant Messaging (IM) usage at work place bring different point of view among scholar since it does cause interruption to work and at same time workers, team and firms benefit this new technology by using it strategically. In accordance with communication performance and social network theories, this study suggest that work interruption will be cause by IM usage and at same time it will improve quality of communication among workers. The research was conducted to measure the relationship between the working interruptions, interactivity and social network towards working communication quality. 180 questionnaires were distributed using convenient sampling but only 134 useable data processed for the analysis using IBM SPSS 24. The results indicated that all variables are important and contribute significantly towards beefing up quality of working communication.

Index Terms: Communication Quality, Instant messaging, Work interruption, Social Network.

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1   INTRODUCTION

In the modern world now, most of the people are able to connect each other easily using variety of method including Instant Messaging (IM). This is impact from the increasing number of smartphone user, number of smartphone penetration in Malaysia are around 57% in 2018. According to Statista (2019), the number of smartphone users in Malaysia is estimated to reach 18.4 million in 2019 and predicted to reach to 20.9 million in year 2023. Based on some observation, most of company in any industrial area are implemented the Instant Messaging as their part of communication method. In organization employees nowadays used IM as the way to converse with client, supplier, or potential client, tools such as use Skype, WhatsApp, Facebook Chat, Google Chat are replacing emails (Handel & Herbsleb, 2002; Herbsleb, Atkins, Boyer, Handel, & Finholt, 2002; Poe, 2001). Alan (1989) stated that if communication were allowed freely within supervisors and staffs, this will make them more competent and will be more knowledgeable in guiding their staff on achieving their mutual objectives. Using IM, employees and the management are able to connect freely during working hours and some company have their own group in Instant messaging apps as their communication tools to command and gives more easily and fast. Since these tools are highly interactive and mimics face-to-face communication patterns, Mohr and Sohi (1995) noted that IM has been considered to contribute to the perception that communication is accurate, complete, timely and effective. This will positively or negatively affect the employee's working and communication quality, performance and environment. Reason being that these IM is a real time tools which allows the employees to see whether their contact is online and able to send and received short message effectively and efficiently. By that, employees easily can connect with others and do their work properly with this communication method.

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Some study also mention the using IM or internet by employees should be monitor by the supervisor or management so that employees are not misusing the IM during work. In this study, researcher take the opportunities from the increasing number of smartphone and internet user and they able to use IM tools at everywhere and every time, researcher believed it will cause of technology abuse on the employees and they will use their own smartphone and tab during working hour either for job purpose or personal purpose. By that, it will be affected the employees social network and communication at workplace. From this this study, researcher will find out the effectiveness of using IM tools in the workplace on employee's working and communication quality, and in the same time will find out the ethics of employees during use the IM. Researcher also will focus on the impact of IM tools usage didn't influence interruption, influence interactivity, and IM are related with employee's social network

2   LITERATURE REVIEW

2.1 Effects of using IM at Workplace

The function of communication technology as social networking tool or IM tools is widely used for the purpose of being connected" (Ou 2010). It's in both of situation, either for social and work purpose. IM tools make user to maintain in real time contact with others co-workers, customers, superior at any location. Besides that, IM users can let everybody knows whether they are busy with their own work or available to talk even their friend be able to know whether they are currently online or even offline. Some will let other people knows that they are available and this will make themselves open to interruption. From there, employees or IM user not only able to contact with person that related with their working purpose, they also has chance to contact with their outside friends, families, relatives and others as long as they listed in the IM user contact list. Because of that, one of the huge problem of IM is the superior staff need to do more supervision on their workers especially to those work on computer monitor so that they will use the IM technologies for the right purpose. If the employee use the IM communication technologies for their personal use, it will cause the interruption in the working progress and operational. Hence, we predict: H1: "The use of IM at workplace increase work interruption"

2.2 Instant Messaging Interactivity

The using of IM at workplace has both advantages and disadvantages. Some of that is, it will cause work interruption when interactions are initiated by another party. Carol et al (2010) noted that when knowledge worker engrossed in IM chatting, these interruption seems to be frequent and prolonged. From chatting contacts list, user able to converse with others at any time if their contact in active status. The impact of this situation is, some user or employees will used this method communication as their personal conversation at working time. From their observation, these same knowledge workers had hundreds contact list that at any time can contact these workers and causing work interruptions. These interruption not only by the frequently usage of IM at workplace, it can be also cause by synchronisation of data and two way communication since it is interactive nature of IM. Therefore, we predict: H2: "IM tools interactivity decrease working and communication quality"

2.3 Social Network at Workplace

IM communication system is related with social network, by using IM interaction among co- workers will be core basis of communication of social network at workplace. In workplace or office environment, we must communicate frequently and developed trust among co-workers in order to create good teamwork The performance of team or group is important in organization so that can achieve the target of the company. With a good performance of team or group, it will make the values of work and understanding will be increased. The togetherness is important in the team, including the communication activities. That's mean, the most important is trust between team members. It is a critical part of a social network especially at workplace. Employee's mutual trust is one of priority to be considered for organization arrangement. Employee's mutual trust will be effected and be faded even in well-established condition, it is because the mutual trust of employee's also depended on the communication behaviour of the team (Jarvenpaa, Leidner 1999). Furthermore, mutual trust not only exist by single or individually, it existing from team and about the information sharing and understanding between related members. Because of that, the most important is about the efficiency of members get and share the information effectively between team members. With the mutuality it will make the employee increase the quality of communication and also the familiarity among working team. Thus, we predict: H3: "IM tools didn't influence employee's social network at workplace"

3 METHODOLOGY

The study used a questionnaire collection tool. In this case, the questionnaire applied the use of closed ended questions as a means of collecting quantitative data. In this regard, the set questions were based on the 5 point Likert scale matrix, with responses measured and evaluated against the different likert point scale ratings. The questionnaires were distributed to several company who are employees in the logistics, transportation and manufacturing industry. The process was carried out for few days until the required sample size was attained. 180 questionnaires distributed and around 80% or 134 questionnaires were collected. Data analysis was done using IBM SPSS 24. In selecting the sample of respondents, a stratified sampling method was applied. According to Zikmund (2003) "stratified sampling is a probability sampling procedure in which simple random sub-samples are drawn from within different strata that are more or less equal on some characteristics". Prior to analysis, data cleaning up was carried out. The primary purpose in doing so is to determine the reliability of the data. It is important to ensure that data was correctly entered and free from errors. A minimum and maximum analysis of variables check-up was carried out to make sure all numbers are within the range assigned for this study, which is numeric 1 to numeric 5.

4 FINDINGS

Result of Cronbach's Alpha shown in Table 1 for all variables range from 0.791 to 0.880 which indicated that the data collected from the respondents is reliable and within the good level and is above   satisfactory level and was fit to this study. Result also showed that the all variables are reliable for this study.

Table 1: Reliability

Variables	Cronbach's Alpha
Employee's Working and Communication Quality	*0.880*
IM didn't Influence Interruption	*0.906*
The Interactivity of IM	*0.794*
IM Impact Social Network at Workplace	*0.791*

Table 2: *Correlation Analysis*

Variables	IM Not Interruption	IM Interactivity	IM Social Network
Employee's Working and Communication Quality	*0.538**	*0.658**	*0.603**

Table 3: *Model Summary*

R	R Square	Adjusted R Square	Std. Error of Estimate"

| 0.733ᵃ | 0.537 | 0.526 | 1.59016 |

Table 4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	381.519	3	127.173	50.294	.000ᵇ
	Residual	328.719	130	2.529		
	Total"	710.239	133			
a. Dependent Variable: WCQT						
b. Predictors: (Constant), SNT, IRPT, IRCT						

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig."
		B	Std. Error	Beta		
1	(Constant)	0.444	1.031		0.431	0.667
	IRPT	0.179	0.057	0.222	3.139	0.002
	IRCT	0.486	0.099	0.385	4.929	0.000
	SNT	0.312	0.087	0.272	3.564	0.001

Table 6: Demographic Information

Demographic	Characteristic	Frequency	Percentage %
Gender	Male	88	65.7
	Female	46	34.3
Age Group	18-25	12	9
	26-32	75	56
	33-40	33	24.6
	41-48	14	10.4
Level of Education	SPM	13	9.7
	STPM / Diploma	28	20.9
	Undergraduate	79	59
	Post Graduate	14	10.4
Company Industry	Logistics	47	35.1
	Manufacturing	51	38.1
	Transportation	32	23.9
	Other	4	3
Position in Company	Manager	35	26.1
	Executive	68	50.7
	Non-Management	31	23.1

According to the result as per Table 2, variables of IM not influencing working interruption, IM interactivity and IM social are positively and significantly correlated with employee's working and communication quality with result of r=0.538 to r=0.658. Basically, the result showed have a moderate correlation and positively strong relationship where the r values fall within the strongest category of relationship. Results showed variables of IM not interrupted, IM interactivity, and IM social network has been explained significantly by 73.3% of the variance in employee's working and communication quality. Based on ANOVA, Table 4 showed the data statistically significant when the F equivalent with 50.294 and sig. = 0.000 The results indicates the hypothesis for these three independent variables IM not interrupted, IM interactivity, and IM social network are influencing the employee's working and communication quality to the employees in logistics, manufacturing, and transportation industry. The result also showed that all variables has a statistically significant

contribution to the equation. The value in Table 5 showed the variables of IM not interrupted (0.002) and the Siq value is less than 0.05, IM interactivity (0.000), and IM social network (0.001) are making significant contribution to the prediction of the working communication quality as dependent variable. Based on demographics statistic, 88 from 134 respondents are male, whereby 46 are female respondents. From the table also showed that 75 respondents are aged between 26 to 32 years old, second highest is from age group of 33 to 40 years old with 33 respondents. For age group 18 to 25 and 41 to 48 have only 12 respondents and 14 respondents. Besides that, result showed 84 respondents are Malay with 62.7% from total respondents, 31 respondents are Chinese, 10 respondents are Indian, more 9 are from others race. In the category of Highest Education Level, 79 respondents or 59% are Bachelor Degree holders, for Diploma or STPM holder is about 28 respondents, and for Master holder and SPM holder is 14 respondents and 13 respondents.

5 DISCUSSION AND CONCLUSION

This study strongly, positively and significant correlation between all of the employee's working and communication quality influence behaviour (interruption, interactivity, and social network) subscales. Most of employees are enjoying and able to work with the IM tools in their workplace. However, there is in indication that some employee sometime feel they are unable to communicate using IM tools and make interruption. From the survey regarding the using IM at workplace, some employees in this industry belief the IM tools sometime make interruption during work, like this situation, if the incoming message too much in inbox it will make the employees lost control and disturbed the communication progress of employee's during working activity. Besides that, some problem of IM tools used at workplace is facilities of communication tools at workplace, an example internet line or server. Without internet server, IM tools cannot be function and make disturb on employee's communication matter. As conclusion, this research is to identify the influences of instant messaging usage on employee's working and communication quality at workplace. The main concern is to determine the relationship among variables with employee's working and communication quality. The quality of communication and employee's working quality is very important element that an organization must look into and create conducive environment because without having good communication and employee's working quality, the organization or company will face issues and complication on their business activity. From this study, the findings indicated that the usage of IM tools is much related to the employee's working and communication quality. That's means employee's in logistics, manufacturing, and transportation industry believe with IM tools usage help them to doing their task during daily working activity.

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