

THE EFFECT OF SOCIAL MEDIA USE ON EMPLOYEE PERFORMANCE WITH TALENT MANAGEMENT AS A MODERATING VARIABLE

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Abstract

This research is quantitative research with an exploratory approach, namely an approach that uses a number of previous studies as the most fundamental benchmark for building arguments, novelty and research gaps in the research being carried out. The data used in this research is primary data that researchers collected by distributing online questionnaires to Astra employees spread throughout Indonesia. These data were analyzed using the smart PLS 4.0 analysis tool. The result in this research show shows that the Social Media variable has a positive relationship and a significant influence on employee performance. This is because the P-Values value is positive and is below the significance level of 0.05, namely 0.004. This result is because the better employees are at using social media, the easier it will be for employees to complete work, such as if they don't know how to do something, they can search on YouTube, Google and other platforms, and can ask someone who knows better. Apart from that, social media can make it easier to communicate without meeting in person, simplify difficult administration, and so on which can make it easier for employees to complete their work so that they can improve employee performance. Apart from that, in the second row of the table, the three path coefficients show the same results if the Talent Management variable can moderate the influence of the Social Media variable on Employee Performance because of the same thing, namely the P-Values value which is positive and is below the significance level of 0.05, namely 0.000, which is more significant. from direct testing 0.004. Thus, the first and second hypotheses in this research can be accepted and proven.

Keywords: Social Media, Talent Management, Employee Performance

1. INTRODUCTION

Social media is an online medium where users can easily participate, share and create content such as blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. The positive effect of social networking is that it makes it easier to interact with many people, increases our relationships, distance and time are no longer a problem, it is easier to express ourselves, information can spread more quickly, costs are cheaper. according to (Supriyanto, 2019) in social media, he concluded that social media is a tool on the internet that allows users to present themselves and interact virtually, collaborate, share, communicate with other users and socialize to build bonds. It can be concluded that social networks allow people to communicate, collaborate and interact in writing, visually and audiovisually easily, for example on Facebook, Instagram, TikTok and other applications. Customer Experience is one of the most promising marketing approaches in the sales industry (Sedarmayanti, 2009). To gain a holistic understanding of this, manufacturers need to understand that customer perceptions and

assessments of their experiences can change over time, so companies must take a long-term approach to collecting information continuously throughout the customer experience (Tjiptono, 2015).

The existence of social media has influenced social life in society. Changes in social relations, or as changes in the balance (equilibrium) of social relations, and all kinds of changes in the social institutions of a society that affect its social system, including the values, attitudes and behavior of social groups. Positive social changes, such as the ease of obtaining and communicating information, bring social and economic benefits. Meanwhile, social change is usually negative, such as the emergence of social groups in the name of religion, ethnicity, and certain behaviors that sometimes deviate from existing norms. Meanwhile, the negative effect of social media is that it distances people who are close to them and vice versa, face-to-face interactions decrease, making people addicted to the internet, causing conflict, privacy problems and tending to be evil (Asri, 2020).

According to (Nugroho, 2014), social media features include: 1. The advantage of building personal branding through social media is that it does not have gimmicks or fake popularity because it is driven by the audience. Various social media are media where people can communicate, discuss and even "like" on social media. 2. Social media offers a functional way to interact more closely with consumers, and social media offers more individualized communication content. Through social media, marketers can discover consumer habits, interact personally, and generate deep interest. Apart from function, social media also has a number of benefits, including the following: 1. Get real-time information. These days, it is easy to share the latest content. Because currently there are many social media applications that help us find various sources of information in all areas of our lives. Information comes from various parts of the world. 2. Ability to communicate in real time Do you often spend time chatting with friends, relatives or other people via social media platforms? Is it a form of communication that can take place (directly) in the main use of social media is to bridge distance and time in conveying information from one party to another. In this way, information can be communicated directly even if you are in a distant or remote place. 3. Increase Brand Awareness Social media makes it easy for you to connect with customers. Likewise, customers can connect more easily. Social media can also increase consumer loyalty to brands. 4. Increase traffic and search rankings. The more active and diligent you are in updating the latest information and content on your social networking site, the more your website will have a similar effect and increase your visitor traffic.

Based on the explanation regarding the meaning, function and benefits of social media above, researchers believe that social media can improve employee performance. Employee performance is the result of employee work seen from the aspects of quality, quantity, working time and cooperation to achieve the goals set by the organization (Zaky, 2021). Thus performance is the quality and quantity of output from employee work. Employee performance is a fixed variable that is often paired with various independent variables that influence it such as motivation, compensation, work environment. Apart from that, according to Sedermayanti (2017, 283) the word "performance" itself is also a term with a broad spectrum of definitions which can refer to the meaning: performing , carry out, carry out, perfect with responsibility, etc. However, in the management context, the performance in question is the result of a process that is referred to and measured over a certain period of time based on provisions or agreements that have been previously established by Armstrong in (Erman & Fahroby, 2022).

According to (Lestari & Ghaby, 2018), in his book "Competition-Based Performance Measurement" he provides an explanation of employee performance as a result that can be achieved by a group in an organization in a qualitative and quantitative way in accordance with

their respective duties and responsibilities in an effort to legally achieve the objectives of the organization concerned without violating the law and in accordance with morality or ethics. Employees with adequate skills are able to carry out their work correctly according to the time or objectives set in the work program. According to (Rum et al., 2019) Performance is the work result achieved by a person in carrying out the tasks assigned to him which is based on skill, experience and seriousness as well as time.

According to Covey in (RUDIYANTO SASETA SITORUS, 2022) the types of performance abilities are divided into three parts, namely as follows: 1. Mental abilities are the abilities needed to carry out work tasks which include memory, inductive and deductive reasoning and skills in matters of counting. 2. Physical abilities are the abilities needed to carry out or carry out activities including being active and fit. 3. Managerial abilities are the skills possessed by a person to carry out or complete everything assigned to him, including technical, conceptual skills and so on.

There are a number of studies (Panjaitan & Prasetya, 2017); (Marsal & Hidayati, 2018); (Setyadi et al., 2023); (Sajiwa, B., 2019) & (SILABAN, 2023) which shows a positive relationship and significant influence on employee performance. Different from a number of previous studies, this research adds the Management Talent variable as a moderating variable.

2. METHOD

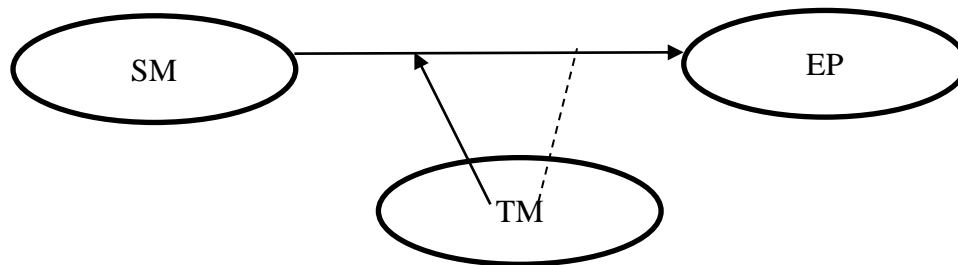


Figure 1
Research Methods

Noted:

SM: Social Media

EP: Employee Performance

TM: Talent Management

A number of previous studies show a positive relationship and significant influence on employee performance. Different from the five studies mentioned above (Panjaitan & Prasetya, 2017); (Marsal & Hidayati, 2018); (Setyadi et al., 2023); (Sajiwa, B., 2019) & (SILABAN, 2023), this research adds the Talent Management variable as a moderating variable which is believed to strengthen the influence of Social Media variables on Employee Performance (Pella, 2011). This research is quantitative research with an exploratory approach, namely an approach that uses a number of previous studies as the most fundamental benchmark for building arguments, novelty and research gaps in the research being carried out (Karina, 2019). The data used in this research is primary data that researchers collected by distributing online questionnaires to Astra employees spread throughout Indonesia (Yuniartika, 2022). These data were analyzed using the smart PLS 4.0 analysis tool with the stages of validity testing, reliability testing, and Path Coefficient with the hypothesis below (Purnawan et al., 2023).

Hypothesis:

H1: The Influence of Social Media on Employee Performance

H2: Talent Management Can Moderates The Influence of Social Media on Employee Performance

3. RESULTS AND DISCUSSION

Validity Test

The researcher's explanation in the Research Methodology section above is that several stages that must be passed in using primary data in the smart PLS 4.0 analysis tool are the validity test, reliability test and path coefficient stages. In accordance with the sequence, the validity test stage is the first stage that must be passed. The following are the results of the validity test in this research (Sarstedt et al., 2014).

Table 1
Validity Test

Variable	Question Item	Loading Factor
Social Media (X1)	Social media data makes employee work easier	0.816
	Social media can increase the percentage of employee success in completing their work	0.821
	Social media can make a complicated job easy	0.823
	Social media can make easy work even easier	0.836
	Social media can be utilized optimally by quality employee human resources	0.839
	Social media can improve employee performance	0.848
Employee Performance (Z)	Employee performance can be influenced by how large a percentage of employees complete their work	0.887
	Employee performance can be influenced by the ease with which employees complete their tasks	0.881
	Employee performance can be influenced by how often employees complete their tasks	0.889
	Employee performance can be influenced by good talent management	0.869
	Employee performance can be more easily achieved through quality human	0.878

	resources	
	Employee performance can be achieved by the Company's loyalty in maintaining the quality of human resources	0.889
Talent Management (Y)	Talent management can improve employee performance	0.907
	Management talent is something that the Company must continue to improve	0.916
	Talent management can make it easy for employees to make positive use of social media	0.911
	Talent management can influence employees' better use of social media	0.928

Valid > 0.70

Reliability Test

In accordance with the sequence, after going through the validity test stage, the next stage that must be passed before moving on to the Path Coefficient stage is the reliability test stage. The following are the results of the reliability test in this research which serves to ensure that each variable used in this research is reliable with the results below (Ghozali, 2016):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Social Media	0.879	0.840	Relianle
Employee Performance	0.965	0.925	Reliable
Talent Management	0.944	0.901	Reliable

Reliable > 0.70

Pah Coefisien

In the presentation of the first statistical table, namely the validity test which functions to validate the 16 question items used, including 6 question items for the Social Media variable, 6 question items for the Employee Performance variable, and 4 question items for the Talent Management variable. The second table aims to test whether the variables are reliable or not. In line with the sequence, if you have passed these two stages, then the final stage is the Path Coefficient with the results below (Hair, 2010):

Table 3
Path Koefisien

Direct Influence	Variable	P-Values	Noted
	SM->EP	0.004	Accepted
Indirect Influence	TM* SM->EP	0.000	Accepted

Significant Level < 0.05

In the first row of the third table, Path Efficiency shows the same results as a number of previous studies, namely (Panjaitan & Prasetya, 2017); (Marsal & Hidayati, 2018); (Setyadi et al., 2023); (Sajiwa, B., 2019) & (SILABAN, 2023) which shows that the Social Media variable has a positive relationship and a significant influence on employee performance. This is because the P-Values value is positive and is below the significance level of 0.05, namely 0.004. This result is because the better employees are at using social media, the easier it will be for employees to complete work, such as if they don't know how to do something, they can search on YouTube, Google and other platforms, and can ask someone who knows better. Apart from that, social media can make it easier to communicate without meeting in person, simplify difficult administration, and so on which can make it easier for employees to complete their work so that they can improve employee performance. Apart from that, in the second row of the table, the three path coefficients show the same results if the Talent Management variable can moderate the influence of the Social Media variable on Employee Performance because of the same thing, namely the P-Values value which is positive and is below the significance level of 0.05, namely 0.000, which is more significant. from direct testing 0.004. Thus, the first and second hypotheses in this research can be accepted and proven.

4. CONCLUSION

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