

A Study of Impact of Workplace Internet Leisure on Job Satisfaction and Productivity of Faculty Members

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ABSTRACT

In Today's era, the Internet has made drastic changes to the lifestyle of individuals' professional and personal lives. It is being used in various professions for improving communication, increasing productivity and access to online resource and. If the condition at work is improved and satisfactory for the employees it can help increase employee's job satisfaction and their productivity enabling them to feel positive towards their job. The purpose of this research is to study the effect of Internet usage on Job satisfaction and Productivity of Faculties of University and the moderating effects of gender and age on this relationship. To carry out this study, a sample of 157 faculties was used and a questionnaire was used to collect the information from the faculties through Google forms as well as in hand copies of Questionnaires. Four hypotheses were tested. The results from these analyses say that there is positive effect of Internet use on Employees' Productivity and there is positive of using Internet for personal purpose on Job Satisfaction of Employees and age and gender have moderating effect on the relationship. However, there was some evidence that faculties in the sample considered the Internet to be positive for their job. It should be considered that the findings are limited by methodological problems such as questionnaire designing.

INTRODUCTION

Information technology such as computers and the Internet are becoming more prevalent in our everyday lives. The internet has helped organizations by transforming the workplace into a universal network and by achieving a competitive advantage over those who are not using it (Baturay and Toker, 2015; Chong et al., 2018). Nevertheless, the use of the internet in the workplace provides workers novel ways to engage in non-work-related activities, which can have adverse effect on the workplace (Lara et al., 2006). As the 21st century advances, the Internet is giving no indications of easing back in development. The general development of the Internet has related to an expanded use by associations. As indicated by a Websense, Inc.

overview of human asset executives, around 70% of organizations give Internet access to the greater part of their workers(Kimberly S. Young et al., 2002).

PROBLEM STATEMENT

The research focuses on studying the impact of using Internet in workplace and how it affects the Productivity of Faculty Members working in University using internet during their Working hours by knowing their attitude towards personal web usage in the workplace.

Today Internet technology plays a vital role in everyday life of people and because of the important changes to work life that the Internet has made, it is important to examine its positive as well as negative effects on the individuals in workplace.

OBJECTIVE

To examine the impact of Workplace Internet Leisure (WIL) on Job satisfaction and productivity among the Faculty Members working in University.

To study potential moderating effect of Workplace Internet Leisure Browsing (WILB) on Faculty Members belonging to age group below 35 and those belonging to age group above 35.

To compare the outcomes on the basis of Gender and Age. The role of gender and age on the relationship between the Internet usage and job satisfaction also will be studied as separate interacting variables.

LITERATURE REVIEW

The internet has assisted organizations and their employees by increasing productivity, enhancing performance, improving communication, strengthening the image and reaching customers in every corner of the world (Koay, 2018). The study found that employees' satisfaction exerts a positive and significant effect on employees' productivity (Jihad Mohammad et al., 2019).Castellacci and Viñas-Bardolet (2017) have conducted a study on more than 60,000 workers from Europe concerning the use of Internet and job satisfaction. The results show that Internet technologies increase job satisfaction by facilitating communication and social interactions, granting access to data and information, and also by creating new activities and opportunities. They also point out that Internet use strengthens the relationship between participation and social interaction, while these interaction effects are stronger for management support than for the relationship between colleagues and peers.

Young and Case (2004) found 34 percent of 52 organizations reviewed had trained or terminated representatives for working environment Internet relaxation perusing (WILB). Seymour and Nadasen (2007) noticed that more elevated levels of Internet access in the working environment were associated with impression of data proficiency and data get to. The individuals who held an

inspirational frame of mind towards individual web utilization in the working environment 'has the right to be given positive support for fitting and gainful use than complete limitation of use (Brent L.S. Coker, 2011).

Oravec (2002) have argued for the positive effects of WILB specifically, "allowing for reasonable and humane amounts of online recreation [during work hours] can indeed have considerable advantages, both for the individuals involved and the organization as a whole" (p. 63). Contingent upon task conditions, investigation into carefulness decrement has regularly discovered that subjects start to lose fixation after 5 to 15 min. Inability to take a break and recharge attentional assets at last outcomes in decreased execution) (Warm et al., 2008).

Anandarajan et al. (2006) likewise found a profile of respondents they named "Cyber-adventurer" who saw WILBing as an approach to improve execution, and a profile named "Cyber-humanist" who thought WILBing was important to adjust working and living. Bosses has propensity to see Workplace Internet relaxation (WIL) adversely while representatives attempt to kill and decidedly feel that WIL is fitting (Mahatanankoon et al., 2004; Farzana et al., 2015).

KIMBERLYS. YOUNG (2004) analyzes the viability of new hazard the executives rehearses that endeavor to lessen and control worker Internet misuse and its potential for fixation. Over a 6-month time span, 50 usable web-managed overviews were gathered. Usage levels of Internet use approaches, the executives preparing, and clinical restoration were inspected and their degree of saw adequacy to discourage worker Internet misuse was assessed and it was discovered that Internet use strategies were the most generally used (half), the board preparing was modestly used (20%), and recovery of representatives associated with Internet dependence was the least used (2%). (KIMBERLYS. YOUNG et al., 2004)

FarzanaQuoquab et al., endeavors to reveal some insight into the impact of cyberloafing on representative efficiency, the goal of the investigation was to evaluate the connections between work environment Internet recreation, work environment Internet relaxation approach, working environment independence direction, and worker profitability. Information were gathered from five banks situated in Kuala Lumpur. Self-managed study surveys were utilized among which 282 finished polls were returned and found usable for further investigation. The discoveries from the examination propose that working environment Internet relaxation essentially influences representative efficiency. Representatives to be socially drawn in at work and help them to improve the personal satisfaction by permitting the use of Internet for individual explanation. (FarzanaQuoquab et al., 2015).

RESEARCH METHODOLOGY

The arrangement of techniques and systems utilized in gathering and dissecting proportions of the factors indicated in the issue look into is known as research plan. The structure of an investigation characterizes the examination type (unmistakable, relationship, semi-exploratory, trial, survey, meta-explanatory) and sub-type (e.g., illustrative longitudinal contextual

investigation), look into issue, speculations, free and ward factors, test plan, and, if pertinent, information assortment techniques and a measurable investigation plan.

According to the objective fourhypothesis in the present study are:

H₀0: There is a positive impact of Internet use in the workplace on Employee's Productivity.

H₀1: There is a positive impact of Internet for Personal use in the workplace on Employee's Job satisfaction.

H₀2: Gender moderates relationship between Internet use in the workplace and Employee's job satisfaction and Productivity.

H₀3: Age moderates the relationship between Internet use in the workplace and Employee's job satisfaction and Productivity.

The first part of the questionnaire will include 6 questions of Employee's **demographic characteristics** such as age, gender, education level, monthly Income, Designation and years of work experience.

The second part of the questionnaire will include measurement of the **predictor variable** which is "**the Internet usage**" and the questionnaire consists of 10 questions which will be about using the Internet in the workplace and these questions and response options are based on the findings from studies discussed in the literature review. These items included measuring the frequency of using the Internet and assessing if the employees are satisfied with using the Internet in their workplace.

The third part of the questionnaire includes questions about job satisfaction survey (JSS). The JSS will be used for measuring the outcome variable with a ten-subscale to measure job satisfaction by assessing ten aspects of job satisfaction including; payment, promotional opportunities, supervision, benefits, contingent rewards, operating procedures, co-workers, nature of work, communication, and the overall satisfaction .

The fourth part of the questionnaire includes the questions to measure the productivity, the effect of using internet during work hours and the medium used by them. This part includes 8 questions.

It was a descriptive design type study which included Survey and sample collection from the population available. The participants were grouped on the basis of their Gender and also on the basis of their Age. Age was again grouped into population belonging to Age less than 35 and Age more than 35.

VARIABLES IDENTIFIED

The variable used for prediction of objective is "**Internet usage**" while "**Job satisfaction**" and "**Employees' Productivity**" are the outcome variables in this study.

It is expected that “Age” and “Gender” will be the moderator variables that may have indirect effects on the relationship between Internet usage and job satisfaction, as there may be a difference in the perception of men and women using the internet in some respects and it may also influence job satisfaction differently.

Also, the age will be grouped in two types as “age < 35” and “age > 35” because the younger generation may use the internet more as they are perhaps more comfortable with using the internet, whereas older people’s satisfaction may be affected more by having to use the internet more at work. So, it can be considered that the relation between Internet use and job satisfaction will be moderated by Age and Gender.

The other Independent Variables are Education level, Profession, Income and Total years of experience of the Employee.

Table 1: Variable classification

Predictor Variable	Internet usage
Outcome Variable	Job satisfaction & Employee’s Productivity
Moderator Variables	Age
	Gender
Independent Variables	Education Level
	Income
	Total years of Experience
	Designation

The survey was carried out on one fifty nine (159) faculties from University. Two respondents were removed as they do not complete the questionnaire. Final respondents were 157.

The final samples included 157 faculties that consisted of 68 females (43.3%) and 88 males (56.1%) and 1 person (0.6 %) that did not state their gender.

ANALYSIS AND FINDINGS

Table 2: Correlation between Variables

	Internet Usage	Job Satisfaction	Age	Gender	qualification	designation	Productivity
Internet Usage	1.00000000	-0.0168005554	0.09549901	-0.23941788	0.20541484	0.05914995	0.0716589965
Job Satisfaction	-0.01680056	1.0000000000	0.13362031	-0.01525452	0.16261887	-0.18981544	0.0005179002
age	0.09549901	0.1336203115	1.00000000	-0.28054092	0.11525915	-0.37820979	-0.1533309679
gender	-0.23941788	-0.0152545158	-0.28054092	1.00000000	0.01592853	0.22879423	-0.0551924440
qualification	0.20541484	0.1626188688	0.11525915	0.01592853	1.00000000	-0.06756194	-0.1721042726
designation	0.05914995	-0.1898154412	-0.37820979	0.22879423	-0.06756194	1.00000000	-0.0676702692
Productivity	0.07165900	0.0005179002	-0.15333097	-0.05519244	-0.17210427	-0.06767027	1.0000000000

From the above table, the outcomes are:

Internet has positive effect on Productivity and there is a weak positive correlation between Internet usage and Employees’ Productivity. So, Productivity will increase when employees spend their leisure time on internet.

Age has positive effect on Hours spent and there is a weak positive correlation between Age and Hours spent on internet.

Age has negative effect on Productivity as there is a weak negative correlation between Age and Productivity. Therefore, Productivity will decrease with increase in Age.

Table 3: Correlation of Internet Use with Outcome variables

	Internet for Personal Use	Employee Productivity	Job Satisfaction
Internet for Personal Use	1.00000000	-0.0685246620	0.2536551498
Employee Productivity	-0.06852466	1.0000000000	0.0005179002
Job Satisfaction	0.25365515	0.0005179002	1.0000000000

From the above table, it can be said that when Employees use Internet for personal Use such as Reading news, watching sports, using Social media, the job Satisfaction will have positive effect. There is apposite correlation between Internet used for Personal Use and Job Satisfaction.

Relationship between age and Internet Usage

From the outcomes, it can be said that the target audience has more people belonging to age group below 35 and the rate of internet usage is more for the faculties belonging to age group below 35. As seen in the below tables the internet hours spent are categorized into 4 categories: less than 1 hour, 1-2 hour, 2-3 hour, more than 3 hour. So, from the outcomes it is clear that in all the categories the internet usage of faculties belonging to age group below 35 is higher.

Table 4: Internet usage according to age

age^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 35	10	83.3	83.3	83.3
	more than 35	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

a. hours_spent = less than 1 hour

age^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 35	24	63.2	63.2	63.2
	more than 35	14	36.8	36.8	100.0
	Total	38	100.0	100.0	

a. hours_spent = 1-2 hour

age^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 35	26	65.0	65.0	65.0
	more than 35	14	35.0	35.0	100.0
	Total	40	100.0	100.0	

a. hours_spent = 2-3 hour

age^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 35	40	60.6	60.6	60.6
	more than 35	26	39.4	39.4	100.0
	Total	66	100.0	100.0	

a. hours_spent = more than 3 hour

Relationship between Gender and Internet Usage

From the results, it is clear that the extent of using internet is more for females in both the categories: less than 1 hour and 2-3 hour while the internet usage extent is high for males in the category 1-2 hour and more than 3 hour.

Table 5: Internet usage according to gender

gender^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	4	33.3	33.3	33.3
	female	8	66.7	66.7	100.0
	Total	12	100.0	100.0	

a. hours_spent = less than 1 hour

gender^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	20	52.6	52.6	52.6
	female	18	47.4	47.4	100.0
	Total	38	100.0	100.0	

a. hours_spent = 1-2 hour

gender^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	16	40.0	40.0	40.0
	female	24	60.0	60.0	100.0
	Total	40	100.0	100.0	

a. hours_spent = 2-3 hour

gender^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	48	72.7	72.7	72.7
	female	18	27.3	27.3	100.0
	Total	66	100.0	100.0	

a. hours_spent = more than 3 hour

Relationship of Job Satisfaction with Age and Hours spent on Internet Usage

Table 6: Regression result of Job satisfaction with Age

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.229 ^a	.053	.034	.81418

a. Predictors: (Constant), calculated_value, hours_spent, age

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.601	3	1.867	2.816	.041 ^a
	Residual	100.758	152	.663		
	Total	106.359	155			

a. Predictors: (Constant), calculated_value, hours_spent, age

b. Dependent Variable: satisfaction_in_job

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.524	.634		2.405	.017
	hours_spent	.412	.199	.492	2.067	.040
	age	1.265	.463	.735	2.734	.007
	calculated_value	-.334	.143	-.849	-2.330	.021

a. Dependent Variable: satisfaction_in_job

Here, the dependent variable is Job Satisfaction. A regression was calculated with hours spent on Internet usage as a predictor and the interaction between Internet usage and age as moderator in the second step. This test was done to see if age moderates an effect of Internet use in the workplace. There are 2 missing values. Here the R² value is 0.053 and F value is 2.816.

relationship of Job Satisfaction with Gender and Hours spent on Internet Usage

Table 7: Regression result of Job satisfaction with Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.035 ^a	.001	-.018	.83599

a. Predictors: (Constant), calculated_value2, hours_spent, gender

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.130	3	.043	.062	.980 ^a
	Residual	106.229	152	.699		
	Total	106.359	155			

a. Predictors: (Constant), calculated_value2, hours_spent, gender

b. Dependent Variable: satisfaction_in_job

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.050	.701		4.350	.000
	hours_spent	.033	.215	.040	.156	.876
	gender	.075	.439	.045	.171	.865
	calculated_value2	-.037	.140	-.083	-.263	.793

a. Dependent Variable: satisfaction_in_job

Here, the dependent variable is Job Satisfaction. A regression was calculated with hours spent on Internet usage as a predictor and the interaction between Internet usage and Gender as moderator in the second step. This test was done to see if age moderates an effect of Internet use in the workplace. There are 2 missing values. Here the R² value is 0.001 and F value is 0.062.

Relationship of Employees productivity with Age and Hours spent on Internet Usage

Table 8: Regression result of Employees productivitywith Age

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.133 ^a	.018	-.007	1.16603

a. Predictors: (Constant), calculated_value1, hours_spent, age

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.943	3	.981	.721	.541 ^a
	Residual	163.154	120	1.360		
	Total	166.097	123			

a. Predictors: (Constant), calculated_value1, hours_spent, age
b. Dependent Variable: rate_your_productivity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.757	1.035		2.665	.009
	hours_spent	.344	.324	.292	1.061	.291
	age	.512	.778	.204	.657	.512
	calculated_value1	-.162	.242	-.277	-.669	.505

a. Dependent Variable: rate_your_productivity

Here, the dependent variable is Employees’ Productivity. A regression was calculated with hours spent on Internet usage as a predictor and the interaction between Internet usage and Age as moderator in the second step. This test was done to see if age moderates an effect of Internet use in the workplace. There are 2 missing values. Here the R² value is 0.018 and F value is 0.721.

Relationship of Employees productivity with Gender and Hours spent on Internet Usage

Table 9: Regression result of Employees productivitywith Gender

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.231 ^a	.053	.030	1.14470

a. Predictors: (Constant), calculated_value2, hours_spent, gender

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.856	3	2.952	2.253	.086 ^a
	Residual	157.241	120	1.310		
	Total	166.097	123			

a. Predictors: (Constant), calculated_value2, hours_spent, gender

b. Dependent Variable: rate_your_productivity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.745	1.053		1.657	.100
	hours_spent	.763	.324	.648	2.352	.020
	gender	1.158	.673	.496	1.722	.088
	calculated_value2	-.444	.214	-.743	-2.079	.040

a. Dependent Variable: rate_your_productivity

Here, the dependent variable is Employees’ Productivity. A regression was calculated with hours spent on Internet usage as a predictor and the interaction between Internet usage and Gender as moderator in the second step. This test was done to see if age moderates an effect of Internet use in the workplace. There are 2 missing values. Here the R² value is 0.053 and F value is 2.253.

CONCLUSION

Through the research it can be said that there were many limitations and the conclusion was hard but we got some evidence that the respondents in the sample took Internet as a positive and beneficial thing for them. It contributes to their Job Satisfaction as well as Productivity. It also shows that the faculties use internet for a lot of activities such as non-work as well as work

related activities. Therefore, the work experience, Income, Gender, Designation plays a vital role in the study.

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