

SKYPE USAGE AND EMPLOYEE BEHAVIORAL INTENTION TO USE AMONG MIDDLE LEVEL EMPLOYEES

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Abstract

Nowadays, the usage of social media has been developed and grown into one of the most common forms of computer-mediated. This issue occurs due to increases of technology. Skype is one of the social media that offers real time communication via video and audio to employees and organization. In this study, an attempt has been made to identify the three factors to measure the adoption of Skype which comprise Performance Expectancy, Effort Expectancy and Social Influence. The online questionnaires were conducted and 60 of valid questionnaires were returned. The data collected were then analyzes using Pearson Correlation to test the research hypothesis and the findings indicate that effort expectancy and social influence factors associate with the behavioral intention to use Skype in organization. Implications of the study are discussed.

Keywords: performance expectancy, effort expectancy, social influence

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Introduction

Mobile application needs an internet to use the applications for make an interaction. The implementation of mobile applications as a social networking tool is necessary for a company to shape employee's work performance and remain competitive in the market in future. At present, mobile application has become attractive maintenance of various relationship types. Plus, nowadays in the midst of a social media revolution, it seems more than obvious that social media like Facebook, Twitter, Orkut, Myspace, and Skype are used extensively for the purpose of communication. Skype offers an easy way for employees and suppliers to engage in synchronous communication. Besides, they are also being able to find any data based on Skype usage in workstation. Skype supported by three modes of conversations like voice, chat and video. It also builds collaborative business teams, carrying out job interviews, enhancing customer support operations and supporting remote training and education that contribute to the business case.

However, the acceptance of Skype in organization is not easy and it also based on the employee behavioural intention to use this technology for daily task. There are some factors that influence the use of Skype in organization that may influence by the surrounding, technique and performance. The bandwidth insufficiency has little influence on the inter-arrival time means the variance of inter-arrival time in Skype was very low (Wen-Hui Chiang, Wei-Cheng Xiao and Cheng-Fu Chou, 2006). Skype can also pose a potential risk if organizations are not careful. It was agreed by a public relations executive in his statement "the greatest risk for an organization is to ignore social media and to allow conversation to happen without awareness or participation (DiStaso and McCorkindale, 2012). The use of Skype in this selected organization is new and it became one of the communication tools that should frequency used by the employees in the organization.

Objectives

- i. To identify the association between performance expectancy and employee behavioral intention to use among middle level employees in a selected multinational company in Johor.
- ii. To identify the association between effort expectancy and employee behavioral intention to use among middle level employees in a selected multinational company in Johor.
- iii. To identify the association between social influence and employee behavioral intention to use among middle level employees in a selected multinational company in Johor.

Skype Usage

The development of the Internet in 19th century has changed communication media drastically. After the internet became a trend among the public, there is a new trend, namely social media that continuously increased in usage. Social media is one of method of communication that are becoming increasingly important and influencing the way of communication among office workers. According to Niklas Zennstrom and Janus Friis (2003) in the paper of Jin Li (2007), their perspective of Skype is a combination of VoIP and Peer-to-peer technology and also known as peer-to-peer internet telephony network. VoIP is

Voice over Internet Protocol was a technology that provides us with the ability of participants to communicate using voice and video across the Internet via a synchronous (real-time) connection. Meanwhile, the peer-to-peer technologies allows sharing of content like audio, video, data or anything in digital format in communication. Skype is multifunctional and user friendly, not only allowed users to speak to another user for free but make the work come easier and smoothly when workers can share information and have effective communication with one another.

Venkatesh et al. (2003) identifies four key factors which are performance expectancy, effort expectancy, social influence and facilitating conditions in Theory of Acceptance and Use of Technology (UTAUT) that commonly used to integrate the fragmented theory and research on individual acceptance of information technology. It seems reasonable to assume that UTAUT could be used to study the acceptance and use of Skype in workplace since it has ability to explain about 70% of variance in the intention. However, only three factors were used by researchers which were performance expectancy, effort expectancy and social influence.

Performance Expectancy

Based on UTAUT, performance expectancy defined performance acceptance as the extent to which person believes that using an information system would help him or her to benefit in terms of job performance. Previous model like Technology Acceptance Model (TAM/TAM2) and Theory of Planned Behaviour also listed performance expectancy as one of factors used for information systems acceptance. Chang (2007) found that in Taiwan, performance expectancy affected behavioural intention to use strongly more than expectancy on his study about physician acceptance of pharmacokinetics based on clinical decision support system. Moran (2006) also found that the acceptable performance expectancy imposed positive impacts on the employee usage intention.

Effort Expectancy

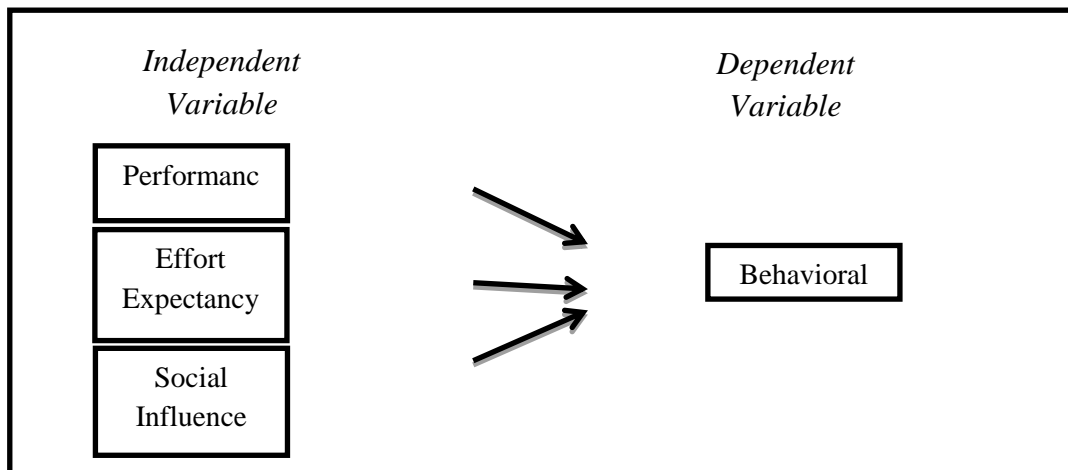
Sun, Lou, Chao, and Wu (2008) indicated it is necessary for information systems or technologies to boost high friendliness, humanistic interfaces and learning guidance before they could be easily accepted by the user. As effort expectancy refers to individual's perception of the system, in other word, individual can visualize themselves using the technology or system difficulty (Roger, 2003). Tsao, Shieh and Jan (2009) identified that consumers tend to compare a new technological service with the system or tool that they have used before when they are making decisions. Then right after that, their usage intention toward the system would only be generated when they found that the new system is easy to operate and does not required much learning.

Social Influence

Using and connecting to social networks is part and parcel in now a day of everyone's life. It not only for personal but also for business, people never ask for mail addresses or mobile numbers instead of that people ask for their social network identification (IDs) like Skype for carrying on long term contacts (Avalos, 2011). Social influence defined as the

extent to which a person perceives it is important that others believe her or she should use the new information systems. Skype become the need and it is about the time for organizations to design workforce according to changing environments. Social networking became strength for organizations when it is used to build good relationship with employees, to direct them in right way, to collect information about employee behaviour and to train them (Naheed Ashraf and Tasawar Javed, 2014). The usage intention of the system among employees towards new system is affected by peer recommendations, support by supervisors and pressure from the stakeholders (Tso, Shieh and Jan, 2009)

Figure 2.1 Conceptual Framework



Methodology

The research was conducted in one of selected multinational company in Johor that responsible in the shipping industries. This study focused on middle level employees that carrying out the strategic directives of upper-level managers at the operational level, supervising subordinate managers and employees to ensure smooth functioning of the business as a sampling frame. The total population for this study was 60 middle level employees. Convenience sampling technique was used for this study and the researcher used questionnaire method to obtain data that can accurately answer the research objectives of this study. The questionnaire was validated by two experts to ensure the validity and reliability of the instruments.

Result and Discussion/ conceptual overview

Frequency of Demographic Characteristic

Table 3.1 shows the demographic information of respondent that was indicated the respondent's gender, age, years of working and frequency of Skype usage. Out of 60 respondent, 33 of them (55%) are female and the rest 27 (45%) are male. Majority of them are aged 31-40 years old (41.7%), followed by 20-30 years old (30%), 41-50 years old

(21.7%) and another 6.7% is 51 years and above. It also found that the respondent who work 1-5 years are 20 (33.3%), 16 (26.7%) around 20 years and above, other 12 (20%) are employees that worked 6-10 years and 11-20 years. As far as the frequency of usage are concerned, the finding listed that 29 of them (48.3%) used Skype for 1-2 hours per day, 16 (26.7%) spend 3-4 hours per day, other 8 (13.3%) used over 7 hours per day and the rest (11.7%) spend 5-6 hours per day.

Table 3.1 Demographic Information (n=60)

Demographic Variable	Categories	Frequency	Percentage
Gender	• Male	27	45.0
	• Female	33	55.0
Age	• 20-30 years old	18	30.0
	• 31-40 years old	25	41.7
	• 41-50 years old	13	21.7
	• 51 years old and above	4	6.7
Years of Working	• 1-5 years	20	33.3
	• 6-10 years	12	20.0
	• 11-20 years	12	20.0
	• 20 years and above	16	26.7
Frequency of Skype Usage	• 1-2 hours per day	29	48.3
	• 3-4 hours per day	16	26.7
	• 5-6 hours per day	7	11.7
	• Over 7 hours per day	8	13.3

Correlation between Skype Usage and Behavioral Intention

Pearson Correlation Coefficient was used to assess the association among the variable (Independent and Dependent Variable). The correlation analysis was designed to answer the three objectives of this study. Table 3.2 below describe the correlation analysis between the variable. It found that there is no association between Performance Expectancy and Behavioral Intention ($r=.154$, $p=.241$) and as Venkatesh (2003) suggested that user have more intention to use a new information technology if this information technology can help in improving their work performance. There was a positive association between effort expectancy and employees behavioural intention ($r=.415$, $p=.001$). It shows that user have more intention to use a new information technology if it is easy to operate. The third factor, social influence displayed a positive association toward employee behavioral intention ($r=.370$, $p=.001$). This finding show that the association are not strongly associated and it may cause by the other reasons occurs in organization.

Table 3.2 Correlation between Skype Usage and Behavioral Intention

		Employee Behavioral Intention
Performance Expectancy	Pearson Correlation	.154
	Sig. (2-tailed)	.241
	N	60
Effort Expectancy	Pearson Correlation	.415**
	Sig. (2-tailed)	.001
	N	60
Social Influence	Pearson Correlation	.370**
	Sig. (2-tailed)	.001
	N	60

Conclusion and Recommendation

This study was conducted to identify the factors of Skype usage towards employee behavioural intention to use and the 60 respondent from middle level management that used Skype almost every day was identified to answer the questionnaire for that purpose. It found that the most behavioural intention to use Skype of this organization were associated most by Effort Expectancy and Social Influence even the result was on weak relationship. However, the performance expectancy was not associated with the employee behavioural intention may cause by the speed of internet browsing and connection in the organization were slow as Wen-Hui Chiang, Wei-Cheng Xiao and Cheng-Fu Chou (2006) found the bandwidth insufficiency has little influence on the inter-arrival time means the variance of inter-arrival time in Skype was very low and it make the performance of work also become slow. It was suggested that the organization need to promote Skype as a platform of better communication by allowing for a greater online presence as Skype has yet to be the main social media that connect others for this organization. It also suggests that organization need to improve the Internet speed connection to ensure the performance of Skype will improve and encourage employees to use it frequently for the working purposes. As the effort expectancy also contribute to the weak association, it was suggested to upgrade the latest version of Skype and ensure that it secure and user friendly to the encourage intention to use by employees. Allowing employees to use Skype for personal purposes also can increase the intention to use this technology in organization because when they used for personal purpose like chatting with other friends, it will increase the knowledge and their expertise in using the systems. The technology of Skype in organization contributes to the communication network among employees and also other stakeholder. As well as it will contribute the speed decision making and decrease the cost of physical meeting and travel.

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