

GENERATION – C AND WORK LIFE BALANCE: ROLE OF INFORMATION SYSTEM QUALITY

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Abstract: *The challenges of integrating education, work and personal responsibilities have become an evident fact. However, with the aid of technology and sophisticated devices this can be possible. This study examines the impact of information system quality on work-life balance. Its findings may suggest that a well-structured and good information system quality influences the consequences (flexibility, satisfaction, stress, and overwork) of work-life balance. Technology use shapes an individual's perception of flexibility concerning the balance between work and life spheres thus, determining an individual's type of work-life balance. The research comprises of survey questionnaires distributed amongst youths studying in universities from various states in Malaysia. The research facilitates the development of policies and frameworks to aid Malaysian Youth Organizations to curb the issues pertaining to poor work-life balance among youths and increase youth participations in outdoor and indoor activities while being able to excel in work, study and sports.*

Keywords: *work-life balance, information system quality, generation - c*

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Introduction

Work and life tend to increasingly intertwine rather than exist as separate spheres in this age of technology-driven connectedness. Information and Communication Technologies (ICTs) have challenged the strong ideology of the work-life segregation prevalent in industrial modernism (Nippert-Eng 1995; Townsend and Batchelor 2005). The consequence of work-life infiltration enabled by ICTs looks arguably dichotomous. While some people, because of technological convenience, are willing to do more work during their personal time and are not reluctant to manage private affairs from the workplace, others want a strict separation between their private and public lives and perceive such infiltration as detrimental to their

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personal life (for example, job stress, job dissatisfaction, and more workloads perceived). Accordingly, work-life balance is an individual's relative perception of the relationship between work and private life. Nevertheless, this study aims to bridge the gap and determine the role of technology in terms of the quality of information systems tools and gadgets on enhancing work-life balance amongst the Gen-C youths in Malaysia.

Literature Review

Theories of the work-life border or boundary articulate the separation or integration between the two spheres. The terms "border" and "boundary" are used interchangeably to delimit between work and life, but recent research has mostly used the term "boundary" (Pedersen 2012; Rothbard, Phillips and Dumas 2009; Desrochers, Hilton, and Larwood 2005). Boundaries developed by working people distinguish between work life and personal life domains, and vary in strength depending on the individual. The strength of the boundary is characterized by permeability and flexibility.

Table 1: Working Definitions of the Work-Life Balance

| | |
|--------------------------|--|
| Bratton and Gold 2012 | <ul style="list-style-type: none"> •“The relationship between the institutional and cultural times andspaces of work and non-work” •“The need to balance work and leisure/family activities” |
| Clutterbuck 2003 | •“Being aware of different demands on time and energy having the ability to make choices in the allocation of time and energy knowing what values to apply to choices making choices” |
| Clark 2000 | •“Satisfaction and good functioning at work and at home with a minimum of role conflict” |
| Guest 2012 | •“Those who regularly work more than 48 h a week will have an imbalance between work and the rest of their life” |
| Visser and Williams 2006 | •“The equilibrium between responsibilities at work and responsibilities outside paid work” |
| Nam, T 2014 (Wood, 2006) | •“Adjustments that can be made to working patterns to enable people to combine work with the other facets of their life” |

This research employs multiple theoretical perspectives of DeLone & McLean's IS Success Theory, Clark and Guest's Boundary and Border Theories as well as Kahn's Role Stress theory to seek if information system quality has a positive role to play in determining the work-life balance of youths (Gen – C) in a Malaysian perspective.

Research Questions and Objectives

Thus, the study intends to answer the following questions:-

RQ1: Is there a relationship between Information System Quality (ISQ) & Work-Life Balance (WLB)?

- RQ 1a: What is the role of Information Quality (IQ) in achieving a good Work Life Balance (WLB)?
- RQ 1b: What is the role of System Quality (SQ) in achieving a good Work Life Balance (WLB)?

RQ2: What is the role of flexibility in achieving a good Work-Life Balance (WLB)

The objectives are

- To examine role of the information system quality (ISQ) amongst Generation – C youths to enhance their work life balance.
- To provide recommendations of policies and tools that allows greater work-life balance and wellbeing.

Methodology

This study employed face to face survey and distribution of questionnaires amongst youths (Gen-C). The research was conducted in Kuala Lumpur, Selangor and Cyberjaya for the purpose of investigating ICT users' WLB, students who use ICT applications, tools, smartphones and internet in order to perform their study. A total of 100 respondents (n=100) were selected and surveyed. Only 80 sets of data were returned and found that only 77 were deemed usable after the initial cleaning process. The samples met the minimum sample size as recommended by using G-Power analysis (see Figure 1). Data was duly coded and validations were performed. The final cleaned set of data was run using SmartPLS to ensure that statistical findings were made.

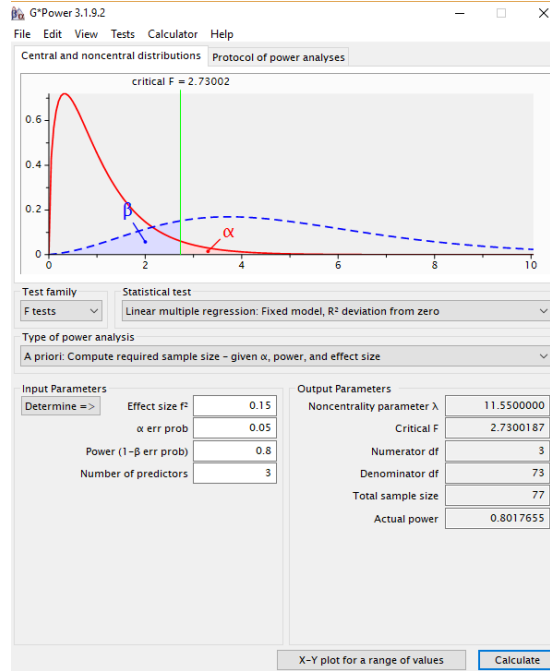


Figure 1: G-Power analysis plot

Result and Discussion

The research model developed is as shown in Figure 2 below.

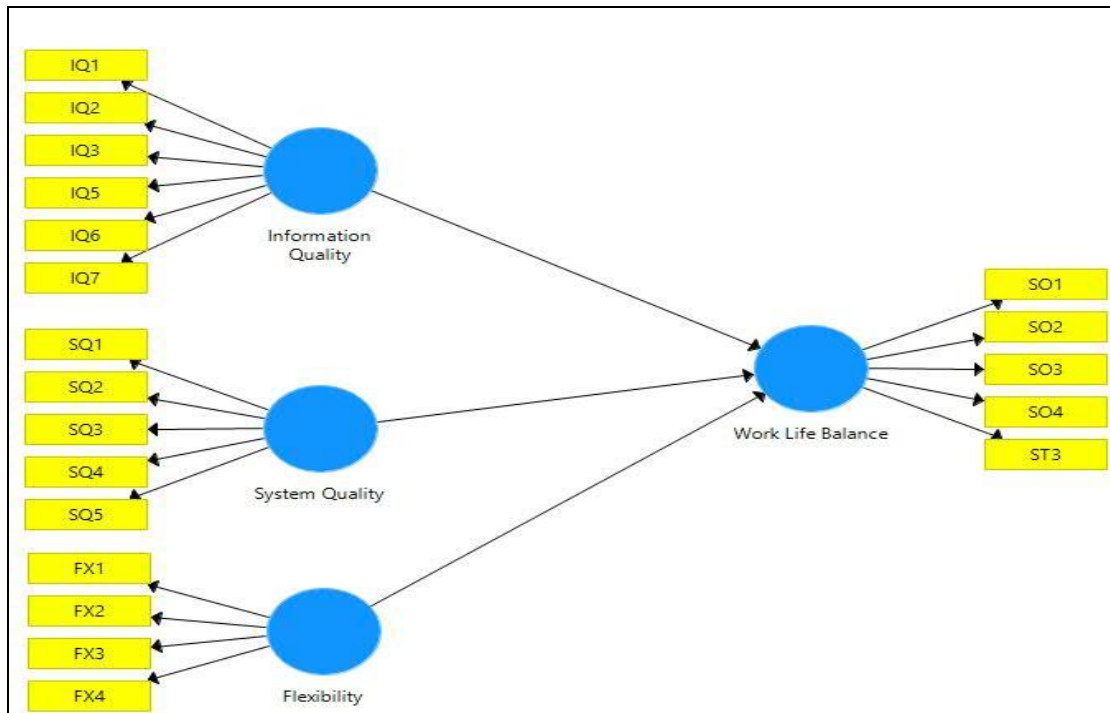


Figure 2: Research Model

The following hypotheses were tested.

H₁: Information Quality (IQ) has positive relationship to the work life balance amongst Generation – C youths

H₂: System Quality (SQ) has positive relationship to the work life balance amongst Generation – C youths

H₃: Flexibility of using information systems to perform tasks has positive relationship to the work life balance amongst Generation – C youths

Partial Least Squares (PLS) approach was used to test the model. According to various researchers mainly Hair et. al. (2016), PLS is a second-generation multivariate technique which can simultaneously evaluate the measurement model (the relationships between constructs and their corresponding indicators), and the structural model with the aim of minimizing the error variance (Chin, 1998; Gil-Garcia, 2008). We used Smart PLS Version 3.2 (Hair et. al., 2011) to analyze the data. We also used the bootstrapping method of 5000 samples to derive the structure model (shown in Figure 4) as suggested by Hair et al. (2011).

Measurement Model

Convergent validity is the degree to which multiple items to measure the same construct “are in agreement”. According to Hair et al. (2010) factor loadings, composite reliability and average variance extracted are used to assess convergence validity. The suggested standards for loadings are set at > 0.5, therefore the average variance extracted (AVE) should be > 0.5 and the composite reliability (CR) should be > 0.7. Figure 3 illustrates the measurement model to be evaluated. Therefore, from Table 1 it can be derived that the results of the measurement model exceeded the recommended values thus indicating sufficient convergence validity. Table 2 was derived from PLS analysis to show that all the items and constructs have sufficient discriminant validity as well as no issue of multi-collinearity as the VIF values shown in Table 1 are all within the accepted range of < 5. According to Urbach & Ahlemann, (2010) “the R² calculation for dependent latent variables, also called the coefficient of determination, is used to measure the structural model” (p. 5). The R-Squared values shown in Table 1 indicates 63.3%, which is substantial descriptive power of the constructs towards the dependent variable.

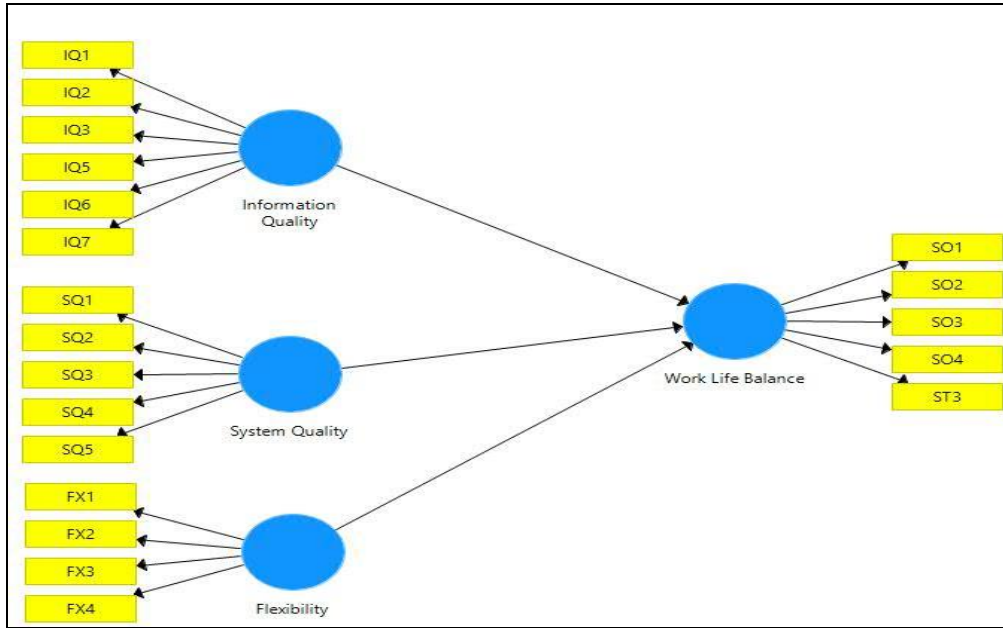


Figure 3: Measurement Model

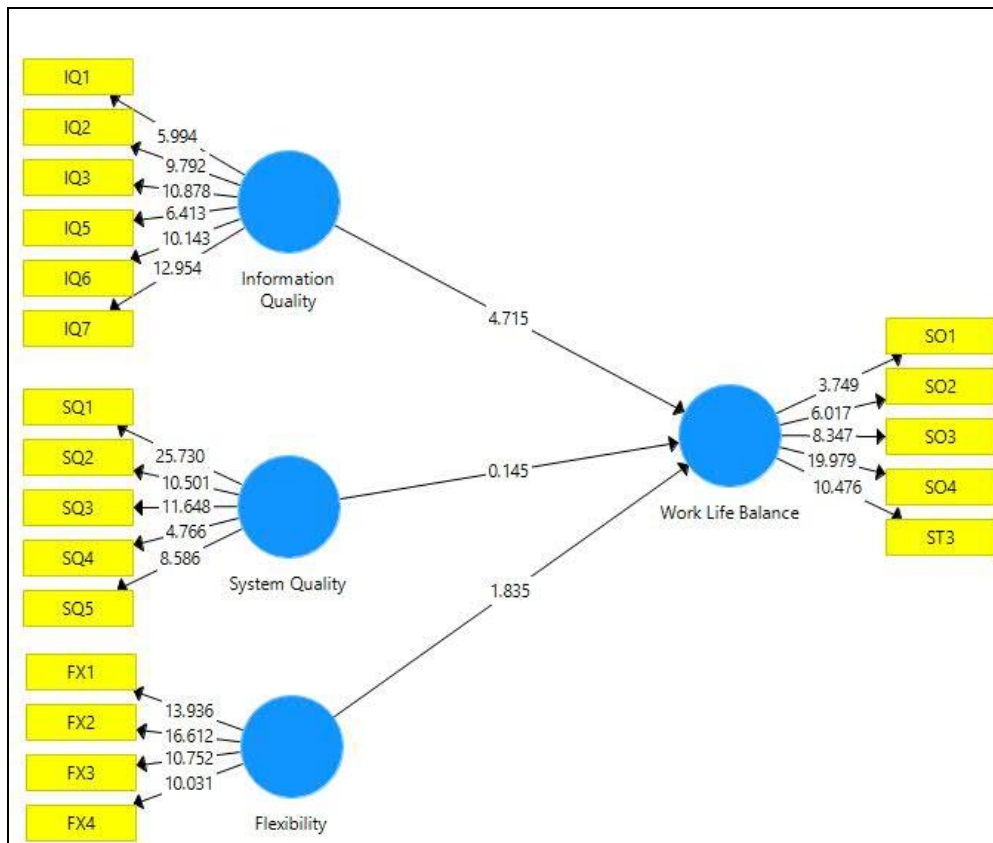


Figure 4: Structure Model

Table 1: Measurement Model Analysis

| Constructs | Composite Reliability (CR) | Average Variance Extract (AVE) | VIF | R-Square |
|--------------------------|----------------------------|--------------------------------|-------|----------|
| Flexibility | 0.877 | 0.640 | 2.450 | 0.633 |
| Information Quality (IQ) | 0.873 | 0.535 | 2.883 | |
| System Quality (SQ) | 0.866 | 0.567 | 2.701 | |
| Work Life Balance | 0.832 | 0.504 | | |

Table 2: Discriminant Validity

| | Flexibility | Information Quality | System Quality | Work Life Balance |
|---------------------|-------------|---------------------|----------------|-------------------|
| Flexibility | 0.800 | | | |
| Information Quality | 0.731 | 0.798 | | |
| System Quality | 0.710 | 0.761 | 0.778 | |
| Work Life Balance | 0.672 | 0.708 | 0.620 | 0.755 |

Table 3: Hypotheses Testing

| Hypotheses | Relationship | Mean | T-Statistic | P-value | UL | LL | Decision |
|----------------|----------------------------------|--------|-------------|---------|-------|--------|---------------|
| H ₁ | Flexibility -> Work Life Balance | 0.221 | 1.835 | 0.007 | 0.436 | 0.038 | Supported |
| H ₂ | Information Quality | 0.636 | 4.715 | 0.000 | 0.894 | 0.359 | Supported |
| H ₃ | System Quality | -0.021 | 0.145 | 0.885 | 0.264 | -0.295 | Not Supported |

The study supports two out of three hypotheses where flexibility and information quality deemed important in providing a good work life balance among the Generation – C. The findings suggest that a well-structured, flexible and good information quality influences the consequence of work-life balance. Technology use shapes an individual's perception of flexibility about the balance between work and life spheres. Technology use affects the individual's resulting experience because of work-life infiltration.

Conclusion

Information System quality has vital concerns for Generation – C youths work-life balance towards their commitments as well as for their studies and performance. The work-life margin may be particularly important in the management of extremely trained knowledge workers, such as technical professionals, whose commitment and loyalty present a challenge to employers (Davenport, 1999; Scandura and Lankau, 1997). This article frames perceptions of information system quality and its effects on work-life balance in terms of a social exchange process describing the relationship between students and their commitment pertaining to their studies. This study will enable the university and faculty to judge students'

ability to use technology and how they perceive technology to aid their work life balance within the higher educational fraternity. The study also contributes to the development of policies and frameworks to aid Malaysian Youth Organizations to curb the issues pertaining to poor work-life balance among youths and increase youth participations in various outdoor and indoor activities while being able to excel in work, study and sports. However, this research is limited to group of Generation – C students from higher learning institutions within Kuala Lumpur, Selangor and Cyberjaya. However, the study could be extended to other students from higher learning institutions in the southern, east coastal and northern region of Malaysia. The study can also be extended to students who are in lower and higher secondary in government as well as international schools in Malaysia.

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