NERIMAN ÇELIK

Selcuk University, Turkey

JOB SATISFACTION'S IMPACT ON CYBERLOAFING: AN UNIVERSITY EXAMPLE

Abstract:

Cyberloafing can be described as, people are using various internet sites such as news sites, sites with sexual content, shopping, vacation planning, computer games and job search for their personnel reasons while working in the workplace during the working hours of their duties. Job satisfaction of employee's means that it is the difference between the employees perceives from the work and the working environment and what they expect to. If this difference is small then it will leave a positive impact on employee's commitment to the organization and the individual's work. Thus, this contentment will result that the employees are happy to belong to the organization and he or she will be effective and efficient. This study is designed to measure cyberloafing and the level of job satisfaction of the academic staff at the university. In this study we also aim to measure the staff's job satisfaction effects on the cyberloafing.

Keywords:

Cyberloafing, Job Satisfaction, Employee

1. INTRODUCTION

It is impossible for organizations to be indifferent to an environment in which information and communication technology changed fast. We consider organizations as affected and affecting structures from external environment because of organizations' being open system. In this case, effect of informatics instruments used intensely in the business world where continuous innovation is experienced. Especially change in work performance forms and availability of internet for activity processes increase such effect more. The wage earner fulfills the operation activities during work in the workplace as well as uses internet for personal purposes. We may define the work satisfaction as pleasure and satisfaction of the wage earner from her/his work. There are many factors effecting and reinforcing this positive emotion of the wage earner. In the present study, the relation between work satisfaction level of the wage earner and internet use for personal use which is defined as cyberloafing is tried to be revealed. In the first section of the study, general information about job satisfaction and cyberloafing concepts are provided. The second section consists of the research section.   The research was performed on university personnel in different statutes.

2. CYBERLOAFİNG

Many different concepts including Cyberloafing, cyberstalking, cyber budging, online loafing, internet refracting has been used to define the same phenomenon.   The phenomenon defined in general was used to define the concepts such as problematic use of the internet, personal web use in the workplace, internet addiction.   The common point of all is ineffectual use of the internet (Özler Ergun and Polat,2012:3).

The common subject between terms Cyber-slacking, cyber slouching, cyber-loafing in the organization is to define ineffectual use of the internet in the workplace. Cyber-Slacking samples include instant massaging, conversation request and personal e-mail, online shopping, investment trade, game, online media reading or watching and imaging and pornography (Ugrin and Pearson, 2008:76-77).

Use of the internet for special purposes is siber-loafing. We meet common features of the definitions for siber-loafing as to deal with specific activities on the internet out of the work purpose and irrelevant with the work in the organization (Kurt,2011:2).

Cyberloafing makes the organizations to face with great loss in reproduction and legal problems. Therefore, organizations should develop suitable cyberloafing policies and sanctions (Blanchard and Henle,2008:1068). However, it has been suggested in the

recent studies that leaders who are physically close to wage earners are more effective agains cyberloafing attempts (Manrique de Lara,et al., 2006:453). Many reserachers suggest that cyberloafing might be constructive. They defend that the internet might provide a learning environment in the workplace and support the creativity.   However, according to the same researchers, it might move the wage earner awy the reproductivity and create destructive effects (Balanchard and Henle, 2008:1069).

Some researchers assessed internet users by diving into five types. These are; cybersex addiction, cyber-relation addiction, net compulsions, information bombing and computer addiction. Cybersex addiction generally includes sex fantasies in chat rooms, download, online porn Exchange or role. Cyber relationship addiction may be related with excessive online relations or cybersex. Net compulsions include on wide category in sub-behavior forms including online gambling, shopping and trade. Herewith financial loss may be great. Information overload is about spending over time for overloading, searching, collecting, and gatekeeping (compulsive web surf or database search). Computer addiction is addiction to loaded games to the computer (for example azap , myst or solitaire). The employees tend to waste their times to play those games more than their works at the organization (Şenormancı,et al. ,:175-177; Murali and George,2007:25). This case causes time waste, decreasing efficiency of the personnel also legal penalties, secret documents, computer viruses and immoralist and non-ethic behaviors in organization (Niaei, et al., 2014:61).

Among those varieties, we see most internet addiction. Internet addiction disorder was set forth to represent the first problematic internet using behavior in 1995 (Kaneez,et al. ,2013:1). Internet addiction term that was used by Goldberg firstly, in 1995, recently is tried to be defined like terms, "net addiction", "internet addiction", "online addiction", "internet addiction disorder", pathologic internet usage " and " cyber disorder"(Şahin, 2011:60).

Internet addiction is a modern problem arising from easy accessing to computer and online information (Chebbi, et al., :97). Internet addiction may cause behavior disorder like cannot manage time, not eating, insomnia, breaking from family and social life and not to respect to norms especially at young people and children (Chou,et al. ,2005:370; Young,2004,:403).

Internet is an amazing example after telephone, radio and television. In all areas it changes life of people through affecting peoples' lives. Beside this change and advance creates positive affects also it causes many misuse. Especially as long as unlimited internet usage increases, directors consider many negative cases. While an employee uses internet to make easy and to perform his/her duties about his/her job at the same time the same employee may ruminate over easily to interesting, attracting web pages (Johnson and Indvik, 2003:55).

3. JOB SATISFACTION

Job satisfaction means positive emotional reaction of employees against to job (Eroğluer, 2011:123). Job satisfaction is emotions creating positive and satisfaction at the end of job and job experience of employees. Positive attitudes of individuals developed against to his/her job cause high satisfaction; negative attitudes cause low satisfaction levels. The elements affecting job satisfaction at organizations are job environment, payments, managers, promoting opportunities, relations with employees and managers (Yeşil and Dereli:109). Those can be assessed as individual and organizational factors affecting satisfaction level or employees. Individual factors can be enumerated as age, sex, marital status, education level, professional status, seniority, intelligence, personality, culture and included social environment. Organizational factors affecting job satisfaction can be referred as physical features, qualification of job, promotion, management style, control mechanism, trust, advancement, rivalry, communication, payment, working conditions, colleagues, participation to organizational environment and decisions (Eroğluer,2011:124).

Satisfaction is a term that cannot be observed by others but felt by individual. It is shaped from his/her giving importance to his/her life style, habits and needs. Job satisfaction is being affected from basic duty definitions about job and concern basic duty together with well organized job environment, feelings about job and behaviors occurring subject to abovementioned. Getting in return for efforts, appreciating experiences, training possibilities, promotion opportunities, wage increasing, and job coherence can be included in factors increasing job satisfaction. At the same time, self-competence has positive and strong affect on job satisfaction. Self competence causes competence and trust feeling with individuals. Those feelings affect positively efficiency and productivity of individuals at their job (Demirel, 2013:224).

Job dissatisfaction is resourced from inconsistency between employees' expectations from their job at organization and really obtained ones. Job satisfaction develops as

much as they begin to have information about their jobs after deployment. If the individual cannot obtain his/her expectations about his/her duty, then job satisfaction will decrease. At the case of meeting expectations and obtained ones of individual then the individual will be satisfied. If the individual provides more benefits than his/her expectations (like premium), this case will provide the individual more satisfaction (Özler Ergun and Ünver, 2012:333;Aşan and Erenler,2008:204).

Job satisfaction theories based to general motivational theories. Those theories generally are considered in two categories as scope and period theories. Scope theories alleges that the motivation is resourced from own of individual not from external resources; period theories explains how human behaviors begin, how they are managed, sustained and stopped. Scope theories briefly tries to set forth needs that will reach people to satisfaction. The question about repeating person presenting determined behaviors, or how his/her repeating is provided is basic question that must be replied. It explains the variables at activities from period theories behaviors occurring to stopping importance of individual differences at motivation. Job satisfaction refers a positive situation occurring from assessment of job and job experiences of employees. Job dissatisfaction occurs when expectations of employees are not met. For example, when an employee is in clean and safe working environment expectation, if the workplace is dirty and unsafe then this case possibly will cause less satisfaction of employee (Aksu,2012:61-62).

One of the most important factors determining behaviors of employees at organizations is being satisfied or dissatisfied of employees from their jobs. Reaching to the targets which were determined before, providing job satisfaction of employees is possible through increasing life quality of employees. Increasing life quality will be possible mostly feeling job satisfaction (Özdevecioğlu and Çakmak Doruk,2009,75-76).

3. RESEARCH

This research has been performed over personnel with various titles employed in a university. Determining of strength level of personnel against to change and set forth the reasons of strength have been aimed in the research. Questionnaire method has been used as research method. The questionnaire includes 33 questions. The questionnaire has been applied to academicians in different titles and positions in the organization. The first section of questionnaire shows demographic information of attendants; the second section presents information about cyberloafing and job

satisfaction. Within direction of the study, assessment has been performed over 213 personnel.

3.1. Findings and Assessment of Research

Reliability analysis scale is a kind of statistical analysis method with many variables and showing how the scale gives consistent results prior. We can say that this scale gives 88,2% rate reliable results upon replies of 33 pieces likert type questions in this scale measuring job satisfaction and cyberloafing (Cronbach's Alpha). Similarly, replies obtained from 21 pieces likert type questions asking about only job satisfaction and replies obtained from 12 pieces likert type questions asking about only cyberloafing respectively 75% and 79,7% rates (Cronbach's Alpha) reliable results were obtained.

Whole Questionnaire

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
,882	33

Job satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
,750	21

Cyberloafing

Reliability Statistics

Cronbach's Alpha	N of Items
,797	12

Hypothesis 1: There is meaningful relation between job satisfaction and cyberloafing of personnel.

Hypothesis 2: There is meaningful difference between working period of personnel at organization and cyberloafing level.

Hypothesis 3: There is meaningful difference between cyberloafing level and being male and female of personnel.

In this questionnaire study that was prepared whether there is meaningful relation betweeb job satisfaction and cyberloafing level, Pearson Correlation Analysis has

been applied through getting average of questions asked to measure job satisfaction and cyberloafing. According to analysis result, it is seen that there is high relation with positive directed between job satisfaction and cyberloafing. This relation has been found meaningful statistically ($p \leq 0,05$).

H_0 : There is no relation between job satisfaction and Cyberloafing.

H_1 : There is relation between job satisfaction and Cyberloafing.

Table 2. Correlations

		JS.	C.
Job Satisfaction	Pearson Correlation	1	,749[**]
	Sig. (2-tailed)		,000
	N	213	213
Cyberloafing	Pearson Correlation	,749[**]	1
	Sig. (2-tailed)	,000	
	N	213	213

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3: One Sided ANOVA Test

	Sig.
Intergroup	,938

T-test was applied for hypothesis, "There is no meaningful difference between sex and cyberloafing level of personnel." As it is seen at the table, sig. value is not a value. Therefore, the hypothesis "There is no meaningful difference between sex and cyberloafing level of personnel" was rejected.

Table 4: T-test (Cyberloafing and sex)

		Sex	N	Sig.	T
Cyberloafing	FEMALE	101	3,815	,794	-,0269
Average	MALE	112	3,842	,791	-,0269

When the results are considered, it is seen that hypothesizes 2 and 3 were rejected. Those hypothesizes examines relation between cyberloafing and working period and

sex of attendants. It is stated that rejecting the hypothesizes don't becomes different subject to demographic features of employees for cyberloafing.

Difference subject to Marital Status

If it requires two different hypothesis between two scales;

H_0 : According to marital status, there is no difference on Job Satisfaction.

H_1 : According to marital status, there is difference on Job Satisfaction

H_0 : According to marital status, there is no difference on cyberloafing.

H1 : According to marital status, there is difference between on cyberloafing.

Table 5. Group Statistics

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Job Satisfaction	Single	97	3,1913	,45870	,07238
	Married	116	3,4379	,51653	,06735
Cyberloafing	Single	97	3,1254	,67102	,12073
	Married	116	3,7397	,46088	,10315

	T-test for Equality of Means				
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Job Satisfaction	-2,033	211	,040	-,23663	,12266
Cyberloafing	-3,227	211	,000	-,54412	,15226

When above table is examined, it can be said that marital status created difference on Job satisfaction and SA in 95% confidence (p < 0,05). In another mean, statistically meaningful difference was found among married, single individuals on job satisfaction and cyberloafing averages. When the averages are compared, it is seen that married individuals (3,4379) feel more job satisfaction than single individuals (3,1913). Similarly, it is determined that married individuals (3,7397) have more cyberloafing tendency that single individuals (3,1254).

RESULT

According to obtained data at the end of this study, it is seen that there is positive high relation between job satisfaction and cyberloafing level. When the hypotheses are examined, it is seen that the sex has no meaningful difference on job satisfaction and cyberloafing level. On the other hand, it is seen that marital status has meaningful difference on job satisfaction and cyberloafing level; married individuals live job satisfaction more than single individuals. According to this study, it is also seen that married individuals have more cyberloafing tendency than single individuals.

Job satisfaction that is one of the most primary realities of organizations has a great importance as an entire regarding to individuals working at every levels of organization. When it is thought that the job satisfaction affects productivity and efficiency of organization also affects expectations and applications of individuals then it is clear how job satisfaction is important for an organization. If the organization cannot lead well applications and expectations of employees then negative results will occur for organization and individuals. In this case, directors have to present an attitude and behaviors to prevent every kind of negative cyberloafing behaviors in organization.

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