

Twitter Networking and Employee Productivity of deposit money banks in Rivers State University, Port Harcourt, Nigeria

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Abstract

Social networking has to do with the creation of awareness and connectivity and it seems to be a major factor that can affects employee productivity in the organization. Also, due to its fast growth in nature, it is imperative to study the role it plays in enhancing employee productivity focusing on twitter networking and service quality provided by the employee and his task accomplishment of banks operating in Rivers State University, Port Harcourt, Nigeria. A survey design was adopted for the study using questionnaire as the research instrument. The population of this research work is made up of 65 employees working in money deposit banks operating in Rivers State University, Port Harcourt, Nigeria. The data were analyzed through the use of frequencies and mean scores and the Spearman's correlation coefficient was used to test the relationship between the variables of the study with the aid of Statistical Package for Social Sciences (SPSS) Windows version 22 with a significance level of 0.05. The findings revealed that twitter networking has significant influence on service quality and employee task accomplishment, thus, managers should consider forming and employing clear and comprehensive acceptable policies that will guild and regulate the abuse of social networking so as the productivity of the employee can be enhanced.

Keyword: *Twitter Networking; Service Quality; Employee Task Accomplishment.*

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I. Introduction

Socialization nowadays has undergone lots of changes and social networking has become a major catalyst on which individuals as well as organizations are now creating relationships. The popularity of social networking has become much of attraction through-out the entire globe due to the fact that social networking have made communication between individuals so easy nowadays with easier way of finding the lost ones, connecting business to customers, business to business, virtual meetings and so many more.

Furthermore, given its ability to giving voice to individuals 24/7, social networking provides exceptional prospect to employees to connect effectively with their customers in real time. Many organizations across the globe are using various social networking platforms to reach out to customers, other organizations and professionals to seek inputs into policy making, get feedback on service delivery; create community-based and sustainable development programs. It can therefore, assist employees as well as organizations, to enhance the numbers of customers they reach to as well as maximize awareness and manage perception; improve service delivery and customers experience so as to build trust and promote transparency as well as to facilitate real time engagement (Collins, 2010).

Tesorero (2013) observed that various forms of social networking offer avenue for sociability without restrictive geographical and cultural differences. He further explained that individual get to meet and know a variety of people whose interests are similar and that social networking is a pathway to different cultures and places. Also, Chang (2010) indicates that social networking platforms like twitter is very important in the organization because it provides employees with a platform to interact by way of conveying communicative messages to one another and reciprocity becomes the eventual aim of linking circle of network of friendship.

Social networking offer organizations with tools to connect and interact with customers and to integrate them into their brands through innovative ways. Thus, organizations need to understand which social network platform to find their right markets. Social networking provides opportunities for employees to make more friends, resulting into more time being spend connecting which can have influence on their productivity (Fang and Ha, 2011). Manyika, Chui, Brown, Bughin, Dobbs, Roxburgh and Byers (2011) opined that when organizations focus on their business activities and network with individuals including customers and other

business organizations, they will be able to improve their productivity. In the same vein, Collins (2010) observes that social networking provides avenue for expressions of friendships and intimacy in the organization which can help employees to improve productivity.

More so, Shuen (2008) observed that most business organizations are already using social networks like twitter as part of their marketing plans because sellers in different social networks platforms have more ways in influencing customers to buy their products than the ones who are not present there. However, engaging in social networking would be an alternative perspective in interfacing with old customers and connecting with new ones, yet the most influential applications of social networking such as twitter are largely untapped (Manyika et al, 2011). Also, some business organization are yet to understand the importance of social networking, while a wide range of organizations are already taking the advantage of this platform. Thus, this paper explores the connecting relations of twitter networking and employee productivity viz-a-viz service quality provided by the employee and task accomplishment of employee in money deposit banks using banks operating in Rivers State University, Port Harcourt, Nigeria as study context. To guide the study, two hypotheses were tested and they are (a) H_{01} : there is no significant relationship between twitter networking and service quality of employees. (b) H_{02} : there is no significant relationship between twitter networking and task accomplishment of employees.

II. Literature Review

Twitter Networking

Twitter is a micro-blogging service that enables participants to communicate over updates known as tweets. They are posts comprise of 140 text-characters, which Twitter (a person sending the message) displays on the participant's profile page and delivers to the participant's followers. Participants can also limit mailing of their tweets to their circle of friends, or, by default, allowing anyone to access their page.

Twitter users are capable of posting direct and indirect updates. Direct posts are used when a participant directs her update to a particular person or user while indirect updates are used when the update is directed for anyone that cares to read it on the platform. Often times two or more participant can have conversations by posting updates that is available for everyone to see. Twitter users either follow others or are been followed. Also, unlike most online social networking, the relationship of following and being followed requires no reprisals. A participant can follow any other participant and the participants followed actually need not to follow back.

Employee Productivity

Generally, productivity can be defined as the ratio between a measure of output and a measure of input in a specified period. The productivity of an employee could thus be measured as an output such as sales or units produced, relative to an input like the number of hours worked or the cost of labor. Furthermore, at the organizational level, employee productivity is the rate to which members of the organization contribute to achieving the set goals in the firm (Luthans and Stajkovic, 1999). Employee productivity is an evaluation of the efficiency of an employee or group of employees and it is originally what an employee does or does not do. More so, Deadrick and Gardner's (1997) explained that employee productivity is an outcomes achieved by employee for each given job in a given period of time.

Due to the fact that the accomplishment of any organization depends on the productivity of its employees, employee productivity is an important consideration for organizations. Employees' productivity plays important and significant role toward achieving the overall productivity of the organizational. Productivity of an employee includes output quantity, output quality, output timeliness, commitment to work and cooperativeness (Gungor, 2011).

However, for the purpose of the study, employee productivity is measured using service quality and task accomplishment. These are discussed subsequently

Service Quality

Parasuraman, Zeithaml and Berry (1994) defined service quality as the degree and direction of discrepancy between customers' service perceptions and expectations. In other word if the perception is higher than expectation, then the service is said to be of high quality, whereas if the expectation is higher than perception, the service is said to be of low quality and service quality is needed for creating customer satisfaction. That means that if the perceptions would be higher than the expectations the service will be considered excellent, if the expectations equal the perceptions the service is considered good and if the expectations are not met the service will be considered bad (Oliver, 1997).

Furthermore, Parasuraman et al (1994) observed that service quality result from the comparison of the expectations of a consumer with performances of experienced service. They also state that quality evaluation is not based only upon the service results but upon the process of service delivery.

Task Accomplishment

Task accomplishment covers an employee’s contribution to organizational performance, refers to actions that are part of the formal reward system, and addresses the requirements as specified in job descriptions (Williams and Karau, 1991). Thus, task accomplishment has to do with the fulfillment of the requirements that are part of the contract between the employer and employee.

More so, Borman and Motowidlo (1993) divided productivity into task and contextual productivity. Task productivity is the effectiveness and efficiency with which job incumbents perform activities that contribute to the organization’s technical core (Borman and Motowidlo, 1997). Contextual productivity is productivity that is not formally required as part of the job but assist to mold the psychological context of the organization (Borman and Motowidlo, 1993). Contextual productivity has been further suggested to have two facets which are interpersonal facilitation and job dedication. Interpersonal facilitation includes cooperative and helpful acts that help the productivity of co-employee. While job dedication includes self-disciplined and motivation to support organizational objectives and goals (Van Scotter and Motowidlo, 1996).

Contextual productivity and related elements of productivity, such as organizational citizenship behavior, pro social organizational behavior, and extra-role productivity contribute to organizational effectiveness (Van Dyne, Cummings and Parks, 1995).

III. Methodology

A survey design was adopted for the study using questionnaire as the research instrument. The population of this research work is made up of 77 employees working in money deposit banks operating in Rivers State University, Port Harcourt. The five banks are UBA (23), Skye bank (13), Access bank (16), Fidelity bank (14) and Eco bank (11). However, out of the 77 copies sent out, sixty five (65) completed copies of the questionnaire were retrieved which served as the basis for the data analysis. The data were analyzed through the use of frequencies, mean scores and Spearman’s correlation coefficient was used to test the relationship between the variables of the study through the use of Statistical Package for Social Sciences (SPSS) Windows version 22 with a significance level of 0.05.

IV. Data Presentation and Results

This section shows the data on the variables of the study based on each of the items in the research instrument. It indicated the percentage responses, mean scores, associated weighted scores on each variable of the research work

Items and Scores on Twitter Networking: Three measurement items in the research instrument, which are B7, B8, and B9 were employed to collect data on twitter networking and the responses and scores are presented in Table 1.

Table 1: Items and Scores on Twitter Networking

B	Twitter Network	SD	D	I	A	SA	Sum	Mean
		1	2	3	4	5		Score
B7	Twitter networking is useful for connecting and communicating with customers which help to get customer feedback hence increase service quality	0	3	8	42	12	65	
		0.0	4.6	12.3	64.6	18.5	100%	3.97
		0	6	24	168	60	258	
B8	Twitter networking helps to know about customers which help me serve them better.	2	0.0	4	35	24	65	
		3.1	0	6.2	53.8	36.9	100%	4.25
		2	0	12	140	120	276	
B9	Twitter networking as a tool helps me to develop relationship with new contacts and to keep in touch with them.	0	4	4	37	23	65	
		0.0	6.2	6.2	56.9	35.4	100%	4.26
		0	8	12	148	115	283	
Total		2	7	16	114	59	198	4.12
		2	14	58	456	295	817	

Source: Field survey, 2016.

Table 1 above showed that the respondents agreed on all items of twitter network with a mean score greater than 4.

Items and Scores on Service Quality: Three measurement items in the research instrument, which C1, C2 and C3 were employed to collect data on Service Quality and the responses and scores are presented in Table 2.

Table 2: Items and Scores on Service Quality.

C	Service Quality	SD	D	I	A	SA	Sum	Mean Score
C1	Social networking helps you to perform promised services to customer dependably and accurately.	1	2	3	43	16	65	
		1.5	3.1	4.6	66.2	24.6	100%	4.09
		1	4	9	172	80	268	
C2	Social networking helps you to identify customer needs and other members of the firm	3	1	6	27	28	65	
		4.6	1.5	9.2	41.5	43.1	100%	4.17
		3	2	18	108	140	217	
C3	Social networking makes communication with customers and other members of the firm easier.	0	0	5	27	33	65	
		0.0	0.0	7.7	41.5	49.2	98.5%	4.43
		0	0	15	108	165	288	
		4	6	14	97	64	185	
		2	14	42	388	385	831	4.49

Source: Field survey, 2017.

Table 2 above showed that the respondents agreed on all items of service quality with a mean score greater than 4 indicating that the studied employees achieve the provision of service quality to customers through the adoption of twitter networking.

Items and Scores on Task Accomplishment: Three measurement items in the research instrument namely C4, C5, and C6 were used to collect data on task accomplishment. The responses and scores on the items are presented in Table 3.

Table 3: Items and Scores on Task Accomplishment.

C	Items	SD	D	I	A	SA	Sum	Mean Score
C4	It helps in the fulfillment of the requirements of task that are part of the contract between the employer and the employee by getting information from colleagues online.	3	3	4	35	20	65	
		4.6	4.6	6.2	53.8	30.77	100%	4.02
		3	6	12	140	100	261	
C5	Social networking helps to provide some information that assist me in performing my given task	0	3	7	33	22	65	
		0.0	4.6	10.8	50.8	33.8	100%	4.13
		0	6	21	132	110	269	
C6	Social networking helps to provide learning platform that aids my task productivity	5	2	0	31	27	65	
		7.7	3.1	0	47.7	41.5	100%	4.12
		5	4	0	124	135	268	
		2	7	16	114	59	195	
		2	14	58	456	295	798	4.09

Source: Field survey, 2017.

Table 3 above showed that the respondents agreed on all items of task accomplishment with a mean score greater than 4, indicating that the studied employees accomplish their given task through the adoption of twitter networking.

Relationship between Relationship between Twitter Networking and Service Quality: Table 4 shows that the Spearman's correlation coefficient ($r = 0.786$). This value is high, which indicate that a strong relationship exists between twitter networking and service quality. It also show that a positive relationship exist between the two variables due to the positive sign of the correlation coefficient. This implies that improvement in twitter networking will bring about increased in service quality in the studied firms.

Table 4: Correlations analysis showing the relationship between twitter networking and service quality.

Correlations				
Type	Variables1	Statistics	Twitter Networking	Service Quality
Spearman's rho	Twitter Networking	Correlation Coefficient	1.000	.786 **
		Sig. (2-tailed)	.	.000
		N	65	65
	Service Quality	Correlation Coefficient	.786 **	1.000
		Sig. (2-tailed)	.000	.
		N	65	65

** . Correlation is significant at the 0.05 level (2-tailed).

Effects of Twitter Networking on Service Quality.

Table 5: regression analysis result showing the effects of Twitter Networking on Service Quality

Variables	Coef.	t-cal	sig. t	t-tab (0.05, 1, 64)	R	R ²	F-cal	F-tab (0.05, 65)	sig f
Constant	1.187	7.631	.000	1.96	0.786	0.618	134.7	2.68	0.000
TN	.699	13.768	.000						

Dependent Variable; Service Quality

The result in Table 5 above shows that the correlation coefficient is 0.786. It indicates that a significant and strong relationship exist between Twitter Networking (TN) and service quality. The Coefficient of Determination (R²) = 0.618. It implies that 61.8% variation in service quality is explained by variations in Twitter networking. This indicates that this model has a good fit. The other 38.2% is elucidated by other variables not captured in this model. The F-calculated of 134.7 had a corresponding significant F-tab of 2.68; we therefore concludes that the model is useful. Conventionally F-Cal = 134.7 > F-tab (0.05, 65) = 2.68 hence the decision above is upheld. Also, Table 5 shows that twitter networking had a calculated t-value of 13.768 and a corresponding sig. value/probability value (PV) of 0.000. From the decision rule, since the t-calculated = 3.119 > t-tabulated (0.05, 64) = 1.96; then the null hypothesis is rejected and therefore there is a significant relationship between twitter networking and service quality provided by employees in the firm.

Relationship between Twitter Networking and Task Accomplishment: Table 6 shows that the Spearman's correlation coefficient (r) = 0.795. This value is high, which indicate that a strong relationship exists between twitter networking and task accomplishment. It also show that a positive relationship exist between the two variables due to the positive sign of the correlation coefficient. This implies that improvement in twitter networking will bring about increased in task accomplishment in the studied firms.

Table 6 Correlations analysis showing the relationship between twitter networking and task accomplishment.

Correlations				
Type	Variables1	Statistics	Twitter Networking	Task Accomplishment
Spearman's rho	Twitter Networking	Correlation Coefficient	1.000	.795 **
		Sig. (2-tailed)	.	.000
		N	65	65
	Task Accomplishment	Correlation Coefficient	.795 **	1.000
		Sig. (2-tailed)	.000	.
		N	65	65

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

Effects of Twitter Networking on Task Accomplishment.

Table 7: *Regression Analysis of the Effects of Twitter Networking on Task Accomplishment.*

Variables	Coef.	t-cal	sig. t	t-tab (0.05, 1, 64)	R	R ²	F-cal	F-tab (0.05, 65)	sig f
Constant	.815	5.003	.000	1.96	0.795	0.632	118.8	3.92	0.000
TN	.458	8.622	.000						

Dependent Variable; Task Accomplishment

The result in Table 7 above shows that the multiple correlation coefficient is 0.795. It indicates that a significant and strong relationship exist between Twitter Networking (TN) and task accomplishment. The Coefficient of Determination (R^2) = 0.632. It implies that 63.2% variation in employee task accomplishment is explained by variations in twitter networking. This indicates that this model has a good fit. The other 36.8% is elucidated by other variables not captured in this model. The F-calculated of 118.8 had a corresponding significant F-tab of 3.92; we therefore concludes that the model is useful. Conventionally $F-Cal = 118.8 > F-tab (0.05, 65) = 3.92$ hence the decision above is upheld. Also, Table 7 also, shows that twitter networking had a calculated t-value of 8.622 and a corresponding sig. value/probability value (PV) of 0.000. From the decision rule, since the t-calculated = 8.622 > t-tabulated $(0.05, 64) = 1.96$; then the null hypothesis is rejected and therefore there is a significant relationship between twitter networking and employee task accomplishment in the firm.

V. Discussion of findings

In accordance with the findings Bingham and Connor (2010) and Violino (2008) observed that social network such as twitter can be used for training and employee development which increases the employee productivity. Twitter can bring or connect remote employees together into a social community where they can not only learn from one another, but also create new ways of satisfying customers. Also, different posting by employee in the organization group pages or individual employee pages on twitter often time reveals the feelings of the employees thus enabling human resources management to actively recognize employee problems and proffers appropriate solution, hence improving the employee service quality.

To further buttress the findings, Shanayyara and Umer (2014) observed that twitter interconnects different individuals across the globe onto one page which enables this individual to learn in other to develop their career rather than be taught things forcefully. Also, Bingham and Connor (2010) opined that social network such as twitter provides custom development for more social and interactive learning to enhance the capacity of the employee in the organization.

Twitter networking can inspire customers and potential employees by telling the right story about the organization when they interact with one another. Also, by cultivating meaningful relationships online through the use of twitter, employee work with business clients to share the organizational plans and to get early input from individuals who would be their customers at later stage. Marketers can learn what messages or information are most effective to the customers and have greater opportunities to educate them by bringing them into the discussion process of product and content co-creation through twitter networking.

6. Conclusion and Recommendations

This paper empirically analyzed the relationship between twitter networking and employee productivity- service quality and task performance. We found that twitter networking significantly and positively influence service quality and task performance. Thus, social networking like twitter generally stimulates alliance and knowledge sharing pattern between individuals such as employees and customers which can lead to increased employee productivity in the organization. So, organizations can make available social networking platforms like twitter for developing and enhancing employee's productivity.

More so, social networking is impacting the way businesses are run and interacting at all levels within and outside the organization. However, managers should checkmate the excess of it because employees available online at all times on social networking like twitter should know how they can add value to the organization with their online presence. Also, employee engagement in social networking should be channeled in effective ways to ensure maximum results, as there are pitfalls that employees may pay too much attention to it which can affect their productivity negatively.

Hence, to maximize the potential in social networking like twitter within the organisation, it is recommended that managers consider forming and employing clear and comprehensive acceptable policies that will guild and regulate the abuse of social networking so as the productivity of the employee can be enhanced. More so, banks managers as well as other organizations' managers should initiate right attitude in its employees for using social networks and take it as a useful means for learning and creating social contacts, in order to enhance their productivity.

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