The Relationship between Social Media, Employability, Professional Networking, Job Performance and Career Success among Working Fresh Graduates in Malaysia

Muhammad Faris Izzat bin Ahmad Khairil[1], Mohd Fadzil bin Hassan[2]

[1]*Faculty of Management and Information Technology*
Universiti Sultan Azlan Shah, Bukit Chandan, Kuala Kangsar, 33000, Perak, Malaysia
fiazrziast@gmail.com
[2]*Faculty of Science and Information Technology*
Universiti Teknologi Petronas, Bandar Seri Iskandar, 31750, Tronoh, Perak, Malaysia
mfadzil_hassan@utp.edu.my

ABSTRACT: *Social media is a ubiquitous, cheap and fast platform to share information across the network. The main purpose of this research was to develop an understanding on how working fresh graduates in Malaysia use the social media to utilize the employability, establish professional networking, increase job performance and develop career success. We begin by offering a definition and review of social media, employability, social network, professional networking, job performance and career success. This quantitative research has been conducted in Malaysia using cluster sampling and data have been collected from 406 working fresh graduates aged between 21 and 26 years old using a questionnaire approach. The data related to usage of social media, professional networking and career success were analysed by Pearson correlation coefficient to measure the linear correlation between two variables. The coefficient highlighted strong and moderate correlation for variables related to these parameters. Meanwhile, the data related to the employability and job performance were analysed by the Levene's Test for Equality of Variance to determine the mean difference between two subsets. This test revealed all groups did not differ significantly and have verified the hypotheses.*

KEYWORDS*: Social Media, Fresh Graduates, Employability, Professional Networking, Job Performance, Career Success.*

I. INTRODUCTION

Social media is a platform facilitate for linking with all over world that assist the people to create and share expression, ideas, information and interest through network and virtual community. Social media give people the power to build the community and bring the world together. Social media not only enable people to communicate beyond local or social boundaries [1], but also facilitated the people to exchange the information in the form of text, images, emoticon, audio and video. In this platform, feedback and exchange are the important factors. Furthermore, it is the fastest and cheapest way to connect with people around the world. Its use is tremendously increasing day by day with high rate [2]. Technically, social media are interactive Web 2.0 internet based application because the contents are user generated and two ways communication occurred. The term Web 2.0, on the other hand, describes a general ideological and technological shift in the use of online technologies. The basic idea is that the web has evolved from being a platform where content is created and published by individuals [3] or organizations to one where content and applications are continuously generated and modified by all users in a participatory and collaborative fashion. Moreover, the emergence of social media cause the majority of the peoples are shifting quickly from electronic-based media such as radio and television or paper-based media [4] such as magazines and newspaper to the social media. People typically access social media

using smartphones, tablet, laptops or desktop computers that connected to the network via web-based technologies.

The growth of social media has contributed to the revolution of working environment for fresh graduates especially the Millennial. They need to adapt with the working environment start from looking for work, build professional networking with colleagues, increase productivity and skills until success in their career. The purpose of this research was to develop an understanding on how working fresh graduates in Malaysia use the social media to utilize the employability, establish professional networking, improve job performance and develop career success.

The vision of this study are looking for adaption of social media technology in working environment and leveraging social media for human benefit. This is because the working environment or landscape has been changing since the emergence of social media and it affect the process within the organization and employees especially fresh graduates in Malaysia. Today, fresh graduates spend most of their time on social media that affect the rate of employability, establish professional networking, improve job performance and develop career success. The employability figure will be compared to *Kajian Pengesanan Graduan 2016*. We will use the Pearson correlation coefficient to measure the linear correlation between two variables that have been identified and Levene's Test for Equality of Variance to determine the mean difference between two subsets. Four specific objectives are identified in this research are as follows:

1. To analyse the rates of employability difference between genders among fresh graduates in Malaysia.
2. To discover the correlation between the social media and professional network variables among working fresh graduates in Malaysia.
3. To figure out the difference of job performance between job sectors among working fresh graduates in Malaysia.
4. To study the correlation between social media and career success variables among working fresh graduates in Malaysia.

II. METHODOLOGY

The sampling technique used in this research is cluster sampling because it is optimize used when the clusters arise naturally in a single population. Furthermore, we do not have the capability to approach the entire population. The Ministry of Higher Education (MOHE) conducted a large survey named "*Kajian Pengesanan Graduan 2016*" and identified 126,218 working fresh graduates in Malaysia [5]. By using MOHE's figure, a sample size for this research was calculated. The confidence interval selected for this research is 95% because it usually selected when conduct a research [6]. The z-score for 95% confidence level is 1.966. Meanwhile, the confidence interval selected is 0.05 or one out of 20. If convert it to percentage form, the value is 5%. According to the calculation of sample size, the minimum sample size needed is 384 respondents. Instead of minimum sample size, we managed to obtain 406 respondents. Thus, the results obtained reflect the target population of this study.

$$\text{Sample size} = \frac{\frac{z^2 \times p\,(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p\,(1-p)}{e^2 N}\right)} \tag{2.1}$$

where,

e	margin of error (percentage in decimal form)
N	population size
p	probability
z	z-score

Next, after determined the sample size using **Equation (2.1)**, the design and development of the questionnaire begins. The approach to scaling respondent's responses is Likert scale and it using a five-point Likert scale from one to five represents Strongly Disagree (SD) to Strongly Agree (SA) respectively. However, it is an ordinal data which we cannot carry out the arithmetic operations. For that reason, a mean, variance or standard deviation cannot be calculated when using this approach. On the contrary, mode and median can be calculated for each Likert scale question.

Moreover, the raw data obtained from the Google Forms need to be exported from Microsoft Excel into SPSS. In other words, the comma separated value (.csv) format is converted into saved date of SPSS (.sav) format. Although, it cannot be converted directly. The value and label for each variable need to be assigned manually. For instance, the genders of respondents whereas the value and label is assigned into "one" for "male" and "two" for "female". In addition, the measure need to be assigned whether it is scale, nominal or ordinal. Scale is used when the value can be measured using The International System of Units (SI) such as length, mass, volume, time, temperature and frequency. The nominal is used when the value represent categories without intrinsic ranking such as gender, race, religion, blood type and colour. The ordinal is used when the value is ambiguous in order and cannot be measured by any devices such as satisfaction, happiness and discomfort.

Demographic is defined as the statistical characteristics of human populations within certain area. For this research purpose, several characteristics have been asked to the respondents to get the related characterization of their background such as gender, age, higher education, job sectors, working experience, field, number of social media owned and number of hours spent on social media daily. Gender is the circumstances whether the respondent is male or female based on biological classification. The next characteristic is age. The target respondents or fresh graduates for this research are ranged between 21 and 26 years old because they are considered as Generation Y or millennial. There are rare cases where the fresh graduates finished their diploma, degree or master at age over 40s. However, the Generation X or Baby Boomers are exclusion criteria for this research. Furthermore, the highest education of the respondents was asked in this demographic section. The options offered for this question are diploma, degree and master. Nevertheless, the Doctor of Philosophy (PhD) is not offered in this question due to extremely rare cases for fresh graduates completed their PhD at the age below 26 years old. For that reason, it is considered as exclusion criteria of this research.

Besides, the job sectors of the fresh graduates have been asked. The options offered for this question are private and public only. The not-for-profit sector is excluded from this sector because several questions are related to the salary and promotion. In addition, the working experience of fresh graduates have been asked. The options consisted of experience less than 12 months. If more than 12 months, they are not considered as fresh and indirectly categorized them into exclusion criteria. Naturally, they will be considered as experienced employees. The last question asked related to their job is their working field. Each of the subfields have been classified into five main fields according to MOHE which are Social Science and Literature, Science, Technical, Information Technology and Communication (ICT), and Education. This information has been helped to describe more clearly the characteristic of the respondents. Likewise, number of social media owned have been asked to see the tendency, amenity and accessibility of fresh graduates to have social media. Lastly, the usage of social media per day have been surveyed to see their behaviour, consumption and pattern of using social media.

For the "*professional networking*" and "*career success*" relationships, Pearson correlations **(Equation 2.2)** were used to test these relationships because these scales represented interval-level data. Each of the variables that correlate with themselves will produce a perfect correlation with a value of positive one or negative one. If the p-value of a result is less than or equal to 0.05, it is statistically significant. Thus, it rejecting the null hypothesis.

$$r = \frac{\sum(x-\bar{x})(y-\bar{y})}{\sqrt{\sum(x-\bar{x})^2 \sum(y-\bar{y})^2}} \tag{2.2}$$

where,

r	Pearson correlation coefficient
x	first variable value
y	second variable value

There are three ways to determine statistical significance. First, we can compare our t-score to a critical value (CV) that we looked up in the Student's T-Table. For 404 *df* and two-tailed test at 0.05 significance level, the CV is 1.966. This will be the same CV for both equal variances assumed and not assumed. When the t-score is larger than CV, the means are statistically significantly different. Second, we can see the p-value to ensure it is smaller than 0.05. Thirdly, we can see the confidence interval whether it is crossed zero. If the value crossed zero, it is not statistically significantly different [7].

For the *"employability based on gender"* and *"job performance based on working sector"*, Pearson correlation cannot determine the differences between genders or working sector respectively. The suitable method to determine the mean difference between genders or working sectors is to use independent sample t-test because each of the group are independent for each other. The groups present for *"employability based on gender"* test are male and female. Meanwhile, the groups present for *"job performance based on working sector"* test are private and public. There are ten and thirteen variables need to be measured respectively at the same time for this test. Gender or working sector are temporarily split into two groups in order to compare results across different subsets. Before calculate the independent t-test, the coding scheme need to be assigned. This step is taken to ensure the level of the nominal variable coded. For *"employability based on gender"* test, number one is assigned as male and number two is assigned as female. Meanwhile, for *"job performance based on working sector"* test, number one is assigned as private and number two is assigned as public.

The first output for both test displayed the group statistics. It tells the sample size of the test which is 406. Also, it displays the mean, standard deviation and standard error for each of the test. Next, it shows the inferential statistic. The main focused on this table are located on the middle column that shows t-score, degree of freedom (*df*) for both group, and the p-value corresponds to the t-score at those *df*, which will use to determine if there is a significance difference or not. To formula to determine the *df* is $(n_1-1) + (n_2-1)$. The simplified way is just using n-2, where n=406. Thus, 406 minus two equal to 404. For each variable tested, there are two rows where each with the difference result of the test. The top row is for equal variances assumed meanwhile the bottom row is for equal variances not assumed. It consists of Levene's Test for Equality of Variance **(Equation 2.3)** and t-test for Equality of Means **(Equation 2.4)** were used to determine the mean difference between two groups. The purpose of Levene's Test is to observe the p-value whether it is greater or less than the desired significance level of 0.05. If the p-value is greater than 0.05, it indicates the variances were equal and vice versa. However, all results for this test are equal variances assumed. After that, p-value are calculated using t-test for Equality of Means. If the p-value is greater than the desired significance level of 0.05, the differences between two groups were not considered statistically significant [8].

$$W = \frac{(n-k)}{(k-1)} \frac{\sum_{i=1}^{k} n_i (\bar{Z}_{i.} - \bar{Z}_{..})^2}{\sum_{i=1}^{k} \sum_{j=1}^{n_i} (Z_{ij} - \bar{Z}_{i.})^2} \tag{2.3}$$

where,

n sample size
k subgroup
Z mean

$$s_p = \sqrt{\frac{(Sn_1 - 1)Sd_1^2 + (Sn_2 - 1)Sd_2^2}{Sn_1 + Sn_2 - 2}} \quad (2.4)$$

where,

s_p equal variance assumed
sn sample size
sd sample standard deviation

III. RESULT AND DISCUSSION

1. Employability among fresh graduates between genders.

Based on the data obtained, 87 were male and 319 were female. Thus, 21.43% were male and 78.57% were female. These results have been structured in the Table 1. The gender demographic found in the questionnaire are proportional with the demographic of the overall working fresh graduates. A survey carried out by MOHE titled *Kajian Pengesanan Graduan 2016* found that 126,257 fresh graduates consist of approximately 25% male and 75% female. In different words, the ratio of male to female is one to three (1:3). Thus, the sample was consistent with the population of the working fresh graduates in Malaysia. The dataset for *Kajian Pengesanan Graduan 2017* has not been released by the time this research is conducted. From the pattern of previous year, the difference is slightly increased and this survey is significant.

Table 1: Gender of sample.

Gender	Number of Respondents	Percentage
Male	87	21.43%
Female	319	78.57%
Total	406	100.00%

The first output for this test displayed the group statistics as shown in Table 2. It tells the sample size of the test which is 406. Also, it displays the mean, standard deviation and standard error for each of the group which are male and female. This table is crucial to calculate the data for the Table 4 (page 7).

Table 2: Group statistic of employability between genders.

No.	Variable	Gender	N	Mean	Std. Deviation	Std. Error Mean
1	InfoAbundance	Male	87	3.62	1.184	0.127
		Female	319	3.70	1.153	0.065
2	RealizeDream	Male	87	3.57	1.007	0.108
		Female	319	3.65	1.022	0.057
3	InfluenceChoose	Male	87	3.56	1.188	0.127
		Female	319	3.56	1.155	0.065
4	Dependency	Male	87	3.47	1.098	0.118
		Female	319	3.49	1.205	0.067
5	WorthySalary	Male	87	3.26	1.186	0.127
		Female	319	3.09	1.111	0.062

Table 2: Group statistic of employability between genders (continued).

No.	Variable	Gender	N	Mean	Std. Deviation	Std. Error Mean
6	ObtainingInfo	Male	87	3.57	1.127	0.121
		Female	319	3.58	1.009	0.056
7	OneMinute	Male	87	3.78	0.993	0.106
		Female	319	3.67	1.037	0.058
8	InfoDistribution	Male	87	3.64	1.120	0.120
		Female	319	3.57	1.070	0.060
9	InfoDisclosure	Male	87	3.36	1.257	0.135
		Female	319	3.28	1.176	0.066
10	ImpactEmployability	Male	87	3.59	1.147	0.123
		Female	319	3.47	1.143	0.064

The groups did not differ significantly, t (87) = 0.84, p = 0.40, d = 0.11, 95% CI [-0.16, 0.39]. The mean for the male group (M = 3.59, SD = 1.15) was not significantly different than the female group (M = 3.47, SD = 1.14). These findings do not support the idea that social media impact the employability of working fresh graduates in Malaysia based on genders.

2. Relationship between social media and professional networking.

The Pearson product-moment correlation was conducted to examine the related relationship among professional networking variables such as Strengthen, Deteriorating, Dissatisfaction, Hatred, EffectiveCommunication and ProfessionalNetworking. Table 3 shows the the 15 correlations of six variables related to the usage of social media and professional networking among working fresh graduates. Based on the results, there are no strong correlations, seven moderate correlations and eight weak correlations.

The correlation between Deteriorating was strongest related to Hatred, r(406) = 0.60, p < 0.001, than Dissatisfaction, r(406) = 0.53, p < 0.001, EffectiveCommunication, r(406) = 0.51, p < 0.001 and ProfessionalNetworking, r(406) = 0.49, p < 0.001. In conclusion, the use of social media positively and moderately related to professional networking among working fresh graduates in Malaysia.

Table 3: Pearson correlations of professional networking.

No.	Variable		1	2	3	4	5	6
1	Strengthen	Pearson Correlation	1	0.482**	0.414**	0.466**	0.395**	0.561**
		Sig. (2-tailed)		0.001	0.001	0.001	0.001	0.001
		N		406	406	406	406	406
2	Deteriorating	Pearson Correlation		1	0.530**	0.600**	0.509**	0.489**
		Sig. (2-tailed)			0.001	0.001	0.001	0.001
		N			406	406	406	406
3	Dissatisfaction	Pearson Correlation			1	0.577**	0.563**	0.439**
		Sig. (2-tailed)				0.001	0.001	0.001
		N				406	406	406
4	Hatred	Pearson Correlation				1	0.596**	0.485**
		Sig. (2-tailed)					0.001	0.001
		N					406	406
5	Effective Communication	Pearson Correlation					1	0.481**
		Sig. (2-tailed)						0.001
		N						406
6	Professional Networking	Pearson Correlation						1
		Sig. (2-tailed)						
		N						

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

0.1-0.499	Weak	0.5-0.699	Moderate	0.7-0.99	Strong

Table 4: Independent samples test for employability.

No.	Variable		Levene's Test for Equality of Variances		t-test for Equality of Means						
										95% Confidence Interval of the Difference	
			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
1	InfoAbundance	Equal variances assumed	0.112	0.738	-0.581	404	0.561	-0.082	0.140	-0.357	0.194
		Equal variances not assumed			-0.572	133	0.568	-0.082	0.142	-0.363	0.200
2	RealizeDream	Equal variances assumed	0.195	0.659	-0.627	404	0.531	-0.077	0.123	-0.320	0.165
		Equal variances not assumed			-0.633	138	0.528	-0.077	0.122	-0.319	0.164
3	InfluenceChoose	Equal variances assumed	0.005	0.943	-0.007	404	0.994	-0.001	0.141	-0.277	0.275
		Equal variances not assumed			-0.007	133	0.994	-0.001	0.143	-0.284	0.282
4	Dependency	Equal variances assumed	1.759	0.185	-0.146	404	0.884	-0.021	0.143	-0.302	0.260
		Equal variances not assumed			-0.154	147	0.878	-0.021	0.136	-0.289	0.247
5	WorthySalary	Equal variances assumed	1.550	0.214	1.272	404	0.204	0.173	0.136	-0.095	0.441
		Equal variances not assumed			1.226	130	0.223	0.173	0.142	-0.107	0.453
6	ObtainingInfo	Equal variances assumed	1.345	0.247	-0.067	404	0.947	-0.008	0.125	-0.254	0.238
		Equal variances not assumed			-0.063	126	0.950	-0.008	0.133	-0.272	0.256
7	OneMinute	Equal variances assumed	0.643	0.423	0.866	404	0.387	0.108	0.124	-0.137	0.352
		Equal variances not assumed			0.887	141	0.376	0.108	0.121	-0.132	0.347
8	InfoDistribution	Equal variances assumed	0.133	0.716	0.583	404	0.560	0.076	0.131	-0.181	0.333
		Equal variances not assumed			0.568	131	0.571	0.076	0.134	-0.189	0.342
9	InfoDisclosure	Equal variances assumed	0.916	0.339	0.557	404	0.578	0.080	0.144	-0.203	0.364
		Equal variances not assumed			0.536	129	0.593	0.080	0.150	-0.216	0.377
10	ImpactEmployability	Equal variances assumed	0.082	0.774	0.838	404	0.402	0.116	0.138	-0.156	0.388
		Equal variances not assumed			0.837	136	0.404	0.116	0.139	-0.158	0.390

3. Job Performance among fresh graduates between sectors

Job performance is the achievement of a desired task with a time set and done by a person which later will be measure by using performance management [9]. Job performance is naturally a highly sought after outcome by employers and manages alike. Job performance is rewarded and translated into career success [10]. Based on the data obtained, 309 were working in private sector and 97 were working in public sector. If this data is converted into percentage, the fresh graduates that are currently working in private and public sector are 76.11% and 23.89% respectively. The sample ratio of private sector to public sector is three to one (3:1). These results have been structured in the Table 5. According to Department of Statistic of Malaysia, the labour force participation rate in 2017 is 67.70% equivalent to 14,497,400 workers. The remaining 32.30% or 7,150,000 Malaysian aged between 15 and 64 years old are consist of housewives, student, pensioner, disabled people and those who are not interested to work [11]. As stated by Chief Secretary of Malaysia, the total of civil servants until February 2017 is about 1,600,000 or 11% of labour in Malaysia [12]. The ratio of public sector to private sector in Malaysia is one to nine (1:9). Nevertheless, the comparison between the sample and actual number of fresh graduates that working in private and public sectors cannot be compared due to the unavailability of the exact figure.

Table 5: Working sector of sample.

Sector	Number of Respondents	Percentage
Private	309	76.11%
Public	97	23.89%
Total	406	100.00%

The first output for this test displayed the group statistics as shown in Table 6. It tells the sample size of the test which is 406. Also, it displays the mean, standard deviation and standard error for each of the group which are private and public. This table is crucial to calculate the data for the Table 8 (page 10).

Table 6: The group statistic of job performance between job sectors.

No.	Variables	Sector	N	Mean	Std. Deviation	Std. Error Mean
1	RealmOfWork	Private	309	2.73	1.118	0.064
		Public	97	2.71	1.070	0.109
2	CommunicationSkill	Private	309	3.30	1.153	0.066
		Public	97	3.24	1.116	0.113
3	Technology	Private	309	4.10	1.050	0.060
		Public	97	4.04	1.010	0.103
4	Expertise	Private	309	3.71	1.060	0.060
		Public	97	3.71	1.080	0.110
5	Learning	Private	309	3.50	1.141	0.065
		Public	97	3.55	1.099	0.112
6	Marketing	Private	309	4.10	1.055	0.060
		Public	97	4.02	1.020	0.104
7	LeftBehind	Private	309	3.05	1.098	0.062
		Public	97	3.07	1.111	0.113
8	LimitedAccess	Private	309	3.88	1.091	0.062
		Public	97	3.89	0.999	0.101
9	RemoteAreas	Private	309	3.38	1.109	0.063
		Public	97	3.44	1.060	0.108
10	MaturedDecisions	Private	309	3.09	1.203	0.068
		Public	97	3.20	1.222	0.124

Table 6: The group statistic of job performance between job sectors (continued).

No.	Variables	Sector	N	Mean	Std. Deviation	Std. Error Mean
11	Completed	Private	309	3.35	1.348	0.077
		Public	97	3.42	1.345	0.137
12	Excitement	Private	309	3.36	1.109	0.063
		Public	97	3.56	1.030	0.105
13	Comparison	Private	309	3.50	1.059	0.060
		Public	97	3.56	1.070	0.109

In summary, the groups did not differ significantly, $t(309) = 0.84$, $p = 0.62$, $d = -0.06$, 95% CI [-0.30, 0.18]. The mean for the private group (M=3.50, SD = 1.06) was not significantly different than the public group (M=3.56, SD = 1.07). These findings do not support the idea that social media affect the job performance among working fresh graduates in Malaysia differ between job sectors.

4. The relationship between social media and career success.

Pearson product-moment correlation was conducted to examine the related relationship among career success variables such as BetterOpportunities, Position, InhibitAchievement and CareerSuccess. Table 7 shows the six correlations of four variables related to the usage of social media and career success among working fresh graduates. Based on the results, there are five strong correlations and only one moderate correlation. The correlation between BetterOpportunities was strongest related to Position, $r(406) = 0.79$, $p < 0.001$, than InhibitAchievement, $r(406) = 0.68$, $p < 0.001$, and CareerSuccess, $r(406) = 0.73$, $p < 0.001$. The use of social media strongly correlated with career success of working fresh graduates in Malaysia. A complete list of correlations is systematically constructed in Table 7.

Table 7: Pearson correlations of career success.

No.	Variable		1	2	3	4
1	BetterOpportunities	Pearson Correlation	1	0.792**	0.676**	0.725**
		Sig. (2-tailed)		0.001	0.001	0.001
		N		406	406	406
2	Position	Pearson Correlation		1	0.739**	0.737**
		Sig. (2-tailed)			0.001	0.001
		N			406	406
3	InhibitAchievement	Pearson Correlation			1	0.726**
		Sig. (2-tailed)				0.001
		N				406
4	CareerSuccess	Pearson Correlation				1
		Sig. (2-tailed)				
		N				

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

0.1-0.499	Weak	0.5-0.699	Moderate	0.7-0.99	Strong

Table 8: Independent sample test for job performance.

No.	Variable		Levene's Test for Equality of Variances		t-test for Equality of Means						
										95% Confidence Interval of the Difference	
			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
1	RealmOfWork	Equal variances assumed	0.852	0.357	0.156	404	0.876	0.020	0.129	-0.233	0.273
		Equal variances not assumed			0.159	166	0.874	0.020	0.126	-0.228	0.269
2	CommunicationSkill	Equal variances assumed	0.650	0.420	0.504	404	0.615	0.067	0.133	-0.195	0.329
		Equal variances not assumed			0.512	165	0.609	0.067	0.131	-0.191	0.326
3	Technology	Equal variances assumed	0.003	0.958	0.488	404	0.626	0.059	0.121	-0.179	0.297
		Equal variances not assumed			0.498	166	0.619	0.059	0.119	-0.175	0.293
4	Expertise	Equal variances assumed	0.577	0.448	-0.021	404	0.983	-0.003	0.124	-0.246	0.241
		Equal variances not assumed			-0.021	158	0.983	-0.003	0.125	-0.250	0.244
5	Learning	Equal variances assumed	0.449	0.503	-0.340	404	0.734	-0.045	0.132	-0.304	0.214
		Equal variances not assumed			-0.347	166	0.729	-0.045	0.129	-0.300	0.210
6	Marketing	Equal variances assumed	0.927	0.336	0.681	404	0.496	0.083	0.122	-0.157	0.322
		Equal variances not assumed			0.693	165	0.489	0.083	0.120	-0.153	0.319
7	LeftBehind	Equal variances assumed	0.017	0.896	-0.159	404	0.874	-0.020	0.128	-0.272	0.232
		Equal variances not assumed			-0.158	159	0.875	-0.020	0.129	-0.275	0.234
8	LimitedAccess	Equal variances assumed	0.231	0.136	-0.051	404	0.959	-0.006	0.125	-0.251	0.238
		Equal variances not assumed			-0.053	173	0.958	-0.006	0.119	-0.241	0.228
9	RemoteAreas	Equal variances assumed	0.625	0.430	-0.481	404	0.631	-0.061	0.128	-0.313	0.190
		Equal variances not assumed			-0.492	167	0.623	-0.061	0.125	-0.308	0.185
10	MaturedDecisions	Equal variances assumed	0.207	0.650	-0.749	404	0.454	-0.105	0.140	-0.381	0.171
		Equal variances not assumed			-0.743	158	0.459	-0.105	0.142	-0.385	0.175
11	Completed	Equal variances assumed	0.021	0.885	-0.487	404	0.626	-0.076	0.157	-0.385	0.232
		Equal variances not assumed			-0.488	161	0.626	-0.076	0.157	-0.386	0.233
12	Excitement	Equal variances assumed	0.319	0.252	-10.555	404	0.121	-0.197	0.127	-0.447	0.052
		Equal variances not assumed			-10.616	171	0.108	-0.197	0.122	-0.439	0.044
13	Comparison	Equal variances assumed	0.040	0.841	-0.498	404	0.619	-0.062	0.124	-0.304	0.181
		Equal variances not assumed			-0.495	159	0.621	-0.062	0.124	-0.307	0.184

IV. CONCLUSION

The purposes of this study are looking for adaption of social media technology in working environment and leveraging social media for human benefit. This is because the working environment or landscape has been changing since the emergence of social media and it affect the process within the organization and employees especially fresh graduates in Malaysia. Today, fresh graduates spend most of their time on social media that affect the rate of employability, establish professional networking, improve job performance and develop career success. In a nutshell, the finding of this research do not support the idea that social media impact the employability of working fresh graduates in Malaysia based on genders. Furthermore, the use of social media positively and moderately related to professional networking among working fresh graduates in Malaysia. Moreover, the outcome of this research also do not support the idea that social media affecting the job performance among working fresh graduates in Malaysia differ between job sectors. The use of social media strongly correlated with career success of working fresh graduates in Malaysia.

V. REFERENCES

[1] Shabir, G., Hameed, Y., Safdar, G., & Gilani, S. (2014). The impact of social media on youth: a case study of Bahawalpur city. *Asian Journal of Social Sciences & Humanities, 3(4),* 132-135.

[2] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons, 53(1),* 59–68.

[3] Judge, T. A., & Bretz, R. D., Jr. (1994). Political influence behavior and career success. *Journal of Management, 20,* 43-65.

[4] Marineau, J. (2016). Trust and Distrust Network Accuracy and Career Advancement in an Organization. *Group & Organization Management, 42*(4), 487-520. http://dx.doi.org/10.1177/1059601115627529

[5] Ministry of Higher Education. (2017). *Status Pekerjaan Graduan (Warganegara) 2016* (pp. 45-53, 197-259). Ministry of Higher Education.

[6] Greenfield, M., Kuhn, J., & Wojtys, E. (1998). A Statistics Primer. *The American Journal of Sports Medicine, 26*(1), 145-149. doi: 10.1177/03635465980260010901

[7] Kostic, B. (2017). *13-8 Pearson Correlation in SPSS* [Video]. Retrieved from https://www.youtube.com/watch?v=rR99bpl0rKM&index=21&list=PLVI_iGT5ZuRmXlbuwMKi04R6Oe1G3De8G

[8] Kostic, B. (2017). *11-5 Independent Samples t Test in SPSS* [Video]. Retrieved from https://www.youtube.com/watch?v=6eqm7zdPc3U

[9] Shahzad, F., Luqman, R. A., Khan, A. R. & Shabbir, a. L. (2012). Impact of Organizational Culture on Organizational Performance: An Overview. *Interdisciplinary journal of contemporary research in business, 3*(9), 975-985.

[10] Ramaswami, A., & Dreher, G. F. (2007). The benefits associated with workplace mentoring relationships. In T. D. Allen & L. T. Eby (Eds.), *The Blackwell handbook of mentoring: A multiple perspectives approach* (pp. 211-231). Oxford, UK: Blackwell.

[11] Department of Statistics Malaysia. (2017). *Statistik Utama Tenaga Buruh Di Malaysia, Julai 2017*. Putrajaya: Department of Statistics Malaysia.

[12] Hamsa, A. (2017). Bilangan penjawat awam kekal 1.6 juta. *Utusan Online*. Retrieved from http://www.utusan.com.my/berita/nasional/bilangan-penjawat-awam-kekal-1-6-juta-1.446263