

# USE OF WHATSAPP MESSENGER AND ORGANIZATIONAL CULTURE TOWARDS EMPLOYEE PERFORMANCE AT UPTD PUSKESMAS PURWASARI KARAWANG REGENCY

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## Abstract

*Whatsapp messenger* is one of the social media applications in the form of *chat* that in *real time* can send messages easily. Good organizational assistance can be reflected in the work culture of the organization, besides that a good organizational culture can also increase motivation for employees at the Purwasari Health Center UPTD which is ultimately expected to improve the quality of its performance in terms of providing Excellent health care to the community. This research aims to analyze the influence of communication by using *whatsapp messenger* media and organizational culture on the performance of UPTD employees of purwasari Health Center, Karawang Regency, both partially or simultaneously. The method of data collection used is by means of field studies and literature studies with sampling techniques carried out by means of censuses or saturated samples. The number of respondents was 37 respondents who were employees of uptd Puskesmas Purwasari, so the population was a sample. The data in this study was analyzed using SPSS (*Statistical Package for The Social Sciences*) version 26. The results of the study were obtained: 1). There is a linear relationship between communication built using *whatsapp messenger* and employee performance and has a positive and significant influence on employee performance. 2) There is a linear relationship between organizational culture and employee performance has a positive and significant influence on karyawan performance. 3) Communication built using *whatsapp messenger* and organizational culture together has a linear relationship with employee performance and together or simultaneously affects the performance of UPTD employees puskesmas Purwasari Karawang Regency

**Keywords:** Whatsapp messenger, organizational culture and employee performance

## INTRODUCTION

The development of information and communication technology greatly affects the lifestyle carried out by humans. Communication is in principle a basic human need in influencing every human behavior in an organization, with communication in an organization being the driver of processes in the organization that allow mutual understanding and cooperation between its members. The development of communication information technology brought about a change in people's lives. The development of this technology has given birth to various forms of new media in communicating based on the internet and *digital systems*, such as *mobile phones*.

With the development of information and communication technology, there are also increasing public demands on health services. One of them is health services in Puskesmas which is a first-level health facility. Puskesmas is a health service facility that organizes public health efforts and first-level individual health efforts, prioritizing promotive and preventive efforts, to achieve the highest level of public health in the work area yes (Aceto, Persico, & Pescapé, 2018).

*WhatsApp Messenger or WhatsApp* application is currently the second most popular social media application in Indonesia after *Youtube* (Patmanthara, Febiharsa, & Dwiyanto). *WhatsApp* is an instant and cross-platform messaging application on *smartphones* as one of the social media that allows users to actively interact, both personally and in a community, this is possible because this application in addition to being able to send messages in the form of text as well as in the form of photos, videos, *audio* and *files*. other documents.

Performance is a work achievement or *job performance achieved* by a person. *Performance* is translated into performance, also means work performance, work implementation, work achievement or work results. Low employee performance will be a problem for an organization or institution, because the performance produced by employees is not in accordance with what is expected by the organization. To achieve good performance, there needs to be 1) high work effectiveness 2) the efficiency of working time, hal this certainly greatly affects the productivity or work achievement of an organization.

Organizational culture is one way to motivate employees to achieve maximum performance because it will provide a condition that is in accordance with the behavior of employees in work if the organizational culture supports employees in developing their abilities and can support their welfare. Organizational culture that is in line with organizational policies will be able to affect performance, but nevertheless employee participation in organizational programs and policies that are carried out depends on the condition of the employee, especially motivation, willingness to work and the expectations and benefits that will be felt by the employee himself.

Communication using *WhatsApp* has an important influence for its users, in addition to being a medium of communication and also to connect friendships, but besides that it cannot be denied that the existence of *WhatsApp* and other social media can also have a negative impact. Employee contributions to the organization will be important if done with effective action and behave properly. The nature of employees, efforts or willingness to work, as well as various things in the form of support from an organization can give a very big meaning to the success of employee performance.

This phenomenon is very interesting to study more deeply and comprehensively through scientific research to reveal communication using *Whatsapp Messenger* media and Organizational Culture to employee performance by taking research objects at uptd Puskesmas Purwasari Karawang Regency.

## **THEORETICAL FOUNDATION**

### ***Communication***

Communication is the process of transferring understanding in the form of ideas or information from one person to another. Such a transfer of understanding involves more than just the words used in the conversation, but also facial expressions, intonation, vocal breaking points and so on. So it can be concluded that communication is related to conveying a view with the intention to get the same similar views or meanings. Communication is the process of transferring messages and understanding the message conveyed (Rousseau, 1997).

Rousseau (1997) also express four main functions of communication, namely :

- 1) Control, communication plays a role in controlling members of the organization in several ways. An organization has formal authority, hierarchy and guidance for its members that are required to be followed and adhered to.
- 2) Motivation, communication help increase motivation by explaining to employees what to do and how they work well and what can be done to improve their performance.
- 3) Emotional disclosure, companies that have many employees consist of working groups where they are the main source for social interaction between them, communication that occurs within the group is a fundamental mechanism in interacting with members showing their feelings, such as their disappointment and satisfaction therefore communication is an emotional expression of feelings and fulfillment of social needs.
- 4) Information, communication provides the information that individuals and groups need as a basis for making decisions by passing on data used to assess alternative options and broad views.

### ***WhatsApp Messenger***

*Whatsapp Messenger* or *Whatsapp* is an *instant* and cross-platform messaging application on *smartphones* that allows users to send and receive messages such as SMS without using credit but using an internet connection. *Whatsapp* has a *basic* similar to *Blackberry Messenger*. To use *Whatsapp*, it is enough to register using a *mobile phone number*.

Whatsapp Inc. It was founded on February 24, 2009 in Mountain View, California, United States by Brian Acton and Jan Koum. Both are former senior yahoo! employees. The 20 years of experience working at Yahoo! inspired the two to create an app with messaging functions at once. In November 2009 Whatsapp was officially released on the App Store and in January 2010 established a partnership with the BlackBerry Store, then with Android in August 2010. And because of its popularity and rapid development, on October 6, 2014 the largest networking company Facebook was interested in acquiring Whatsapp and dared to buy it for 22 billion US dollars.

The functions and benefits of using the *Whatsapp Messenger* application include:

### ***Personal Chat or Group Chat***

With Whatsapp we can send text messages, audio, document files, photos or videos with other users either personally chat or can also create a group chat containing several other users.

### ***Educational Media***

Whatsapp can also be used as a medium for learning both personally and in groups, business seminars and workshops.

### ***Business Media***

As a medium for promotion, information and bookings are currently widely done using Whatsapp media.

### ***Sharing Information and News***

Users can share information and news with other users both in personal chat and group chat.

### ***Video Call dan Audio Call***

Video calls and audio calls are one of the advantages offered by Whatsapp. Users can make video or audio calls not using pulses but using an internet connection so it is relatively cheaper.

### ***Create a Status or Story***

Like other social media things such as Instagram or Facebook, Whatsapp can also create stories that can be seen by other users, by entering the caption text, sticker, photo or video.

### ***Community Media***

Whatsapp can be used as a place for gatherings of an online community, such as hobby communities, family ties or colleagues and others.

### ***Organizational Culture***

Organizational culture is the spread of values that develop in an organization. For an employee of a good organizational culture can be reflected in the work culture of the organization, besides that a good organizational culture can increase motivation as well, and vice versa if a bad organizational culture can be reflected in poor work quality with very low work motivation. Organizational culture is the basic philosophy of organization that contains shared beliefs, norms and values that are core characteristics of how to do things in organization. These beliefs, norms and values become the handle of all human resources in the organization in carrying out their performance (Devanna, Fombrun, & Tichy, 1981).

Hofstede, Neuijen, Ohayv, and Sanders (1990) explains ten characteristics of organizational culture, namely:

### ***Individual Initiatives***

The degree of responsibility, freedom or independence and independence that individuals have in expressing opinions. These individual initiatives need to be appreciated by the group or leadership of an organization as long as it concerns ideas for advancing and developing the organization.

### ***Tolerance for Risky Actions***

In organizational culture it is necessary to emphasize the extent to which employees are encouraged to act aggressively, innovatively and take risks. An organizational culture is said to be good if it can tolerate members / employees to be able to act aggressively and innovatively to advance the organization / company and dare to take risks to what it does.

### ***Briefing***

The direction in question is the extent to which an organization / company can clearly create the desired goals and expectations. These goals and expectations are clearly stated in the vision and mission of the organization. This condition affects the performance of the organization / company

### ***Integration***

Integration is the extent to which an organization can encourage organizational units to work in a coordinated manner. The compactness of units in work can drive the quality and quantity of work produced.

### ***Management Support***

Intended management support is the extent to which managers can provide communication or direction, as well as clear support to subordinates. Management's attention to subordinates greatly helps the smooth performance of an organization / company.

### ***Control***

Wearable kontrol tools are rules or norms that apply in an organization or company. For this reason, a number of rules and supervisors (direct supervisors) can be used to supervise and control the behavior of employees / employees in an organization.

### ***Identity***

The identity in question is the extent to which the members/employees of an organization can identify themselves as a unit within the company and not as a specific working group or specific professional expertise. Identity as a unit in the company is very helpful management in achieving the goals and objectives of the organization / company.

### ***Reward System***

The reward system in question is the extent to which the allocation of rewards (such as salary increases, promotions, and so on) is based on the employee's work performance, not the other way around based on seniority, favoritism and so on. The reward system based on employee work performance encourages employees / employees of an organization / company to act and behave innovatively and seek maximum work performance according to their abilities and expertise.

Conversely, a reward system based on seniority and favoritism will result in a workforce that has ability and expertise can be effective and frustrated. This kind of condition can result in the performance of the organization / company becomes hampered.

### ***Tolerance to Conflict***

The extent to which employees are encouraged to express conflict and criticism openly. Opinions are a phenomenon that often occurs in an organization / company. However, differences of opinion or criticism that occur can be used as a medium to make improvements or changes in strategy to achieve the goals of an organization / company.

### ***Communication Patterns***

The extent of communication is limited by a formal hierarchy of authority. Sometimes the hierarchy of authority can inhibit the occurrence of communication patterns between superiors and subordinates or between employees themselves.

### ***Performance***

Performance is the result produced by certain job functions or activities on a particular job over a period of time. The results of this work are the result of ability, expertise, and desires achieved. An organization or company if it wants to advance or develop then it is required to have qualified employees. Qualified employees are employees whose performance can meet the targets or targets set by the company.

According to Wood (1999) faktor – factors that affect performance are:

- 1) Effectiveness and efficiency ofensi. What is meant by effectiveness is when the organization's goals can be achieved in accordance with the planned needs. While efficiency is related to the amount of sacrifices spent in an effort to achieve goals. It can be said to be inefficient if the amount of sacrifice that has been issued is considered too large.
- 2) Authority and responsibility, authority possessed by a person to order others to carry out the duties assigned to each subordinate in an organization. Authority has limits on what can be done and what cannot be done.
- 3) Discipline, in general, discipline is defined as obeying the applicable laws and regulations. Discipline also relates to sanctions that need to be imposed on the violating party.
- 4) Initiative, is a matter related to the power of the pikir, creativity as a person in the form of ideas to plan something related to the goals of the organization.

## **RESEARCH MATERIALS AND METHODS**

### ***Location and Research Design***

The research was conducted at UPTD Puskesmas Purwasari, Karawang Regency. The research conducted is a correlation study, the data obtained in the study aims to find out the influence of free ( *independent*) variables on bound variables ( *dependent*). The research

approach carried out is a quantitative approach because the data obtained is in the form of numbers and analyzed with statistics. So this research is quantitative cholera research.

### ***Population and Research Samples***

The population in this study is up to employees of Purwasari Health Center of Karawang Regency which amounts to 37 people. In connection with the number of samples less than one hundred, in this study the sampling method was carried out by census method, with the number of samples equal to the number of populations subjected to the study, namely 37 respondents. If the number is relatively limited, for example less than one hundred and researchers have the ability to reach it as a whole, the sampling method used is a census or saturated sample. Census sampling requires all members to be used as research samples, due to the limited number of population (Miner, Bockting, Romine, & Raman, 2012)

### ***Data Collection Method***

The method of data collection used is by means of field studies and library studies. Field studies are data collection activities including the dissemination of questionnaires, tests, interviews, observations and document tracing. While library study is the activity of studying theories or concepts from a number of literature whether books or journals, magazines, newspapers or other written works relevant to the topic, focus or research variables (Buchstaller & Khattab, 2013)

Instruments in data retrieval are questionnaires. Penulis uses questionnaires as data collection instruments based on the limited time owned by respondents due to the busyness of respondents in carrying out their work. The number of statements in the questionnaire amounted to 20 real r which is divided into 3 variables, namely for communication variables by using *Whatsapp Messenger* media as a free variable consisting of 5 statement items, cultural variables. organization 10 statement items and for performance variables as variables bound 5 statement items. The scale used is the Likert Scale in the form of a *checklist*. The answers to the Likert Scale instrument used in this study have gradations from very positive to very negative and you need quantitative analysis then the answers from the research instruments are scored, namely:

- |                            |     |
|----------------------------|-----|
| 1) Strongly Agree (SS):    | 5   |
| 2) Agree (S)               | : 4 |
| 3) Ragu – ragu (R)         | : 3 |
| 4) Disagree (TS)           | : 2 |
| 5) Highly Disagreed (STS). | : 1 |

### ***Data Analysis***

In the process of processing and analysis of data is carried out on each questionnaire by giving and summing each weight of the answers on each variable. The data in this study was analyzed using SPSS (*Statistical Package for The Social Sciences*) version 26. Then the data is processed and analyzed to get descriptive information.

Research model analysis is performed with validity and reliability tests, multiple regression analysis, and classical assumption tests.

## **RESULTS AND DISCUSSIONS**

### ***Validity Test***

Of the three variables, namely communication variables using *Whatsapp Messenger* and Organizational Culture and Employee Performance there is UPTD Puskesmas Purwasari Karawang Regency, these variables were tested against 37 respondents, resulting in a

communication calculation range of 0.550 - 0.795, organizational culture 0.490 – 0.758 and variable performance 0.578 – 0.813 with  $r_{table}$  0.334 then  $r_{calculate} > r_{table}$ , so that the tool used to conduct research is declared valid.

### **Reliability Test**

In this study, reliability tests were used by *Cronbach's Alpha* method with the alpha standard used 0.60.

To test data reliability, the following steps are taken:

1. Determining a hypothesis

$H_0$  = grain score positively correlated with the composite of the factors

$H_1$  = grain score is not positively correlated with faktor composite

2. Take decisions

The basis for decision making is:

- If  $r_{Alpha}$  is positive and  $r_{Alpha} > 0.60$ , then the item is declared reliable
- If  $r_{Alpha}$  is not positive and  $r_{Alpha} < 0.60$ , then the item is declared unreliable.

*Cronbach's Alpha* values for the Communication variable are 0.693, Organizational Culture 0.832, Performance 0.751. Based on these values, it is decided that the research instrument used is declared reliable.

### **Multiple Linear Regression**

The double linear analysis model is used to determine the influence of communication by using *whatsapp messenger* media and organizational culture on the performance of UPTD employees of Purwasari Health Center karawang regency both simultaneously and partially.

**Table 1.** Summary Model of Communication and Organizational Culture with Employee Performance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824a	.679	.660	1.22347

a. Predictors: (Constant), Communication, Organizational Culture

Source: Data calculation results with SPSS V26

In the table above the number R square is 0.679 which means that communication using *whatsapp messenger* and organizational culture together or simultaneously affects the performance of UPTD employees puskesmas Purwasari Karawang Regency by 67.9% while the remaining 32.1% (100% - 67.9%) is caused by the influence of other variables outside this regression equation or variables that are not studied (epsilon).

### **Test F**

You can find out whether the regression model above can be said to be right or wrong in other words to find out whether free variables simultaneously or together give a significant influence on non-free variables, then it is necessary to do or need hypothesis testing. The hypothesis test used is to use the F test as stated in Table 2 which is an anova table resulting from data processing using SPSS version 26.

**Table 2.** Anova Communication and Organizational Culture with Employee Performance

Model	Sum of Squares	df	Mean Square	F	Itself.
Regression	107,430	2	53,715	35,884	.000b
1 Residual	50,894	34	1,497		
Total	158,324	36			

a. Dependent Variable: Performance  
b. Predictors: (Constant), Communication, Organizational Culture

With the results obtained, the researcher proposed the following hypothesis:

H0: There is no linear relationship between communication and organizational culture with employee performance at UPTD Puskesmas Purwasari Karawang Regency

H1: There is a linear relationship between communication and organizational culture with employee performance at uptd Puskesmas Purwasari Karawang Regency

The basis for decision-making in this F test is:

- If  $F_{\text{counts}} > F_{\text{table}}$  then H0 is rejected and H1 is accepted.
- If  $F_{\text{counts}} < F_{\text{table}}$  then H0 is accepted and H1 is rejected.

Testing the hypothesis is done in two ways.

1) Counting F counts.  $F_{\text{calculate}}$  from SPSS obtained by 35,884 by looking at the anova table above obtained the number  $F_{\text{table}}$  is 3.27.  $F_{\text{calculates}} > F_{\text{table}}$ , it can be concluded that H0 is rejected and H1 is accepted. With this, it means that there is a linear relationship between communication built using *whatsapp messenger* and organizational culture with the performance of employees at uptd Puskesmas Purwasari Karawang Regency.

2) By comparing the magnitude of the significant level number (sig) of research with a significance level of 0.05 with the basic criteria of decision making as follows:

- If significant research  $> 0.05$  then H0 is rejected and H1 is accepted.
- If significant research  $< 0.05$  then H0 is accepted and H1 is rejected.

Based on the calculation of a significant number of  $0.00 < 0.05$  then H0 is rejected and H1 is accepted, then there is a linear relationship between communication using *whatsapp messenger* and organizational culture with the performance of employees at uptd Puskesmas Purwasari Karawang Regency.

By looking at the test results of the two methods above, it can be concluded that communication using *whatsapp messenger* and organizational culture simultaneously or together has a positive and significant influence on the performance of UPTD employees of the Purawasari Health Center of Karawang Regency.

### T Test

Furthermore, to see the magnitude of the influence of each free variable whether it is communication or organizational culture on the performance of UPTD employees of purwasari Health Center karawang regency, then partial testing for each of these variables using the T Test. Analisis Uji T juga dilihat dari Tabel 3.

**Table 3.** Coefficients of Communication and Organizational Culture with Employee Performance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	-2.255	2.627		-.858	.397



Organizational Culture	.220	.061	.378	3.591	.001
Communication	.618	.108	.602	5.722	.000

a. Dependent Variable: Performance

Source: Data calculation results with SPSS V26

1) Communication

Hipotesis used as follows:

H0: There is no linear relationship between communication and employee performance at UPTD Puskesmas Purwasari Karawang Regency

H1: There is a linear relationship between communication and employee performance in UPTD

The basis for decision making is as follows:

-If  $t_{count} > t_{table}$  then H0 is rejected and H1 is accepted.

-If  $t_{count} < t_{table}$  then H0 is accepted and H1 is rejected

Based on the results of calculations, it can be obtained the number  $t_{count}$  in this study of  $5,722 > t_{table}$  of 2,032, then H0 is rejected and H1 is accepted. This means that there is a linear relationship between communication variables using *whatsapp messenger* and employee performance. Besar the influence of communication built by using *whatsapp messenger* on the performance of employees at uptd Puskesmas Purwasari Karawang Regency can be seen in the Beta column in Table 3 which is 0.602 or 60.2% then it is concluded that communication built using *whatsapp messenger* Partially influenced positively and significantly on the performance of UPTD employees of purwasari Health Center karawang regency.

2) Organizational Culture

Hypotheses are used as follows:

H0: There is no linear relationship between Organizational Culture and employee performance at UPTD Puskesmas Purwasari Karawang Regency

H1: There is a linear relationship between Organizational Culture and employee performance at UPTD Puskesmas Purwasari Karawang Regency

The basis for decision making is as follows:

-If  $t_{count} > t_{table}$  then H0 is rejected and H1 is accepted

-If  $t_{count} < t_{table}$  then H0 is accepted and H1 is rejected

Obtained the number  $t_{count}$  of 3,591  $> t_{table}$  of 2,032. So H0 is rejected and H1 is accepted. So there is a relationship linear between budaya organization with kinerja pegawai with a large influence budaya organization on kinerja pegawai on UPTD Purwasari Health Center of Karawang Regency is 0.378 or 37.8%.

Based on the above model, the structural equation is in the model:

$$Y = 0.602 x_1 + 0.378x_2 + 0.321$$

The path diagram of the structural equation above is as follows:

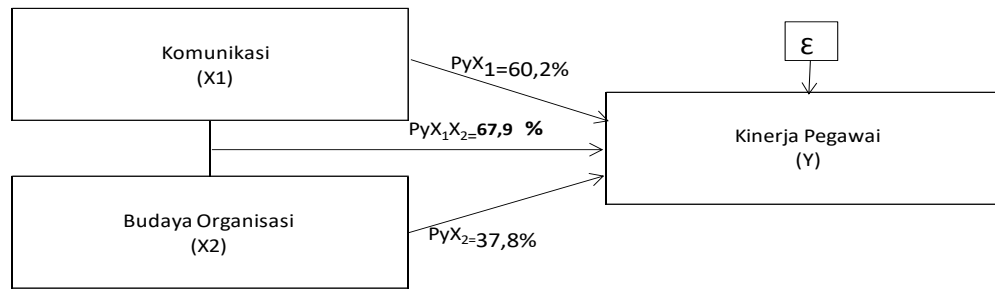


Figure 1. Regression Equation Path Diagram

From the path diagram above, the results of the double linear regression test we can see that the simultaneous way of motivation-free variables ( $X_1$ ) and competence ( $X_2$ ) affected 67.9% on improving employee performance ( $Y$ ) and the rest ( $\epsilon$ ) or other variables not studied in this study by 32.1%. From the results of research on employees other influences that affect performance is discipline, with a high level of discipline it will improve employee performance.

If we consider the direct influence of *independent* / free variables on *dependent* / performance-bound variables ( $Y$ ) communication variables ( $X_1$ ) directly affect ( $p_{YX_1}$ ) by 60.2%, and organizational culture variables ( $X_2$ ) directly affect  $Y$  by 37.8%.

## CASE OF IMPULAN AND SUGGESTION

### Conclusion

Based on the results of research that has been conducted related to the influence of the use of Whatsapp Messenger and Organizational Culture on employee performance at the UPTD Puskesmas Purwasari Karawang Regency, the following conclusions can be drawn:

1) There is a linear relationship between communication built using *whatsapp messenger* and employee performance at updt Puskesmas Purwasari Karawang Regency, by 60.2%, so it can be concluded that partially the communication built using whatsapp messenger has a positive and significant influence on the performance of UPTD employees of Purwasari Health Center Karawang Regency.

2) There is a linear relationship between organizational culture and employee performance at updt Puskesmas Purwasari Karawang Regency, and the amount of influence of organizational culture on employee performance is 37.8%. This shows that partially organizational culture has a positive and significant influence on the performance of karywan in updt Puskesmas Purwasari Karawang Regency.

3) There is a linear relationship between communication built using whatsapp messenger and organizational culture together – together with the performance of employees at updt Puskesmas Purwasari Karawang Regency, amounting to 67.9% which means that communication built using whatsapp messenger and organizational culture together or simultaneously influences the performance of UPTD Puskesmas employees. Purwasari Karawang Regency amounted to 67.9% while the remaining 32.1% (100% - 67.9%) was caused by the influence of other variables outside this regression equation or unexplored variables (epsilon)

## Suggestion

Some suggestions that researchers can give with regard to the results of research that has been done, including:

1) Whatsapp messenger communication media should be utilized wisely, wisely and responsibly so that the use of this communication media can be more effective and efficient by always paying attention to and maintaining good communication between superiors and subordinates, fellow colleagues to share, respect each other and can help each other in terms of tasks and work so as to provide the best service to the community.

2) Increasing the role of leadership by paying attention and apresization to every good work result with the aim of fostering and developing an effective organizational culture and can be used as a way to create the organization as a comfortable and pleasant place of work so that employees can provide their best performance results to support the achievement of desired goals.

3) Human Resource Development (HR) in the UPTD Puskesmas Purwasari environment through education and employee training needs to be given in order to improve employee skills and knowledge, both technical and functional education and training so that employees are encouraged to contribute in accordance with their abilities. This can spur employee motivation which will eventually have an impact on providing excellent health services to the community.

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