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Digital Drift: Unraveling Impact of Cyberloafing on Job Performance among Service Workers in the Klang Valley

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Abstract

5.18 billion individuals used the internet as of April 2023, of which 4.8 billion were active on social media. With 33.03 million internet users in Malaysia, the COVID-19-related surge in remote work has increased internet and social media use, contributing to problems including cyberloafing—the practice of exploiting work hours for non-work-related online activity. This study examines how 250 service workers in Malaysia's Klang Valley perform at work in relation to cyberloafing. Convenience sampling was used in a quantitative research design, with a survey distributed via Google Forms and collected in person. Using validated tools, the survey assessed job performance and cyberloafing practices. A Cronbach's alpha of 0.877 indicated reliability. The majority of respondents, or 65.6%, engaged in low to moderate levels of cyberloafing, according to the results. With 63.6% of respondents rating their performance as "high" or "very high," job performance was typically high. Cyberloafing and job performance were found to have a weak but positive association ($r = 0.137$, $p = 0.030$) according to Pearson correlation analysis. This suggests that, although cyberloafing does occur, it does not significantly lower job performance and may even correlate with slight gains in performance. The study advances our knowledge of the complex relationships between cyberloafing and job performance by indicating that modest amounts of cyberloafing may not be wholly harmful and may even have a small beneficial effect. These insights can be used by organizations to create well-balanced rules that control cyberloafing without unduly restricting workers, preserving output and worker satisfaction. As conclusion, even though cyberloafing is common, its effects on work performance are complicated and not always detrimental, thus more research into its possible advantages in specific situations is necessary.

Keywords: Cyberloafing, Job Performance, Impact, Workplace, Organizational.

Introduction

Internet users accounted for 5.18 billion people globally as of April 2023, or 64.6% of the world's population. 4.8 billion people, or 59.9% of the world's population, use social media out of this total. At the beginning of 2023, when internet penetration was 96.8%, there were 33.03 million internet users in Malaysia. Besides, Malaysians were ranked 6th for spending the most time on the internet daily. All of this extreme addiction has led to many issues, such as low self-esteem, suicide risks, depression, and many more. The pandemic, COVID-19, has taken the world by storm these past few years and is not helping the addiction at all. Due to the pandemic, everything possible was brought online, such as virtual classes, working from home, and many more. It seems like overnight, working remotely has become the "new normal" (Wang et al, 2020). Thus, this has only boosted the usage of the internet and social media platforms even more. One of the many issues that degraded the situation was cyberloafing behaviour.

Cyberloafing is the term for using electronic devices and internet access for leisure pursuits while at work (Spector, 2023). Cyberslacking is the practice of using the Internet for unproductive purposes. Cyberloafing activities include online shopping, browsing, social network use, job hunting, emailing personal contacts, and downloading non-work-related materials. In this article, according to Lim et al (2021), some examples of cyberloafing include checking private e-mails, visiting Facebook, watching videos on YouTube, and posting private blogs and websites. Although there are subtle differences between cyberloafing and cyberslacking, they all refer to the use of the Internet for unproductive purposes at work. According to Tandon et al (2021), there is not much of a distinction between the notions of cyberloafing and cyberslacking; therefore, the two terms can be used interchangeably.

There are several variations when it comes to cyberloafing. Employees may participate in various forms and intensities of cyberloafing activities while at work. First off, there is minor cyberloafing, which is the term for brief non-work-related actions that employees carry out while on the clock for the short term. Examples include sending and receiving personal emails while at work, browsing popular news and financial websites, and shopping online (Andel et al. 2019). Secondly, serious cyberloafing will come last. This entails time-consuming non-work activities like handling personal money, watching the entirety of TV series or films while working, visiting adult-oriented websites, maintaining one's own website, interacting with various people online through chat rooms, blogs, and personal ads, gambling online, or browsing pornographic websites. These activities include long-term time loss, harm to organizational structure and operations, and can even result in legal issues in some situations (Metin-Orta & Demirutku et al. 2020). Organizations may adopt rules and procedures to lessen the detrimental effects of cyberloafing on staff productivity and work performance by understanding the types and degrees of this behaviour.

Cyberloafing behaviour affects job performance in ways such as decreased motivation and productivity. It reduces employee performance and is a waste of time and energy (Sheikh et al., 2019). Cyberloafing activities take employees' focus away from their work responsibilities during working hours, which lowers productivity. Numerous studies have discovered a link between time spent online and general work performance that is unfavorable. Teamwork and collaboration can be hampered by cyberloafing. It can lead to imbalances, interfere with communication, and lower overall team performance when some team members participate

in cyberloafing while others are concentrating on their tasks. Task performance, organizational citizenship behaviours, and counterproductive work behaviours are all included in the multidimensional concept of job performance.

Literature Review

Cyberloafing is the term used to describe the unauthorized use of internet resources for personal purposes during working hours, which can have a detrimental impact on an organization's bottom line and productivity. In-depth statistical analysis and exact measurement methods are used in quantitative research studies to investigate the prevalence, causes, and effects of cyberloafing behaviours in the workplace. This review aims to provide a thorough understanding of the relationship between cyberloafing and job performance, identify the underlying factors contributing to cyberloafing behaviour, and shed light on potential interventions or strategies to mitigate its detrimental effects.

Computers in workplaces have enhanced productivity overall, but they have also opened up new opportunities for employees to slack off at work. A sort of job irregularity, cyberloafing, means that it violates the established standards of labour. All things considered, it includes employees who spend their time on activities unrelated to their jobs rather than completing their assigned tasks by the deadline. Cyberloafing can have negative effects like decreased productivity or high internet costs, but it can also result in more serious legal offences and liabilities because many employees have been caught gambling online, watching unethical films, or stealing data and information.

According to Andel et al. (2021), employees use cyberloafing as a coping mechanism at work. Hu et al. (2021), influenced by the notion that emotions drive people's behaviours, discovered that employees use cyberloafing to get over their loneliness at work. Studies have generally demonstrated that when workers are bored, they cyberloaf (Andel et al., 2021; Chavan et al., 2021). Moreover, Luqman et al. (2020) stated that using social media to interact with co-workers reduces boredom and fosters workplace social bonding, which may lessen other forms of cyberslacking behaviour. Similarly, Elciyar and Simsek (2021) reported that those who found cyberloafing enjoyable and soothing were more inclined to engage in it. Cyberloafing may actually cost firms up to $85 billion a year, according to recent estimates (Andel et al., 2019).

Cyberloafing or spending work hours on non-job-related online activities, can have a negative impact on a person's general well-being and satisfaction at work (Wu et al., 2020). Employee productivity and job satisfaction typically suffer when they spend a lot of time during work hours engaging in activities like social media browsing or online shopping. As they try to fulfil their professional commitments, this may cause increased stress and dissatisfaction.

Researchers recently looked at the impact of abusive supervision (hostile verbal and nonverbal cues) and discovered that it was positively correlated with cyberloafing (Agarwal & Avey, 2020). By lessening the harmful impacts of abusive supervision, psychological capital mediates the relationship, according to (Raza and Ahmed 2020). According to Zhu et al (2021), accountable leaders frequently engage in active communication with their staff, which decreases cyberloafing behaviours by raising staff members' sense of responsibility.

However, higher job stress accompanied by more responsibility made cyberloafing more acceptable (Zhu et al., 2021).

Furthermore, Motowidlo (2003), states that a person's job performance is the total expected contribution to the organization of the distinct behavioural episodes that they engage in on a regular basis. Performance is the end result an individual achieves when completing the responsibilities delegated to them in terms of quality, quantity, and effectiveness. Job performance is crucial since it is linked to organizational success, customer satisfaction, employee engagement, and general effectiveness (Hilton et al., 2023; Ryu et al., 2021; Lai et al., 2020).

Employee performance was positively impacted by job satisfaction as measured by markers of job, orientation, target, settlement, allowances, and awards (Eliyana et al., 2019). Employee satisfaction increases motivation to do well in the workplace. They approach their work with a good attitude and are more inclined to go above and beyond what is required of them, which results in improved job performance. Motivation, which acts as the catalyst for an employee's dedication and exertion, makes people more likely to consistently meet or surpass their job requirements when they are motivated. Increased focus, dedication, and perseverance are brought on by high levels of motivation, and these qualities are all necessary for completing tasks effectively and efficiently (Wahyudi et al., 2023).

Job performance can also be affected by leadership styles. Depending on the leadership style used, people can be empowered and engaged, improving job performance, or their drive and inventiveness might be stifled, producing less-than-ideal results for both individuals and organizations. In simple terms, leadership styles positively affect job performance (Ulum & Mun'im, 2023). Cyberloafing can result in lower productivity and more time spent on leisure activities, which can lead to missed deadlines and lower-quality work. Cyberloafing lowers an organization's total productivity (Sao et al., 2020).

Excessive, unethical internet use has been found to have a negative influence on work results, even while cyberloafing is necessary for innovative, productive communication (Syed et al., 2020). Similar findings have been made by other research, which shows that cyberloafing behaviour can reduce employee job satisfaction and raise the danger of security breaches and data theft, which could expose businesses to legal liability. Another potential collateral effect on IT infrastructure is that employees accessing the suspicious website may unwittingly download viruses and other malicious software that may infect other devices and servers (Mamat and Baqutayan, 2019).

Access to the internet at work gives staff members a chance to abuse the equipment and workload might result in high job expectations that lead to exhaustion or feelings of boredom (Nurtjahjanti, 2022). The findings of this study revealed that employee performance is significantly impacted by workload (job ennui) and cyberloafing behaviour. Additionally, due to the perceived benefits of cyberloafing, such as stress release and relaxation, administrative workers engage in more cyberloafing because they have greater autonomy, more opportunities, more time management flexibility, and fewer inspections to deal with (Şimşek & Şimşek, 2019).

To foster a secure and effective work environment, it is crucial to strike a balance between the requirement for security and data protection and employee autonomy and productivity. Organizations may establish a secure and productive work environment while protecting employee autonomy and productivity by implementing effective management and mitigation techniques for cyberloafing behaviour in the workplace.

Methodology

The study employs a quantitative research method to gather primary data through a survey, specifically a questionnaire, to explore the connection between cyberloafing and its impact on job performance among Klang Valley employees. Convenience sampling, a non-probability technique based on the accessibility of participants, was used to select 250 respondents from the population of service workers in the Klang Valley.

The research area includes the Federal Territories of Putrajaya, Selangor, and Kuala Lumpur. These respondents, who work in office settings and use gadgets for their tasks, are likely to engage in cyberloafing due to their frequent internet usage. Data was gathered via a Google Form distributed through various online platforms, including email, social media, and online forums, with offline collection occurring in malls using tablets.

The survey instrument comprises 28 questions, excluding demographics. Section A, adopted from Lim (2002), includes 10 questions on cyberloafing behavior, while Section B, adopted from the *Individual Work Performance Questionnaire* (IWPQ) by Koopmans et al. (2015), contains 18 questions on job performance, utilizing a Likert scale for data measurement (see Table 1).

Table 1
Summary of Variables and Items

Instrument	Total of Items	Reference
Cyberloafing	10	Lim (2002)
Job Performance Level	18	Koopmans et al. (2015)

A pilot study was conducted to evaluate the validity and reliability of the data collection tools, specifically the questionnaires designed to assess cyberloafing habits and job performance. Thirty workers from various sectors, ages, ethnicities, and lengths of employment participated in an online survey. As shown in Table 2, the results indicated a Cronbach's alpha score of 0.877, demonstrating a high degree of internal consistency for the items used to measure both variables in the questionnaire, suggesting that the tool is reliable for the study.

Table 2
Reliability and Validity of Items

Cronbach Alpha	Number of items
0.877	28

Research Findings

This section provides a detailed analysis of the demographic results, which consist of the gender, age, educational level and working experience of 250 service workers from Klang Valley.

Table 3
Frequency of Gender among Service Workers at Klang Valley

Gender	Frequency (N)	Percentage (%)
Male	103	41.2
Female	147	58.8
Total	250	100

Table 3 shows the details of the data set, which contains data on 250 different people and is divided into two gender categories: "male" and "female." A total of 41.2% of people in the sample were identified as men. This indicates that just over half of the people in the data set are classified as male. In contrast, 58.8% of people in the whole data set identify as women, making up most of the group. This shows that nearly three fifths of the people in the data set identify as female.

Table 4
Frequency of Age among Service Workers at Klang Valley

Age	Frequency (N)	Percentage (%)
18-27	67	26.8
28-37	46	18.4
38-47	91	36.4
48-57	40	16.0
Above 57	6	2.4
Total	250	100

The age distribution among service workers in the Klang Valley region is shown in Table 4, 26.8% of workers fall in the age range of 18 to 27 years old, whereas 18.4% fall in the bracket of 28 to 37 years old. A large portion of the data set, comprising 91 individuals, or 36.4%, falls within the 38 to 47 age range, followed by 16.0% of workers being in the range of 48 to 57 years old. Lastly, there are 6 individuals who are above the age of 57, making up a smaller portion of 2.4% of the data set. In conclusion, the data set presents a thorough breakdown of age distribution, with the majority of respondents lying between the ages of 38 and 47. This data sheds light on the age distribution of the 250 people who were part of the analysis.

Table 5
Frequency of Educational among Service Workers at Klang Valley

Educational	Frequency (N)	Percentage (%)
SPM	19	7.6
Foundation	3	1.2
Diploma	39	15.6
Degree	115	46.0
Masters	58	23.2
PhD	12	4.8
Others	4	1.6
Total	250	100

Table 5 consists of information on the educational level of all 250 respondents in this study. There are 19 individuals with an educational level of SPM, representing approximately 7.6% of the total data set, whereas a smaller percent, 1.2%, have completed a foundation program. Besides, the diploma category includes 15.6% of individuals in the total data set, followed by the largest group in the data set, consisting of 46.0% of individuals who have attained a degree. 23.2% of the data hold a master's degree, and a smaller group of 12 individuals, 4.8%, have achieved a PhD. Finally, 4 individuals (1.6%) fall into the "others" category, which may include individuals with unconventional or unspecified educational backgrounds.

Table 6
Frequency of Working Experience (years) among Service Workers at Klang Valley

Working Experience (Years)	Frequency (N)	Percentage (%)
Below 1	29	11.6
1-5	48	19.2
Above 5	173	69.2
Total	250	100

Table 6 comprises information on the years of working experience of 250 individuals, categorized into three groups. The "below 1 year" group, which accounted for approximately 11.6% of the total data set, followed by a 19.2% portion of the data set, falls within the 1 to 5 years of working experience range. Lastly, the largest group in the data set covered 69.2% of the entire data-set.

The Cyberloafing Level among Service Workers in Klang Valley

In Table 7 below, a comprehensive descriptive analysis of cyberloafing levels among service workers in the Klang Valley region is provided. 22.4% of the sample had a "very low" level of cyberloafing, indicating that a sizeable percentage of service employees are able to restrict their cyberloafing behaviour to a minimum. More than half of the sample, specifically 65.6%, fell into the "low" or "moderate" cyberloafing level categories. This suggests that the vast majority of service employees in the Klang Valley engage in some form of cyberloafing during working hours. Besides, 10.8% of the respondents exhibited a "high" cyberloafing level, and

the smallest portion, only 1.6%, displayed a “very high” cyberloafing level. In conclusion, Table 4.6's statistics show that a large number of service employees in the Klang Valley region engage in cyberloafing at either a moderate or low level, whereas a far lower proportion engage at a high level. Thus, with sufficient evidence, that claims service workers in Klang Valley will score a high level of cyberloafing behaviour is rejected.

Table 7
Descriptive Analysis of Cyberloafing Level among Service Workers at Klang Valley

Cyberloafing Level	Frequency (N)	Percentage (%)
Very Low	56	22.4
Low	93	37.2
Moderate	70	28.0
High	27	10.8
Very High	4	1.6
Total	250	100

The Job Performance Level Among Service Workers in Klang Valley

The range for job performance level was divided into 5 levels, ranging from very low, low, moderate, high, and very high.

Table 8
Descriptive Analysis of Job Performance Level among Service Workers at Klang Valley

Job Performance Level	Frequency (N)	Percentage (%)
Very Low	0	0
Low	4	1.6
Moderate	87	34.8
High	139	55.6
Very High	20	8.0
Total	250	100

Table 8 provides a rigorous and in-depth descriptive analysis of job performance levels among service workers situated in the Klang Valley region. More than half of the sample, specifically 63.6%, exhibited "high" or "very high" job performance levels. This suggests that the vast majority of service employees in the Klang Valley are doing their duties effectively. A sizable proportion of service workers, 34.8% of the sample, fell into the category of "moderate" job performance levels, indicating a moderate level of job performance. Moreover, 1.6% (4) of service workers in the sample had "low" job performance levels, which means that just a small minority of them had poorer job performance. Notably, there were no respondents who reported a "very low" level of job performance, indicating that none of the sample's service workers gave their jobs particularly poor performance. Overall, this means that the area's service workers have a high level of job performance. Thus, there is sufficient evidence to claims service workers in Klang Valley will score a low level of job performance.

Inferential Analysis

By utilizing the rules for statistical inference connected to a test of significance, inferential statistical processes are specifically created to allow inferences from observed sample statistics to match population parameters. Examples include correlation analysis, regression analysis, and hypothesis testing. Pearson Correlation Analysis will be used in this study to test the hypothesis, which states there is a relationship between cyberloafing behaviour and job performance levels among service workers in Klang Valley.

Table 9
Pearson Correlation Analysis between Cyberloafing Behaviour (CB) and Job Performance Level (JP) among Service Workers at Klang Valley

Cyberloafing Level	Frequency (N)	Percentage (%)
Very Low	56	22.4
Low	93	37.2
Moderate	70	28.0
High	27	10.8
Very High	4	1.6
Total	250	100

Table 9 shows the results of the Pearson correlation analysis conducted to calculate the correlation between cyberloafing level and job performance level. Based on the statistical analysis conducted, a Pearson correlation coefficient of 0.137 was found with a significance level (p-value) of 0.030, which indicates a positive, albeit weak, correlation. This indicates that there is a low relationship between cyberloafing level and job performance level. The results from this analysis suggest that there may be a significant yet weak connection between the levels of cyberloafing and job performance among service workers in the Klang Valley.

Discussion

The results of a thorough investigation into how cyberloafing affects job performance among service employees in the Klang Valley offer important new insights into the complex interplay between these factors. This discussion section looks into the main findings from both the descriptive analysis and the Pearson correlation analysis, illuminating the implications for the population of service workers in this particular area.

Besides, the Pearson correlation analysis aimed to discern whether a meaningful relationship exists between cyberloafing and job performance among service workers. There is a positive yet weak relationship between these two variables, according to the analysis's findings. This means that when the cyberloafing level increases, the job performance level also increases. Muthuswamy and Varshika (2023), suggest that although cyberloafing does not directly affect employee performance, it can positively affect it in other ways.

Cyberloafing in the realm of work refers to the act of using the internet and digital devices for non-work-related activities during work hours. It is a type of time- wasting and distraction that takes place at work and frequently involves things like social media surfing, online shopping, watching movies, playing games, or using personal email or messaging (Lim et al., 2021).

Cyberloafing can have a substantial impact on worker well-being, job effectiveness, and productivity. Based on the descriptive analysis, a large portion of the sample involved themselves in cyberloafing at a low level, followed by a moderate level. However, every respondent admitted to cyberloafing during working hours, despite the level.

There could be many other reasons why employees indulge themselves in cyberloafing behaviour. Affective events theory has been used in studies on effect to demonstrate how emotions might alter cyberloafing intention and behaviour (Hu et al., 2021). According to the theory that emotions influence people's behaviours, Hu et al (2021), discovered that employees use cyberloafing to get over their loneliness at work. Additionally, there is convincing data that links cyberloafing to boredom.

Studies have generally indicated that when workers are bored, they engage in online activity (Andel et al., 2021; Chavan et al., 2021). Besides that, one of the effects of workplace stress is cyberloafing. High levels of workplace stress can have a severe impact on employees in a number of ways, including cyberloafing. Supported by Aladwan et al. (2021) research paper, in which they also stated that cyberloafing is one of the consequences of work stress. Employees who are under a lot of stress at work may turn to non-work-related internet activities like social media surfing, online shopping or video viewing for momentary respite or diversion.

Motivated people are more likely to take the initiative, persevere in the face of difficulties, and engage in creative task-related activities. The positive effects of motivation also extend to goal achievement and flexibility, as motivated workers are determined to excel in their positions and easily adjust to changing conditions, ultimately resulting in improved organizational outcomes. The pandemic also improved employee motivation and made them more engaged (Santoso et al., 2022).

Besides, a crucial factor in better job performance is job satisfaction (Wahyudi et al., 2023). Employees are more likely to be engaged, driven and committed to their work when they feel happy and content with their jobs. This emotional investment results in greater productivity, better output and greater efficiency. Employee satisfaction is correlated with a positive outlook, improved teamwork and a willingness to go above and beyond to meet organizational objectives. Reduced stress and absenteeism due to their perception of job security and well-being might result in more dependable and consistent work output.

The results of the study do support the hypothesis, which indicates that there is a correlation between cyberloafing level and job performance level among service workers in Klang Valley. This is because the degree of cyberloafing and job performance appear to be positively correlated, but only somewhat weakly, according to the correlation coefficient of 0.137. Although the correlation is not very strong, it still exists. The connection is statistically significant at the 0.05 level (two-tailed) since the p-value of 0.030 is smaller than the significance level of 0.05.

The observed correlation coefficient, in other words, is unlikely to have happened by chance alone, according to the evidence. The correlation coefficient's positive value suggests that as cyberloafing usage rises, so too does job performance. The correlation's poor strength,

however, indicates that the association is not particularly strong. Overall, there is a weak positive link between the level of cyberloafing and job performance that is statistically significant.

Even though the results for both cyberloafing level and job performance level are significantly moderate, the results indicate that there is a positive relationship between the two variables. (Andel et al., 2019; Muthuswamy & Varshika, 2023; Sao et al., 2020; Syed et al., 2020). This finding is in line with Stiyawan Denis's (2022) research, which found that self-control and cyberloafing behaviour had a favourable impact on worker performance. Further analysis and consideration of other factors may be needed to better understand this relationship.

Conclusion and Future Agenda

In conclusion, this study investigated the effects of cyberloafing on job performance among service workers in Klang Valley, which resulted in a weak and positive correlation between both variables, but it still yielded important insights into this topic. Even though these results offer a framework for understanding the dynamics at work, it is crucial to note that job performance is a complex interaction of many other factors, of which cyberloafing is only one. To attain the best job performance, organizations, sectors, and many more industries in the Klang Valley and abroad should think about implementing tactics that not only handle cyberloafing strategically but also concentrate on increasing other critical factors like employee motivation, skill development, and job satisfaction.

In future, methodological improvements are highly recommended such as adding objective measurements to complement self-report surveys to present a more thorough and unbiased picture. Besides incorporating a mixed-methods approach that integrates quantitative and qualitative techniques enables a more comprehensive understanding of the subject, offering in-depth insights and statistical rigor. Revise and update existing questionnaires, scales, or tools to cover limitations and include aspects like social network site usage in cyberloafing behavior for enhanced data quality and insights. These improvements can enrich research design, validate data, and reveal hidden linkages and patterns for more precise and valuable study results across various sectors.

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