Article

Determinants of Internet Media Abuse in the workplace using Theory of Planned Behavior

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Abstract: The usage of internet media is becoming important, and many people worldwide use the internet media as a communication tool. Internet is a medium of information, and communication technologies are highly used to provide a variety of unlimited resources and activities by individual users and organizations. This study is written to determine the effect of internet media abuse in the organization using the Theory of Planned Behavior. The design of this study is a quantitative approach through a survey questionnaire to 127 employees in the Majlis Daerah Marang, Terengganu, Malaysia. The result indicated that internet addiction and perceived need policy significantly correlated with a hobby. Besides that, job satisfaction and productivity have a significant negative effect on hobbies. Also, internet addiction and subjective norms have a significant positive relationship with information. The internet addiction and perceived need policy have a significant positive relationship with transactions. Then, this study also found that job satisfaction has a significant negative effect on transactions among employees in the Majlis Daerah Marang, Terengganu. In conclusion, this study has successfully identified the determinants of internet media abuse in the workplace using the Theory of Planned Behavior (TPB). This study contributes to internet media abuse and recommendation for organization administration to combat internet media abuse among the employees.

Keywords: internet abuse; media; communication; workplace; theory of planned behavior.

1. Introduction

The usage of internet media is becoming important in our life. Every day many people around the globe use the internet media as a tool of communication. The ability of the internet as a communication tool is much better compared to printing, telephone, and television. The internet is a medium of information and communication technologies (ICT) that is highly used to provide a variety of unlimited resources and activities to individual users and organizations around the globe. The internet user worldwide is estimated at 2,925 billion of 7,243 billion people world population (www.internetworldstats.com). Based on the number of users that so many, the internet continues to promise a variety of activities, is profitable, and provides enormous benefits to its users. According to Wikipedia "Internet abuse refers to improper use of

the internet and may include computer crime (use of computers in criminal activity), cyberbullying (use of the computer to bully and intimidate), spam electronic (sending unwanted advertising) and malware (software designed to harm a user's computer, including computer virus)" (Wikipedia). The growth of the internet as a communication tool provides a new platform or forum for people to share the latest news, enhancing information and knowledge. Whether true or false, ideas, ideology, propaganda, and pornography miscellaneous information is distributed through the internet. From a long time ago, analysts have always concentrated on the positive contribution of internet usage from various angles. Still, it transforms into internet abuse because nowadays, numerous complaints and arguments on the negative element that damage internet users, regardless of age, position, religion, nation, and community.

The negative content such as pornography, gambling, and illegal business has contributed to the internet abuse by the users. In the year 2006, the president of the United States of America; G.W Bush concerns about the negative reaction on the internet and ordered Internet search engines Yahoo, Google, Microsoft, and American Online (AOL) company to surrounded the data of "what the users searched for" at the search engine for drafting the regulation to protect the kids from online pornography (Mohammed, 2006). The information became a benefit or weapon for the community. The internet is the medium of Information Communication and Technology which has expanded globally since 1974. Internet usage without control in all sectors will have a positive impact and a negative impact on human beings. A South Korean 28 years old man died in 2005 after playing Starcraft because of exhaustion, an online video game for 50 hours nonstop (BBC News, 2005). The introduction of other mass communication technologies, issues surrounding use, abuse, and addiction in the workplace have surfaced (Griffiths, 2003).

According to Psychologist and Dean of Faculty of Education Universiti Malaya Prof. Dr. Mariani Mohd Nor, the trend of using the electronic gadget and social media could cause divorce. The applications such as WhatsApp can be a platform for young married couple expresses their anger in the face of domestic conflict (Malaysian National News Agency, 2016). The use of social media such as Facebook and Instagram may negatively impact the husband and wife because their sensitivity may not maintain their relationship with the social media status and upload the unsuitable pictures. In the Royal Malaysian Police Force (PDRM) in the year 2016 is focused on combating the social media problem because Malaysians are deemed less mature in handling it (Muhammad, 2016). The police want to rein the consequences of the overzealousness in posting on social media, contributing to public hoaxes, religious tension, and others. An in-depth investigation of social media users can curb the abuse of applications to maintain harmony in the country.

Internet abuse in the workplace relates to non-related activities or public communications online during working hours (Young, 1996). Internet abuse in the workplace is also the abuse of organizational, informational equipment to achieve personal gains instead of organizational objectives. Guthrie & Gray (1996) mentioned that misalignment between organizational information technology and organization goals is "junk computing." In 2006, 20% of civil servants in Johor were found guilty of slow coursing system due to misuse of the internet facilities at offices by downloading songs, pictures, computer games, and surfing porn sites based on their private identification log-on (Tan, 2006). Internet abuse among civil service is a hot topic issue in Malaysia. Sometimes, civil servants spend workplace time on non-work actions (e.g., shopping online, bidding in online auctions, emailing friends). Social media such as Facebook, Instagram, Twitter, and WeChat have become common. With the expansions and rapid growth of these applications, threats of their misuse were increased. One of the most dominant cases is the cyberloafing of staff in governments. Most of the staff not only waste their time by cyberloafing but also causes many difficulties in their organization. One of these problems can be a reduction in workers' productivity.

2. Literature Review

2.1. Internet Growth

Internet growth has experienced rapid growth and continues to increase every year. The rapid internet growth provides opportunities to increase productivity and efficiency, especially for the public sector giving their service to the people. The rapid growth of internet growth from 2000 to 2015 is 826.9 percent and the world's total internet penetration is 46.1 percent (International Council for Open and Distance Education, 2015). In the world of globalization, the internet is one of the signs of civilization in human life. Sometimes humans can't live without the internet, even for a few minutes. The internet has become daily activity among people around the world. A study by Internet World Stats (2015) on Internet users in the world distribution by world region 2015-Q2 and Internet User in Asia 2015 Q2 shows that Asia region is the highest internet user compared to other regions in the year 2015 with 47.8 percent compared to 52.2 percent by rest of the world. The result shows the large market of internet business-related in Asia (International

Telecommunication Union, 2015). The result may relate to the population of Asia which is 4,361,416,312 persons (United Nations Department of Economic and Social Affairs, 2015).

The percentage of household with internet access and percentage of individual using the internet and Mobile and broadband subscriptions shows the same results that shows Europe region is the highest percentage of household and individual using the internet. The ranking according to region are same followed by The Americans, CIS, Arab States, Asia Pacific, and Africa. Meanwhile the trend for acceding to status of country which is developed is the highest percentage (International Telecommunication Union, 2015). The mobile broadband subscriptions and fixed-broadband subscriptions by region and economic demography. The highest ratio of subscriptions is Europe region with 78.2 per 100 inhabitants for mobile broadband subscriptions and 29.6 per 100 inhabitants for fixed-broadband subscriptions. The Americans region with 77.6 per 100 inhabitants for mobile broadband subscriptions and 29.6 per 100 inhabitants for fixed-broadband subscriptions is the second highest internet region for internet subscriptions. In case of Asia, the region subscriptions are 42.3 per 100 inhabitants for mobile broadband subscriptions and 8.9 per 100 inhabitants for fixed-broadband subscriptions.

Malaysia is one of the Asia top ten internet countries as at June 30, 2015 with 20.6 millions of users below several ASEAN neighboring countries such as Vietnam, Philippines and Indonesia (International Telecommunication Union, 2015). The number of smartphones sold to end user increase from 2007 to 2014. There were increase over 20 percent every year of smartphone sold. The number of smartphones sold in 2013 at over 967 million and increase to over 1.2 billion in year 2014. Approximately in 2013 almost 20 percent of world's population have a smartphone.

The decline trend of tablet numbers shows can be relate to the increase sales for smartphones. For example, in quarter 1 till quarter 3 2014; the units sold were 153.7 million but quarter 1 till quarter 3 2015; the units sold were 140.5 million which is the decrease of 9 percent. According to Prato, Feijoo Gonzalez, & Simon (2014) "As smartphones are becoming larger and more powerful, they are crowding tablets out of their own niche. Moreover, as tablets typically aren't subsidized by carriers the way smartphones are, people tend to upgrade their devices less frequently. This explains why market saturation is setting in much quicker in the tablet market than it did for smartphones."

2.2 Internet Abuse

2.2.1. Type of Internet Abuse

The unauthorized and non-work-related use for individual use or pleasure considered as internet media abuse in which context of the internet abuse (O.-K. Lee, Lim, & Wong, 2005). The internet abuse always relates with the internet addiction. According to Griffiths (2003), "there are six type of internet addiction include cyber sexual internet abuse (e.g. Wasting time on online pornographic sites), internet activity abuse (e.g. gaming, online gambling, online stocks, e-auction, e-auction, travel booking), online friendship/relationship abuse (e.g. creating deceptive personas), online information abuse (e.g. wasting time for searching irrelevant information), criminal internet abuse (e.g., online sexual harassment), and miscellaneous internet abuse (e.g. activity not included in the previous subtypes such as creating fake celebrity images)". The cyberloafing behaviors such as sending non-working related emails, have been identified as internet abuse behaviors (Case & Young, 2002). The activities of exploiting the facility in using the internet providing by the organization for own interest or any activities that are not related to the job and organization (Lim & Chen, 2012). Lack of self-control, opportunity and access, affordability, anonymity, convenience, escapism, social acceptability, long working hours, a tendency of believing external locus of control, low-self-esteem and internet addiction are the several causes related to internet abuse (Griffiths, 2003).

2.2.2. Internet Abuse and Productivity at Workplace

In usage of computer and internet among employee cannot be deny increase the performance and quality of work in the company. In the era of competition, benefit impact of using internet will help the company's competitive advantage in the industry. The positive impacts come with the disadvantage for example the internet abuse at the workplace. Computer Economic survey estimates companies lost $5.3 billion in 1999 due to internet abuse (Stewart, 2000), As Michael Erbschloe, Computer Economics vice president of research, describes it, "Online shopping, stock trading, car buying, looking for a new house, and even visiting porn sites have become daily practices for about 25 percent of the workers in U.S. companies that have access to the internet in their offices. The illegitimate and personal use of the Web by employees has become commonplace. And when the boss is not around, improper use of the Web is normal.

The inappropriate activities even include employees starting their own e-business operations and building and promoting their own Web sites while in the office of their full-time employer (Stewart, 2000).

2.2.3. Impact of Internet Abuse

The growth of internet around the globe also gives impact to human. Nowadays everybody needs the internet in their daily live. The internet gives social satisfaction, business and trading and e-learning without barrier to the users. User can access the information from around the world without spend a lot of money and time outside the house by just press a click of mouse. There are people who using the internet to satisfy themselves by information hacking and spread false information. People must know the advantages, disadvantages, and the ethics of using the internet. The two spheres (work and home) lives are so difficult to separate when using the internet. The two spheres overlap, and cyber loafing often occurs. As (Ivarsson & Larsson, 2011) stated that its presence in the workplace may be less of a problem than employers tend to think it is. In certain situations, cyber loafing can provide a form of recovery that is beneficial to the employee, and thus to the company. The usage of smartphone Problematically, Ivarsson & Larsson (2011) noted that the time spent in recovery outside of work is not enough for most people to continue coping with the physical, intellectual, social, emotional, psychic, and aesthetic demands of the work environment. 70% of workers accessing pornographic sites within hours between 9am and 5pm. 80% of companies in study shows that employees carrying out non-work-related activities (Grodzinsky and Gumbus, 2006).

A study conducted by Ivarsson & Larsson (2011) exposed that 30% of companies utilized in the pilot study and sacked employees for internet abuse use in the workplace. According to Ivarsson & Larsson (2011), "browsing pornographic sites, online gambling, online chatting and online music downloading are referred to as offensive behaviors. The employee who involve in the internet abuse find challenges reaching their ideal productivity level with others and failing to reply to requests from customers. The use of internet in the workplace effects to weakening productivity and declining monetary revenues. This results from paying employees for non-worked hours thereby eating into company's profits. For example, in 2012, it was found out that American employers inappropriately paid deviant workers about $175 million during the NCAA basketball 2-day tournament period."

The activity such as checking social network accounts, texting and online office gossip among others are the actions which usually done by the employee that use company's productive period. These activities destroy organizational output related to poor employee performance. Many employers use job-specific strategies to avoid loss of work productivity due to the use of ICT devices and the internet in the workplace. The tactics include censuring information entering the internet, blocking specific internet sites, monitoring internet usage, and banning the use of smartphones in the workplace (Lim & Chen, 2012).

Ford Motor has boosted the workers morale at workplace by allowed them to use smartphone because the company believes the browse of smartphones helps workers autonomy making them feel pleased and positive relationship between peers (Pitichat, 2013). The managers should use smartphone as engagement tools to develop a good relation between them and subordinates (Pitichat, 2013) and a case study shows a corporation in Fortune 500 utilized smartphones to develop positive relations between employees using Microsoft share point and inner blog. The impact from the result creates employee's motivation among them.

2.3. Model and Theory

There are several model theories which is usually use by researcher around the globe use as a study case. The models are Technology Acceptance Model (TAM), Technology-Organization-Environment (TOE), Unified Theory of Acceptance and Use of Technology (UTUT) and Theory of Planned Behavior (TPB).

2.3.1. Technology Acceptance Model

According to Park (2009), Technology Acceptance Model (TAM) is One of the well-known models related to technology acceptance and use is the technology acceptance model (TAM), originally proposed by Davis (1986) (see Figure 1). TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology (Legris, Ingham, & Collerette, 2003). TAM is considered an influential extension of theory of reasoned action (TRA), according to (Ajzen & Fishbein, 1980). Davis, Bagozzi, & Warshaw (1989) proposed TAM to explain why a user accepts or rejects information technology by adapting TRA.
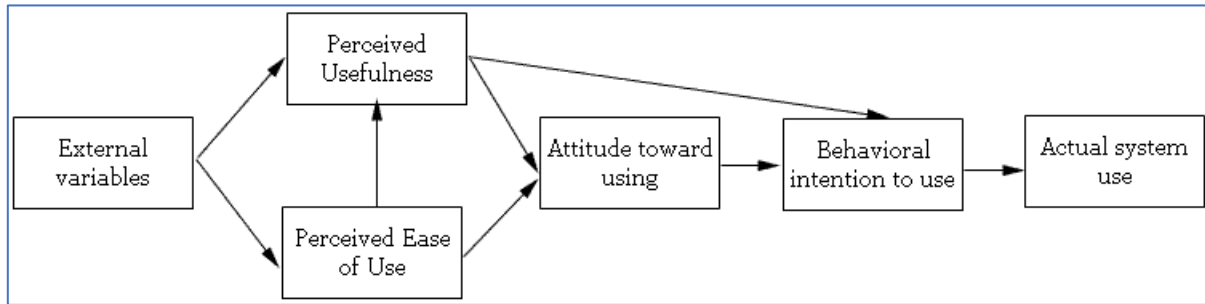
Figure 1. Technology Acceptance Model

Source: Venkatesh (2003)

TAM provides a basis with which one traces how external variables influence belief, attitude, and intention to use. Two cognitive beliefs are posited by TAM: perceived usefulness and perceived ease of use. According to TAM, one's actual use of a technology system is influenced directly or indirectly by the user's behavioral intentions, attitude, perceived usefulness of the system, and perceived ease of the system. TAM also proposes that external factors affect intention and actual use through mediated effects on perceived usefulness and perceived ease of use". According to Viswanath (2003), TAM is tailored to IS contexts, and was designed to predict information technology acceptance and usage on the job. Unlike TRA, the final conceptualization of TAM excludes the attitude construct to better explain intention parsimoniously. TAM2 extended TAM by including subjective norm as an additional predictor of intention in the case of mandatory settings (Venkatesh & Davis, 2000). TAM has been widely applied to a diverse set of technologies and users."

2.3.2. Technology-Organization-Environment

The second model is Technology-Organization-Environment Model (see Figure 2). Tornatzky, Fleischer, & Chakrabarti (1990) developed the technology-organization environment framework, stated that "the Technology-Organization Environment which identified three aspects of   that influence the process by which it adopts and implements technological innovation: organizational context, technological context, and environmental context. Organizational context is typically defined in terms of several descriptive measures: firm size; the centralization, formalization, and complexity of its managerial structure; the quality of its human resource; and the amount of slack resources available internally.
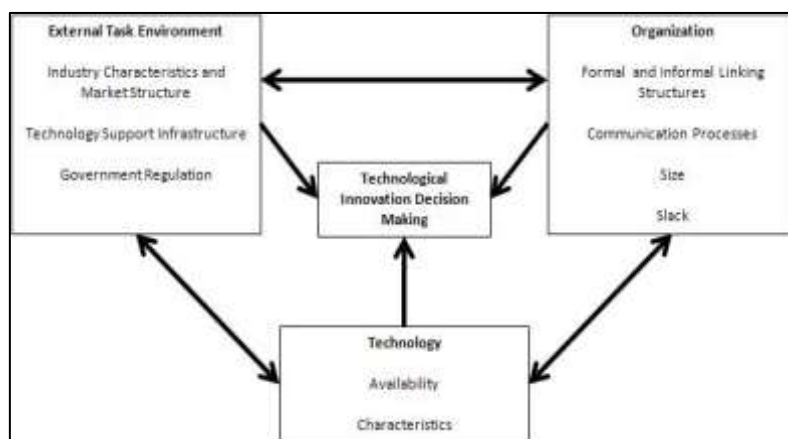

Figure 2. Technology-Organization Environment Framework

Source: Venkatesh (2003)

Technological context describes both the internal and external technologies relevant to the firm. This includes existing technologies inside the firm, as well as the pool of available technologies in the market. Environment context is the arena in which a firm conducts its business industry, competitors, access to resources supplied by others, and dealings with government." The TOE framework presented and later

adapted in IT studies which is provide analytical framework used for studying of adoption of different types of IT innovation.

2.3.3. Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Theory (UTAUT) is also one of the frameworks developed (see Figure 3) by the researcher to study the relationship of human behavior and several indicator which is influence behavior.
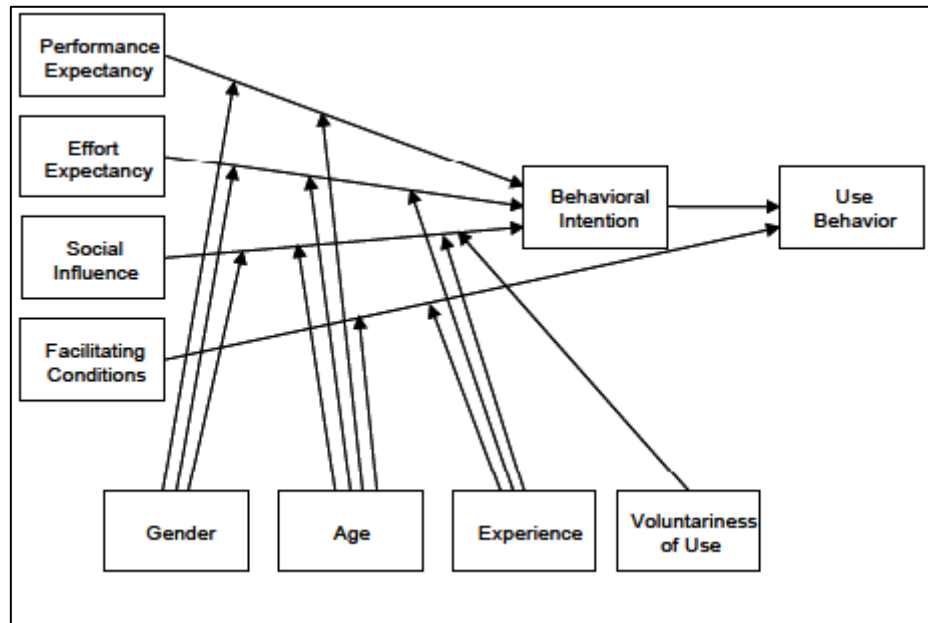

Figure 3. Unified Theory of Acceptance and Use of Technology (UTAUT)

Source: Venkatesh (2003)

According to Venkatesh, Thong, & Xu (2012), the theory has four keys constructs such as performance expectancy, effort expectancy, social influence, and facilitating conditions that influence behavioral intention using the technology. In the theory performance expectancy, effort expectancy, and social influence are influence behavioral intention to use the technology and behavioral intention and contribute conditions determine the technology use."

2.4. Theory of Planned Behaviour

There are various studies around the globe which is relating to the usage of the internet or Information Technology. The theory relates to several indicators and human behaviors but in this study, the researcher will use and apply the Theory of Planned Behavior (TPB) because the theory relates to internet media abuse. Theory of Planned Behavior (TPB) originally became from the extension of the theory of Reasoned Action (TRA) which cannot deal with behaviors that require resources, corporation, and skills (Azjen, 1991). The extension includes to which one's intentions to perform behaviors can be carried out depends in part on the number of resources and control one has over the behavior. The resources and opportunities available to a person must, to some extent, dictate the like hood of behavior achievement. According to Sentosa & Mat (2012), TPB is an individual's performance of a certain behavior is determined by his or her intent to perform that behavior. According to TPB, attitude towards the target behavior, subjective norms about engaging in the behavior, and perceived behavior control are thought to influence intention and internet purchasing behavior. An attitude toward a behavior is a positive or negative evaluation of performing that behavior.
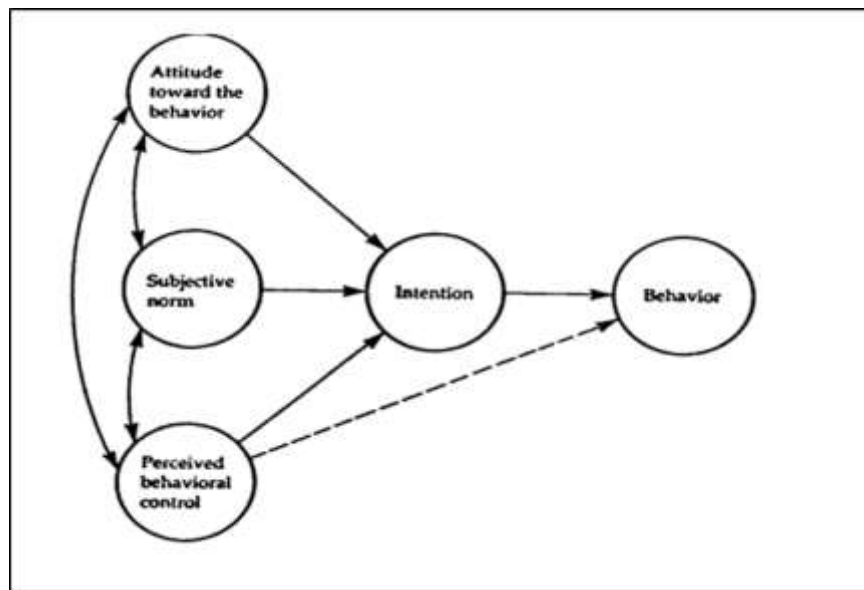
Figure 4. Theory of Planned Behavior

Source: Venkatesh (2003)

As a general theory, TPB does not specify the beliefs that are associated with any behavior, so determining those beliefs is left to the researcher's preference. TPB provides a robust theoretical basis for testing such a premise, along with a framework for testing whether attitudes are indeed related to intent to engage in a particular behavior, which itself should be related to the actual behavior (see Figure 4). Based on the theory, beliefs about how important referent others feel about internet purchasing the views of important others should also influence intent to make Internet purchases. Finally, perceived behavioral control is informed by beliefs about the individual's possession of the opportunities and resources needed to engage in the behavior (Azjen, 1991)" In this thesis, we take 3 (three) dependent variables which is Attitude Toward the Behavior, Subjective Norm and Perceived Behavior Control to be tested in for the sample.

2.4.1. Attitudes Towards Behaviour

The first independent variable which is used in the study is Attitudes Towards Behavior. The indicators are job satisfaction and internet addiction. An empirical study by Stanton (2002) verifying internet usage and Job Attitudes examined the relationship between several dimensions and frequency of internet use. He study showed that most of the dimensions seemed to follow the pattern that lower job satisfaction led to heavier internet use presenting many possibilities as an antecedent of internet abuse. Job satisfaction is heavily used and validated scale in the study by him. The study shows that organizations provide the facilities such as high speeds desktop internet access and do not forbid occasional non-business use may contribute to higher job satisfaction among employees. According to Griffiths (2003), the internet has become a fundamental part of many people day to day working lives. As with the introduction of other mass communication, the issue surrounding use, abuse, and addiction in the workplace have surfaced. The empirical study of Chen, Chen & Yang (2008) shows the significant result with 'A higher degree of internet addiction can lead to lead to a higher degree of internet abuse'. Griffiths (2003) adapted by   Young, Pistner, O'mara, & Buchanan (1999) to produce a type of internet abuse within the workplace. These are cyber sexual internet abuse, online friendship/relationship abuse, internet activity abuse, online information abuse, criminal internet abuse, and miscellaneous internet abuse.

According to Chen et al. (2008), internet addiction resembles the addiction to drugs and alcohol because both of them are destructive to the normal life of an individual. Excessive use of the internet or internet disorder can lead to pathological and psychological symptoms, which cause physical illness and isolation from society. There are several signs of internet addiction (Monette, 2012) which are the inability to predict the amount of time spent on the computer, and failed attempts to control personal use for an extended period of time. A sense of euphoria while on the computer, craving more computer time, neglecting family and friends, restless, irritable, and discontent when not on the computer, dishonest to employers and family about computer activity, problems with school or work performance as a result of time spent on the computer.

Feelings of guilt, shame, anxiety, or depression as a result of time spent on the computer, changes in sleep patterns, health problems like carpal tunnel syndrome, eye strain, weight changes, backaches, and chronic sleep deprivation, denying, rationalizing and minimizing adverse consequences stemming from computer use., withdrawal from real-life hobbies and social interactions, obsessing about sexual acting out through the use of the internet and creation of enhanced personae to find cyberlove or cybersex."

According to Young et al. (1999), as the popularity of the internet rapidly continues to grow, cyber-disorders may pose a serious clinical threat, as little is understood about the treatment implications of this relatively new and often unrecognized phenomenon. Due to the internet's encouraged use for retail and business applications, it is highly likely that the nature and scope of the familial, social, and occupational consequences may be underestimated. Therefore, public policy matters concerning the marketing and promotion of the internet should be considered from a mental health perspective. As a profession, prevention programs, recovery centers, support groups, and the integration of training workshops specializing in Internet addiction should be encouraged to address the emergence of such cyber-related problems. New areas of research should include the development of standard diagnostic instruments to assess cyber-disorders and systematic intake evaluations to further understand the role of compulsive use of the internet in other established addictions (e.g., alcoholism, sexual compulsivity, pathological gambling) and psychiatric conditions (e.g., major depression, bipolar disorder, ADD)."

2.4.2. Perceived Behaviour Control

In the era of internet, many employers agreed that unrestricted use of the internet by employee contributed to diminishing of performance rather than increase of work productivity. The way to combat this program is to implement a policy which outlining the permissible parameter to the internet usage in workplace. According to (Young, 2010) "developing acceptable internet use policies, providing employee training, monitoring internet use on networks, and offering rehabilitations for incidents of abuse are all the ways that companies can protect themselves from the problems created by employee internet abuse. Given the new generation of wired college students who live and breathe using cell phones and mobile devices, employees training and education initiatives to increase employee compliance with internet use policies might aid in early detection of employee internet abuse. Early detection is important in limiting potential incident inter abuse to prevention of future problems". Previously employee who misused the internet will be terminated. It shows the action will influence the cost of recruitment and turnover to replace terminated workers. The rehabilitation provision should be implemented to maintain the employee while they received treatment on psychological addiction to the internet (Young, 2004).

Beginning summer 2015, the state government of South Carolina banned the usage of internet for state civil employees according to the new code of conduct for its employee. According to the code "unless specifically required by the agency to perform a job function, you may not use social media, including but not limited to Facebook, Instagram, and Twitter, while on duty or through the use of state resources or equipment,". The code meanwhile not mention about the penalty for violation (Marzo, 2012). According to Abril, Levin, & Del Riego (2012) "The code of conduct will bar employees from using state resources for their private business or financial gain. Ban the use of social media on state equipment unless it is a part of the employee's job. Unless specifically required by the agency to perform a job function, you may not use social media, including but not limited to Facebook, Instagram, and Twitter, while on duty or through the use of state resources or equipment, Restrict where state employees can work after they leave their state jobs. For example, a state employee could not participate in the process of awarding a state contract as part of their official responsibilities, quit the state and then accept a job with a person or company that won that contract."

According to former MACC deputy chief commissioner, Datuk Sutinah Sultan; civil servants and GLC staff who surfing the social media and /or engaging personal matters during office hours categorized under having committed corruption. Even though the act are not under the MACC Act but the MACC can advise to the employer to take action under disciplinary board on types of action to be taken to the staff who make this problem (Kirschner & Karpinski, 2010)

The definition of productivity according to Merriam Webber Dictionary, productivity is the quality of state being productive; the rate per unit or per unit value at which biomass consumable as food by other organism is made by producer. The concept of productivity, generally defined as the relation between output and input, has been available for over two centuries and applied in many different circumstances on various level of aggression in the economic system. Productivity is the relationship between amount of output produce towards amount of input used to produce the output (Johnston & Jones, 2004). Higher productivity

means achieving more with the same or lesser amount of input resources. An increase in productivity will lead to benefits such as higher standard of living, enhanced competitiveness and better quality of life.".The impact of cyberloafing to the productivity in lower task performance though lost work time. The time spent in cyberloafing is time that can be spent on work. Any loss of work time is translated to the loss of productivity. One should expect a negative relationship between cyberloafing and task performance (Vitak, Crouse, & LaRose, 2011). Lim & Chen (2012) stated that social behavior is more harmful to productivity because relationship building natures of these activities require more energy, time and cognitive resources. These demands make it harder for an employer to switch back to work- related task compare to non-social behavior.

2.4.3.Subjective Norm

According to Ajzen (2002), the subjective norm construct is the perceived social pressure to engage or not to engage in a behavior. The subjective norm is the total set of accessible normative beliefs concerning the expectations of important referents. The power of every normative belief is weighted by motivation to comply with the referent in question, and the products are aggregated. Lee & Lee (2002) explained the two subjective norms which are co-workers influence (Peer Culture) and seniors influence (Supervisor Culture). According to Milgram (1965), the organizational behavior for many years indicated that powerful effects of norms on workers behavior. Marketing literature stated that customer's expectations are influenced more by peers than any other factors (Weber & Green, 1991). According to Janssen, Bruinsma, & Weerman (2021), to insulate an individual from committing crimes, both internal and external containments need to enforced, Internal containments are the internal locus of control, including egos, self-esteem, and frustration tolerance. External containments refer to social norms, goals, peer pressure, adverse living environment, values and disciplines".

3. Materials and Methods

The most appropriate research design for this research is the descriptive in nature. It is a quantitative study. This research study aims to provide insights and understanding of the degree of internet media abuse in workplace or in this case Majlis Daerah Marang. Hereby, the researcher will discover what are among the factors or variables that contribute to internet abuse among the Majlis Daerah Marang employee. Specifically, it is the plan to be followed to answer the research objectives or hypotheses. This research used primary and secondary search to collect the data.

According to Sekaran & Bougie (2016), primary data can be defined as a data that being originated by researcher on the variables of interest for the specific purpose of the study. Surveys, interviews, observations, and lab experiments on sampling units are categorized as primary data. A set of question distributed to respondent to record their opinion, and answer to objective of this research. It is an efficient data collection mechanism where researcher knows exactly what is required to measure variable of interest (Sekaran & Bougie, 2016). It is to gain respondent respond as they use the internet media in workplace. Researcher can directly access employee's opinion and collect the accurate data. 127 questionnaires distributed to Majlis Daerah Marang employee from different ages, income, and gender. The population in Marang District Council is 194. For this study, researcher therefore decided to issue 127 questionnaires to selected respondents from various departments referring sample size table by Krejcic & Morgan's Table for Determining Sample Size from a Given Population (Krejcie & Morgan, 1970). In addition, the various items from the questionnaire survey will help the researcher to identify what are the best recommendations to support the objectives of this study.

The questionnaire design consists with three sections which are Section A, Section B, and Section C. Section A for demographic profile, Section B for independents variable (Attitudes Towards Behaviour , Perceived Behaviour Control and Subjective Norms) and Section C for dependent variable (Internet Media Abuse). For Section A, type of scale Nominal scale and Ordinal scale is being used. Then, for Section B and C is Likert scale had been used. Researchers use two types of scale which are Nominal scale and Likert scale. It is designing that way to enable respondent to report the intensity of their attitudes. The Nominal scale uses multiple items to come out with one single response. The Ordinal scale name Likert Scale is used to measure how strong the respondents "agree" or "disagree" with the statement construct by the researcher in the questionnaire. The category is divided into 5 Likert scale.

Secondary data is the data that been published by other party. The types of secondary data are academic journal, article, and interview. In this study, researcher use Emerald insight and others to obtain academic journals that are related to researcher's study. Besides that, researcher also obtains information through web

pages that related to the study. Sampling is the process of selecting enough respondents from the population. The reasons for using a sample, rather than collecting data from the entire population are self-evident. The sampling technique that researcher used for the study is probability sampling technique, which is the simple random sampling. The significant of using simple random sampling is the sampling units are accessible, easy to measure and cooperative. Besides that, simple random sampling is less expensive and less time consuming.

4. Results

In this research, primary data collection method is used to obtain information and opinions directly and specifically from the employee (Sekaran & Bougie, 2016). The primary data is collected via survey questionnaire technique which required less skill and sensitivity. To increase the response rate, the researchers distribute and collect the self-administered questionnaires to and from the target respondents after they answered the questionnaires. The target respondents are employees of a district council which is 197 populations. Using the Krejcie and Morgan (1970), a total of 130 questionnaires were distributed to target respondents but only 127 respondents returned the questionnaires.

4.1. Demography Profile of Respondents'

A total of 137 questionnaires were distributed to target respondents but only 127 respondents returned the questionnaires which are equal to 98 % of total sample which frequency of 62 persons equals to 48.8 percent and the rest are female which have 65 respondents (51.2%). In term of ages, the majority of respondents are in between 23-30 years (28.3%), followed by age in between 36-40 years (21.3%), 31-35 years(18.1%), 46-50 years (9.4%), below 23 years (8.7%), 51-55 years (7.9%), and age 41-45 years (6.3%). The majority of respondents are Support Category (78.0%) and the rest are Management and Professional (22.0%). Meanwhile, the term of service period has shown that is 28.3% are working between 6-10 years, followed by 1-5 years (24.4%), 10-15 years (17.3%), 16-20 years (8.7%), 21-25 years (7.9%), more than 31 years (7.1%) and 26-30 years (6.3%). The table 1 show the sample characteristics.

Table 1. Sample Characteristics

Demography	Category	Frequency	Percent
Gender	Male	62	48.8
	Female	65	51.2
Age	<23 years	11	8.7
	23-30 years	36	28.3
	31-35 years	23	18.1
	36-40 years	27	21.3
	41-45 years	8	6.3
	46-50 years	12	9.4
	51-55 years	10	7.9
Work Category	Management & Professional	28	22.0
	Support	99	78.0
Service Period	1-5 years	31	24.4
	6-10 years	36	28.3
	10-15 years	22	17.3
	16-20 years	11	8.7
	21-25 years	10	7.9
	26-30 years	8	6.3
	More than 31 years	9	7.1

4.2. Internet Behavior

The majority of respondent purposely surfing internet during office hour for Social Media (39.4%), followed by News (26.0%), Financial (17.3%), Education (11.8%) and Entertainment (5.5 %). In term of time for surfing has shown that is 35.4 % of respondents surfing the internet during rest hour from 1-2 pm,

following by 8-11.59 am (19.7%), 3-4 pm (13.4%), 12-1 pm (12.6%), over 5pm (10.2%) and 4-5 pm (8.7%). The table 2 shows the internet usage behavior during office hour.

Table 2. Internet Usage Behaviour during Office Hour

Purpose	Frequency	Percent
Education	15	11.8
Social media	50	39.4
Financial	22	17.3
News	33	26.0
Entertainment	7	5.5
Time		
8-11.59 am	25	19.7
12-1 pm	16	12.6
1-2 pm	45	35.4
3-4 pm	17	13.4
4-5 pm	11	8.7
> 5 pm	13	10.2

4.3 Descriptive Statistics, Correlation and Reliability Analysis

This section reports the descriptive statistical analysis, including mean and standard deviation for internet addiction, job satisfaction, productivity, policy, perceived need, subjective norms, hobby, information and transaction explained 2.347, 3.513, 3.658, 3.298, 3.317, 2.506, 2.408, 2.932, 2.441 and 0.734, 0.632, 0.755, 0.575, 0.640, 0.811, 0.850, 0.792, and 0.972 for standard deviation. The standard deviation indicates dispersion of data from mean. In this case, the dispersion data from mean is considerably low. The analysis indicated a high correlation between productivity and hobby (r = -0.527), followed internet addiction and hobby (r = 0.460), subjective norm and information (r = 0.393) lastly internet addiction and transaction (r = 0.332). The effect size of this correlation can be classified as medium to large on Cohen's (1988) guidelines. All items for each construct were tested for reliability. The reliability is measured using Cronbach's Alpha. The Cronbach's Alpha for all variables this study is over 0.5 which is above the required threshold value. Thus, questionnaire used in this study is reliable. The table 3 shows descriptive statistics, correlation, and reliability analysis.

Table 3. Descriptive Statistics, Correlation and Reliability Analysis

		α	1	2	3	4	5	6	7	8	9
1	Internet addiction	0.868	1.000								
2	Job satisfaction	0.786	-0.328**	1.000							
3	Productivity	0.826	-0.509**	0.203*	1.000						
4	Policy	0.624	-0.176*	0.275**	0.114	1.000					
5	Perceived need	0.630	-0.158	0.216*	0.159	0.280**	1.000				
6	Subjective norms	0.838	0.328**	-0.289**	-0.329**	-0.184*	0.239**	1.000			
7	Hobby	0.871	0.460**	-0.424**	-0.527**	-0.080	0.040	0.414**	1.000		
8	Information	0.781	0.286**	-0.241**	-0.279**	-0.091	0.196*	0.393**	0.607**	1.000	
9	Transaction	0.644	0.332**	-0.228*	-0.244**	-0.018	0.138	0.265**	0.516**	0.544**	1.000
	Mean		2.347	3.513	3.658	3.298	3.317	2.506	2.408	2.932	2.441
	Standard Deviation		0.734	0.632	0.755	0.575	0.640	0.811	0.850	0.792	0.972

** $p < 0.01$ (2-tailed), * $p < 0.05$ (2-tailed)

4.4. Hypothesis Testing

Adjusted R square which means that only 42.3 percent,16.9 percent and 17.6 percent of the variance in independent variable can be predicted from the hobby, information and transaction (internet abuse) respectively. The F-test for first (hobby) regression model was significant (F= 24.07, p <0.001) with four

factors of internet abuse entered the resulting equation: internet addiction significant at 5% level ($\beta = 0.181$, $p < 0.05$), job satisfaction highly significant at 1% level ($\beta = -0.327$, $p<0.001$), productivity highly significant at 1% level ($\beta = -0.401$, $p < 0.001$) and perceived need significant at 10% level ($\beta = 0.202$, $p<0.01$). The F-test for second (information) regression model was significant ($F=13.822$, $p< 0.001$) with two factor of internet abuse entered the resulting equation: internet addiction significant at 5% level ($\beta = 0.176$, $p < 0.05$) and subjective norm highly significant at 1% level ($\beta = 3.906$, $p<0.001$). The F-test for third (transaction) regression model was significant ($F= 9.875$, $p <0.001$) with three factors of internet abuse entered the resulting equation: internet addiction highly significant at 1% level ($\beta = 0.334$, $p < 0.001$), job satisfaction significant at 5% level ($\beta = -0.179$, $p<0.05$) and perceived need significant at 10% level ($\beta = 0.236$, $p < 0.001$). There is no relationship between workplace policy with any indicator for internet media abuse. The table 4 shows multiple regression result.

Table 4. Result of Hypothesis Testing

	Hobby		Information		Transaction	
	B	t-stat	B	t-stat	B	t-stat
Internet addiction	0.181	2.212*	0.176	2.043*	0.334	3.873***
Job satisfaction	-0.327	-4.487***			-0.179	-2.045*
Productivity	-0.401	-5.080***				
Perceived need Policy	0.202	2.895**			0.236	2.829**
Subjective norm			0.336	3.906***		
F	24.07***		13.822***		9.875***	
Adjusted R^2	0.423		0.169		0.176	

***$p < 0.001$, **$p < 0.01$, * $p < 0.05$

5. Discussion

The internet addiction of relates to hobby, information and transaction when committing internet media abuse. Internet addiction contributes to the internet media abuse among the employees. The internet addiction shows a positive correlation toward internet media abuse in workplace. Chen et al. (2008) stated the internet addiction shows the significant result with a higher degree of internet addiction can lead to lead to a higher degree of internet media abuse. The internet addiction contributes to the internet media abuse in the way of failed attempts to control personal use for an extended period of time, having a sense of euphoria while on the computer, craving more computer time, neglecting family and friends, feeling restless, irritable and discontent when not on the computer, lying to employers and family about computer activity (Monette, 2012). According to this study, the low job satisfaction among employees, will contribute to internet media abuse because of hobby and done the transaction for example online business, online shopping, and banking during office hour. This finding is consistent with the previous study done by Woon & Pee (2004) and Polak (2003). When the employees satisfied with their job then the intention to commit the internet media abuse will low. The job satisfaction related how the employee satisfies with the job, peers, wages, subordinate and the career path. It indicates that in workplace shows the pattern which is lower job satisfaction led to heavier internet media abuse which is present many possibilities to commit internet media abuse (Young, 2010).

The high correlation in this study goes to productivity factor and employee's hobby when committing internet media abuse. If an employee has low productivity in his office such as, lack of his daily commitment in the workplace, he will be able to commit internet media abuse at workplace and take for granted his actual responsibility during office hour. This finding is consistent with previous studies a negative relationship between internet abuse and productivity (Vitak et al., 2011). There is no relationship between workplace policy and internet media in this study. This finding is consistent with previous studies that found there is not significant relationship between workplace policy towards internet abuse by organization employees (Young, 2004). The workforce policy implements by the organization for example internal ICT usage policy, ICT Standard Operating Procedure (SOP) and circular regarding ICT release by ministry and state government.

The subjective norm in this study relates the influence from peers and supervisor to commit internet media abuse because to find information. The Subjective Norm (Peers and Supervisor Cultures) shows a positive correlation toward internet media abuse in workplace. The correlation analysis explains that Subjective Norm has a significant relationship on internet media abuse. The result of this study is also consistent with the study of (Woon & Pee, 2004), the coworker and supervisor norms supporting internet

abuse are positively related to internet abuse. The coworker and supervisor can influence individual in the organization to commit in internet media abuse. In summary, the paper attempts to determine the internet media abuse in workplace. Overall, this research achieved its objective which is to identify the determinants of internet media abuse in the organization. The relationship between job satisfaction, internet addiction, perceived behavior control, productivity, subjective norm, peers' cultures and supervisor cultures towards internet media abuse are significant. The workplace policy is not significant with internet abuse. This finding is consistent with previous studies that found there is not significant relationship between workplace policy towards internet abuse by organization employees (Young, 2010). There is a negative relationship between job satisfactions towards internet abuse by organization employees. This finding is consistent with the previous study done by Woon & Pee (2004) and Polak (2003).

6. Conclusions

In conclusion, this study has achieved its research objective by successfully identifying the determinants of internet media abuse in the organization and examining the relationship between 3 (three) dependent variables in the Theory of Planned Behavior (TPB) that contribute to internet media abuse as well as recommendation to organization administration about combating the internet media abuse among the staff. This study has achieved and made a theoretical and practical contribution to the knowledge, as the results provide a clear understanding of the factors that contribute to internet media abuse in the workplace. In this study, the relationship between job satisfaction, internet addiction, perceived behavior control, productivity, subjective norm, peers' cultures, and supervisor cultures toward internet media abuse is significant. The workplace policy is not significant with internet abuse. The results also provide valuable inputs to the organization's excellence.

The study has achieved its aim to prove the presence of internet abuse among employees in the workplace. It shows a small local council in Terengganu affected by internet abuse phenomenon. The study shows majority employees use internet during working hours and affecting productivity. The findings of study provide top management in local authority with information about Internet media abuse activities, the contributing factors, and suitable countermeasures. As for employees, the findings from this study would help them to develop consciousness and conceivably to change mannerism about Internet media abuse. In order to curb the internet media abuse, the employer must give explanation about good and bad impact of internet media abuse towards individual, department and organization's productivity. The low productivity will harm the people expectation towards government service especially image of government employees. The internet addiction related to behavior of individual. The agency may recognize a group of employees who addicted with internet and refer them to counselor for further treatment.

In the future research from current work can be suggested to examine more organizations with wider respondents' base and investigate the development of code of conduct for internet abuse suitable for government agency. The future study may not only for local authority but also includes state and federal agency. Other interesting initiative is to examine the destructive effects caused by internet media abuse to an organization. In the future research from current work also can be suggested to examine perceived need factor whether it contributes to internet media abuse and workplace policy as the moderator/ mediator for internet media abuse. This research used the Theory of Planned Behavior (TPB) as the model; the future research should take consideration to use other model such as Technology Acceptance Model (TAM), Technology-Organization-Environment (TOE), Unified Theory of Acceptance and Use of Technology (UTAUT) or other suitable theory. The purpose of current study was to analyze and determinants the factors that contribute towards the internet abuse in workplace. This study is bound by some limitation occurred when conducting this research. The first limitation is related to the data which is only gathered from 127 employee of Marang District Council. The sample is a group from local council (statutory body) which is close civil service. The answer for questionnaire may not come to the expectation for this research. Another limitation is related to the questionnaire distribution, as respondents seen the questionnaire was too time-consuming, due to the large number of questions to be answered.

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