

E- ISSN: [2988-0084](#), P-ISSN: [2988-1595](#)

DOI: <https://doi.org/10.38035/sijet.v1i2>

Received: October 23<sup>rd</sup>, 2023, Revised: November 5<sup>th</sup>, 2023, Published: November 10<sup>th</sup>, 2023

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## The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance

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**Abstract:** Literature review is a process of investigating and understanding various previous research results that have been published by researchers. This activity is useful for increasing understanding of the research topic being undertaken. Previous research and relevant research have an important role in forming a comprehensive literature review. Findings from previous research and appropriate research strengthen the theoretical basis, conceptions, and phenomena that have an impact on variable development. In this article, the results of a literature review are presented regarding factors that influence performance in a company. These factors include information technology, social media, knowledge management, as well as literature studies related to Executive Support Systems (ESS) for business. The results of this literature review include: (1) Information Technology influences employee performance; (2) The influence of social media on employee performance; and (3) the influence of Knowledge Management on employee performance.

**Keywords:** Information Technology, Social Media, Knowledge Management, Employee Performance

### INTRODUCTION

Publication and publishing of scientific work is highly recommended for all students at all levels of education, final assignments (TA) for undergraduate programs, theses for masters and dissertations for doctoral programs. This has also been conveyed by DIKTI in the 2021 Circular Letter regarding Scientific Publications. Science continues to develop and undergo renewal so that scientific publications need to be carried out. It is hoped that this step in publishing scientific papers will increase the visibility and recognition of their scientific contributions in the academic community. Publications do not only apply to students, but also to lecturers. DIKTI has the main objective of providing mandatory publication assignments for lecturers and researchers, namely to stimulate the spirit of productivity and increase the contribution of research in the development of science in Indonesia.

In order to meet the trend of scientific progress and contribute significantly to the realm of global publications, Indonesia's productivity in creating scientific works must be increased optimally. Scientific work is the result of writing designed to solve problems using relevant theoretical basis and scientific methodology. The content includes data, facts and solutions related to the research theme being discussed. In creating a quality scientific work, researchers must pay attention to the appropriate writing structure. The process of writing scientific papers can help develop logical thinking skills, the ability to formulate background based on a problem or topic, select an appropriate theoretical basis, apply appropriate research methods, analyze and discuss topics that focus on the topic, as well as the ability to conclude findings and provide recommendations for research conducted.

In the process of preparing scientific work, students often face challenges in finding references that are relevant to the problem theme being researched. These references are important in order to strengthen theoretical understanding, ensure the accuracy of information, and provide a solid foundation for their research. This step is necessary to ensure that students' research results and scientific work have strong legitimacy and are not vulnerable to plagiarism practices.

Based on the background above, the author aims to find out the influence of information technology on employee performance, the influence of social media on employee performance and the influence of knowledge management on employee performance.

## **METHOD**

The research method used in this article is a qualitative method based on literature review or literature study. Qualitative research is a research process that aims to explore social or human phenomena by creating a comprehensive and detailed picture conveyed through words. This research provides in-depth views from several informants and was conducted in a natural environment (Fadli, 2021).

Qualitative methods are useful for obtaining meaningful and in-depth data. This meaning is real data, definite data which is the value of concrete data. Thus, in qualitative research there is no emphasis on generalization but rather on meaning. Generalization in qualitative research is called transferability, which means that the research results can be applied in other places with similar characteristics (Abdussamad, 2021).

Literature review is research through searching various libraries such as books, journal articles and other publications that are relevant to the research theme, in order to produce an article on a particular theme or issue. This research was carried out with the awareness that knowledge continues to increase, and that the themes, communities and research areas may have been researched before, so that they can learn from this research. In other words, the researcher is not the first person to research the theme, society, or area. (Marzali, 2016). The literature review was carried out by collecting references from previous studies which were then collaborated to obtain several conclusions. (Rizal Septa Wahyu Hartanto, 2020). In writing this article, researchers conducted a literature review regarding Executive Support Systems (ESS) for business. Researchers also use various references from accredited journal articles, the sources of which come from Mendeley and Google Scholar.

## **RESULT AND DISCUSSION**

Based on the context, objectives and approach through the methods used, the results obtained in the research carried out are as follows:

### **Information Technology**

Information Technology is a technology that is widely used for data processing, including processing, obtaining, compiling, manipulating and storing data in various ways to obtain information that is relevant and of good quality, accurate, fast and precise. This information can

be used for various needs such as business, personal, government, and even strategic information to support decisions. Information technology is generally used with the help of computers for data processing, telecommunications networks for computer connectivity with one another as needed, including for global data distribution and access.

Information Technology or abbreviated as IT consists of two words, namely the word technology and the word information. Technology refers to the application and development of tools and systems to solve problems in everyday life, which is similar to the term procedure. The following are several definitions of information technology from several experts, including McKeown in (Naibaho, 2017) who states that "information technology refers to all forms of technology used to create, store, manipulate and utilize information in various forms".

Next, according to Williams and Saywer in (Naibaho, 2017) who state "information technology is a general form that models any technology that can help to manipulate, produce, store or communicate information". Then according to the Information Technology Association of America (ITAA) in (Naibaho, 2017) states, "information technology is a study in designing, developing, implementing, management support with information systems using computers, especially computer hardware and software applications".

Based on the opinions above, it can be concluded that information technology is a combination of information technology and communication technology using computerized devices to process, process, obtain, organize, store, manipulate data in depth in various ways to obtain quality information, namely information which is accurate, relevant, fast and appropriate for use by business, personal and even government needs and which becomes strategic information to support decisions.

### **Social media**

Social media is a combination of the word "media" and the word "social." Media means a tool that connects one individual with another, while social refers to relationships between individuals or groups that create cooperation and new communities in society. Therefore, social media can be understood as a communication tool that individuals or groups use to interact and form new communities in society. Social media is an online-based tool, such as a site or application, that allows users to communicate, cooperate and collaborate in a new society. This is a form of modern media or "new media" that relies heavily on the internet and smartphones, not the same as conventional media such as print media (Suryanto, 2018).

Social media is an online-based platform that can be used by users to participate, share information, and create content such as wikis, blogs, social networks, online forums, and the most commonly used virtual media. Social media supports web-based interactions that make communication interactive. Thus, social media is a tool for communication and collaboration that allows various kinds of interactions that were previously unavailable (Tongkotow Liedfray & Lasut, 2022).

### **Knowledge Management**

Knowledge management is a concept that has been around for a long time but is still important in companies. This term means knowledge management, which includes the ability to capture, store and access knowledge relevant to work and decision making, both individually and in groups. According to Bergeron in (Darudiato & Suryadi) in a business context, knowledge management is a systematic optimization strategy for determining, filtering, organizing, storing and connecting strategic information to improve employee performance and company competitiveness. Groff & Jones added that knowledge management includes tools, techniques and strategies for maintaining, analyzing, organizing, developing and sharing business expertise. Overall, knowledge management is organized knowledge management to provide a competitive advantage for the company.

### Employee Performance

Every employee is expected to make a positive contribution with good performance because the organization's performance depends on the performance of its employees. Performance is the level of achievement of tasks carried out by employees efficiently and effectively. A person's work performance, or performance, is the result of responsibilities that are carried out well in terms of quality and quantity. (Novia Ruth Silaen, 2021).

### Employee performance objectives include:

1. Improve the results of employee performance in the form of quality and quantity.
2. Provide new knowledge to make it easier for employees to solve complex problems with harmonious tasks in accordance with organizational responsibilities.
3. Improve the form of relationships between employees in work activities at the company.

Various factors that influence employee performance include:

1. Individual factors, namely abilities and skills, background, and demographics.
2. Organizational factors, namely existing resources, leadership style, compensation, organizational structure, and job duties.
3. Psychological factors, namely self-perception, attitude, personality, way of learning, and motivation.

Employees are expected to demonstrate productive performance by having characteristics such as:

1. Self-confidence
2. Responsibility
3. Love work
4. Visionary
5. Ability to solve problems
6. Ability to adapt to a dynamic environment
7. Positive contribution to the environment
8. Strong inner potential

### Review Relevant Articles

Reviewing various relevant articles becomes the basis for formulating hypotheses from the study by reviewing various previous research results, comparing differences and similarities with research that has been carried out. The following is a list of relevant past articles.

Table 1. Relevant Previous Articles

No	Writer	Title	Equality	Difference	Hypothesis
1	Harahap, M.M., Asyari., Julita, V., Sadikin., Sholihin, A (2023)	The Influence of Religiosity, Work Experience and Mastery of Information Technology on Employee Performance (Case Study in the Regional Government of Pasaman Regency)	Information technology influences employee performance	The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance	H1

2	Narulita, S., Suhaji., Ginanjar, R (2022)	Analysis of the Effect of Information Technology Implementation on Employee Performance (Case Study of Telecommunication Companies in Semarang City)	Information technology influences employee performance	The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance	H1
3	Marsal, A., Hidayati, F (2018)	The Effect of Using Social Media on Employee Performance in the UIN SUSKA RIAU Environment	The use of Social Media influences employee performance	The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance	H2
4	Setyadi, Y., Muzakki., Triyanto., Hamdani, D (2023)	Analysis of the Influence of Social Media on Employee Performance at the Bintang Merah Sejahtera Cooperative	The use of Social Media influences employee performance	The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance	H2
5	Hasbi, A., Ahmad Ab., Muhamad (2020)	The Influence of Knowledge Management on Human Resource Development and Performance of Hotel Employees in South Sulawesi	Knowledge Management influences employee performance	The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance	H3

6	Pinasti, P., Nurdin, H (2022)	The Influence of Knowledge Management on Employee Performance	Knowledge Management influences employee performance	The Influence of Information Technology, Social Media and Knowledge Management on Employee Performance	H3
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This article discusses various variables in an Executive Support System (ESS) for business, including employee performance, information technology, social media, and knowledge management. These variables have an impact on employee performance. A more detailed discussion will be explained below:

### **The Influence of Information Technology on Employee Performance**

In its evolution, information technology plays a strategic and important role in the corporate context. Supported by high quality hardware and software, there is a tendency to divide divisions into companies, where each division is facilitated with its own computer equipment. With the rapid development of information technology which is the foundation of company management, it is important to have resources capable of optimizing employee performance in order to compete in increasingly tough market competition. Technology resources will not have a significant impact without support from human resources and business. Employees' ability to utilize information technology is an added value in efforts to improve performance. In this way, the company's goals and objectives will be achieved according to the predetermined schedule.

Based on the discussion above, analysis is obtained which shows that Information Technology has a positive impact on company competitiveness. Using IT means automating business, more efficient data management, and faster access to information. This helps increase operational efficiency and employee productivity because repetitive tasks can be automated, allowing employees to focus on more strategic tasks.

Discussions about the influence of information technology on employee performance have created many literacy studies, including Harahap, M.M., Asyari., Julita, V., Sadikin., Sholihin, A (2023) and Narulita, S., Suhaji., Ginanjar, R (2022 ) shows that information technology influences employee performance.

### **The Influence of Social Media on Employee Performance**

Social media has a lot of influence and impact on its users, such as as a means of communication. Social media can also reconnect with friends, relatives or old friends. However, social media also has significant negative impacts, such as addiction, dependence and the risk of fraud.

Currently, social media can be used anywhere and anytime via smartphone, even at work, which can interfere with work time. This adds complexity to the world of work, with different organizations having different goals. Companies operate to make a profit, on the other hand non-profit organizations such as government agencies aim to provide excellent service to the public. In order to achieve this goal, cooperation between human resources is needed.

Based on this discussion, an analysis can be obtained which shows that Social Media has an influence on employee performance. This is proven by social media providing fast and easy access to various up-to-date information and the latest knowledge in certain industries. This can



help employees stay informed about the latest trends, industry news and developments relevant to their work. Social media allows employees to expand their professional networks and connect with colleagues, clients, and industry experts. This interaction can open up opportunities for collaboration, learning and exchange of ideas that can improve employee performance.

Discussions about the influence of social media on employee performance have resulted in many literacy studies, including Marsal, A., Hidayati, F (2018) and Setyadi, Y., Muzakki., Triyanto., Hamdani, D (2023) showing that social media has an effect on employee performance.

### The Influence of Knowledge Management on Employee Performance

In practice, Knowledge Management provides many benefits for companies. In fact, some companies make Knowledge Management the core of their operations. The benefits of Knowledge Management include protection against loss of valuable knowledge when employees leave the organization, cost reduction by avoiding repeated expenditure in problem solving, reduced repetition in knowledge-related activities, increasing productivity quickly and efficiently, growing employee satisfaction through self-development and empowerment, as well as increasing competitiveness in marketing strategies. Through the use of knowledge, every organization will be more effective in utilizing limited resources. The presence of Knowledge Management also allows companies to improve skills by taking lessons from the surrounding environment, which is key to the company's business continuity.

Knowledge Management is a management tool used to support the achievement of organizational goals and targets, as well as highlighting the competitive advantages of each company, which is ultimately able to create superior company performance. Discussions about the influence of Knowledge Management on employee performance have created literacy studies, including, Hasbi, A., Ahmad Ab., Muhamad (2020) and Pinasti, P., Nurdin, H (2022).

### Research Conceptual Framework

Based on the problem formulation, discussion and study, the conceptual framework obtained in this article is as follows.

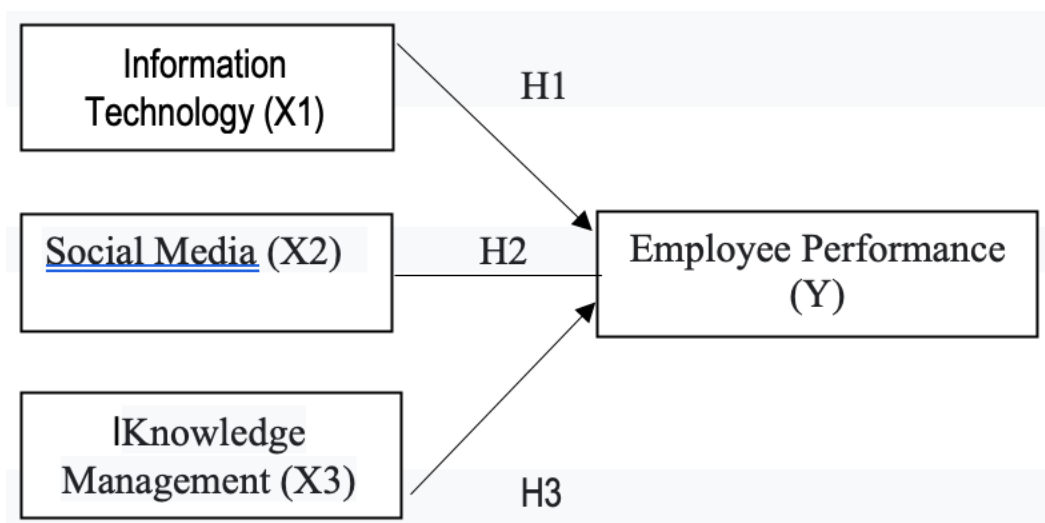


Figure 1: Conceptual Framework

Based on the diagram that has been explained, it can be concluded that Information Technology (X1), Social Media (X2), and Knowledge Management (X3) greatly influence

Employee Performance (Y) in a company or organization. Apart from that, there are other variables that can also influence Employee Performance (Y), namely:

1. Enterprise Resource Planning (X4) as explained by (Nawawi, 2020)
2. Customer Relationship Management (X5) as explained by (Nawawi, 2020)
3. Supply Chain Management (X6) as explained by (Nawawi, 2020)

## CONCLUSION

Based on the objectives, findings and results of the discussion, the conclusion that can be drawn is to establish a hypothesis which will become the basis for further research, namely:

1. Information Technology has an influence on Employee Performance
2. Social Media has an influence on Employee Performance
3. Knowledge Management has an influence on Employee Performance

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