

The Role of Knowledge Sharing, Social Media, and Trust in Job Performance

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Abstract

The development of technological progress is the focus of the company's attention to survive in the era of competition. Technology is key to winning the competition. Unfortunately, many human resources in the company cannot utilize technology properly. Social media is an excellent knowledge-sharing platform for now and can be used to improve job performance within an organization. Therefore, this study aims to measure the role of knowledge sharing, the use of social media, and trust in employee performance at PT. XYZ. This research used a quantitative approach by gathering 128 respondents using non-probability sampling techniques with the census method. The data testing technique used in this study is SPSS 22.0. This study found that the use of social media in the workplace had a positive and significant effect on sharing knowledge, trust, and job performance. Meanwhile, knowledge sharing positively and significantly impacts job performance, and trust positively and significantly impacts job performance.

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INTRODUCTION

Every company needs management to achieve specific goals. To achieve these goals, companies need an organization that does business well. The success of an organization in achieving these goals depends on the success of individuals in their duties. In an organization, human resources are not only a means of production but also an essential indicator in achieving organizational goals.

The performance of human resources in an organization plays an essential role in maintaining and creating qualified employees to achieve goals by company expectations and targets. Performance can also mean the work results and work behaviors that have been conducted in completing tasks and responsibilities given at a particular time (Bernardin and Russel, 1993). Mathis and Jackson (2006) suggested that performance is basically what employees do or don't do. According to Bernardin & Russel (1993), some dimensions of job performance are quality of work, the quantity of work, timeliness, cost-effectiveness, need for supervision, and Interpersonal impact. The existence of clear information is expected to contribute to performance. It will make it possible to work more extensively

or advanced so that high performance will benefit company employees. Job Performance can also be improved with the interaction of fellow employees to share knowledge. To enhance the quality of employees, using knowledge sharing by exchanging knowledge from individual employee experiences with other employees in formulating an idea or ideas so that innovation is created to achieve a company's competitive advantage. sharing knowledge that effectively improves company performance (Marqués, Ortiz, & Merigó, 2013).

Knowledge sharing is a concept that describes the conditions of interaction between individuals in the form of a communication process that aims to improve and develop each member (Gurteen, 2006). Drucker (2007) defined knowledge sharing as information that changes something or someone. It happens when the information becomes the basis for action or when the data enables a person or institution to take different steps or activities that are more effective than previous actions. Knowledge sharing is information that has been analyzed and organized to be understood and used to solve problems and make decisions. In various scientific studies, knowledge sharing has a very positive and significant influence on business performance. Some studies that reveal a positive relationship between knowledge sharing and business performance research (Rutten, Blaas - Franken, & Martin, 2016) stated that employees' trust influences company performance. The high value of the trust will also affect the value of knowledge sharing. Meanwhile, (Lin, Lee, & Da Wei Wang, 2009) introduces that knowledge sharing is a culture of social interaction that involves exchanging employees' knowledge, experience, and skills through all departments or organizations. This opinion directs that knowledge sharing is an activity of social interaction of human subjects to transfer knowledge, expertise and skills possessed by someone so that knowledge can be spread and used for future improvements.

Trust is individual behavior that expects someone to provide positive benefits to themselves (Deutsch, 2009). trust is the basis for both parties to work together. Dasgupta (1988) states that trust is an attitude to trust individuals and groups to a certain degree interconnected. According to Barnes (2003) trust is the belief that a person will find what he wants in an exchange partner. According to Mayer et al. (1995), the dimensions of trust are ability, benevolence, and integrity. In addition to influencing knowledge sharing, trust also affects job performance. When there is trust between two parties, they are more willing to engage in knowledge-sharing interactions (Nahapiet and Ghoshal, 1998). Empirically, trust has been proven to improve knowledge sharing results and make information and knowledge exchange more effective, increasing the recipient's likelihood of knowledge being absorbed.

Trust has been proven as the key to forming cooperative interactions, reducing conflict in organizations, developing successful solutions, and increasing team effectiveness. Trust is expected to improve individual job performance in effectiveness and efficiency. Trust fosters a focus on future conditions, reducing anxiety that the other party will act opportunistically (Wang, 2007). One thing that determines performance is external organizational factors such as social media because social media

technology results in better employee performance (Cao, Guo, Vogel, & Zhang, 2016). Social media technology is positively related to performance for the formation of company capabilities and improving relationships with customers (Trainor, Andzulis, Rapp, & Agnihotr, 2014). The use of social media creates opportunities to change overall knowledge sharing in the workplace and has adverse consequences for organizations, such as the emergence of ongoing communication through social media (Faraj, Kane, & Azad, 2013). Social media is a label for digital technology that allows people to connect, interact, produce, and share message content (B.K. Lewis, 2010). A.M. Kaplan and M. Haenlein (2010) stated that social media is a group of Internet-based applications built on the ideological foundations of Web 2.0. It can make users create and replace distributed content ". "web 2.0" is specifically used to describe technologies such as wikis, weblogs, and other internet media. Web 2.0 is essential for social media because it can accelerate the growth of social media. According to Mayfield (2008), the dimensions of social media are participation (participation), openness (openness), conversation (conversation), and community (community).

This study aims to measure the role of knowledge sharing, use of social media and trust in employee performance in a company. Because currently the use of social media is increasingly massive as a medium for sharing knowledge. In addition, the level of trust is also one of the drivers to improve employee performance. The results of this study are expected to have implications for companies in increasing job performance through the variables of knowledge sharing, social media and trust. Furthermore, this study shows that trust has the greatest influence on job performance. For this reason, the implication that needs special attention is the role of the Trust variable on job performance.

Knowledge Sharing

According to Davenport and Prusak (1998), knowledge sharing is called knowledge sharing or knowledge diffusion; this is defined as how knowledge is transferred from one person to another. According to Nonaka and Takeuchi (1995), sharing knowledge is the core and basis of knowledge management. Sharing knowledge is essential in an organization's progress today because it spreads intellectual capital to the entire organization. According to Gurteen (2006), knowledge sharing is a concept that describes the conditions of interaction between people in the form of a communication process that aims to improve and develop each member. Someone conveys his creative ideas in an activity. For example, everyone listens carefully, accepts the person's ideas before, and then stores them in memory due to learning. Each member in this activity can give and receive information from each other and other members.

According to Lin, F. H., (2007) and Rohman et al. (2020), the management of knowledge resources will be carried out effectively in a company if employees desire to cooperate with colleagues to contribute to the knowledge they have in the organization. This statement shows that if knowledge resources can be used effectively and collaborate with other employees in contributing knowledge, they will have more significant opportunities to improve their employees' ability to create new ideas.

According to Van den Hoof and De Ridder (2004), knowledge sharing is a reciprocal process where individuals exchange knowledge (tacit and explicit knowledge) and jointly create new knowledge (solutions). One purpose of this definition consists of giving and gathering knowledge, which provides the ability to communicate knowledge to others owned by someone's intellectual capital. Gathering knowledge refers to consulting with colleagues by sharing information or intellectual capital they have. Calantone et al., (2002) Several studies have demonstrated that knowledge sharing is essential because it allows organizations to improve innovation performance and reduce excessive learning effort.

Social Media

Mayfield, A. (2008) stated that social media was a medium in which users could easily participate in various and created roles, especially blogs, social networks, wikis / online encyclopedias, online forums, and virtual worlds (with avatars / 3D characters). According to Lewis, B. K. (2010), social media is a label for digital technology that allows people to interact, interact and share information. According to Kaplan, A. M. and Haenlein, M. (2010), social media is a group of Internet-based applications built on the ideological foundations of Web 2.0. Web 2.0 is essential for social media because it can accelerate the growth of social media.

According to Kent, M. L. (2013), social media is any form of interactive communication media that enables two-way interaction and feedback. According to Valenza, J. K. (2014), social media is an internet platform that allows individuals to share immediately and communicate continuously with their communities. And according to Veil, R. S., Buehner, T., and Palenchar, M. J. (2011), social media is essentially communication between humans that has the characteristics of participation, openness, conversation, community, and connectedness. A common element of every social media is the openness of dialogue between users. Social media can be changed by time and rearranged by its creator, or in some specific sites, a community can change it. Besides that, social media also provides and shapes new ways of communicating. Before the emergence and popularity of social media, most people communicate by text or telephone via mobile phones. But now, with social media, people tend to share through chat services or send messages through services available on social media.

Trust

Balogun & Adetula (2015) stated that trust is a psychological state comprising the intention to accept vulnerability based on positive expectations of the preferences or behavior. According to Deutsch (2009), trust is individual behavior that expects someone to provide positive benefits. There is trust because trusted individuals can benefit and do what is desired by individuals who offer trust. Thus, trust is the basis for both parties to collaborate. Trust (trust) is the foundation of a relationship. A relationship between two or more parties will occur if each trusts the other. This trust can not be easily recognized by other parties but must be built from scratch and can be proven.

According to Carnevale and Wechsler (2009), defining trust is an attitude that assumes that individuals or groups mean well and comply with ethical norms. According to Dasgupta (1988), trust is an attitude to trust individuals and groups with a certain interconnected level. At the individual level, you trust an individual to do something based on what you know about him, his disposition, abilities, reputation, and so on, not just because he says he will do it. At the collective level, if you do not trust an agency or organization with which the individual is affiliated, you will not trust him to make agreements or cooperation.

According to Barnes (2003), the trust believes that a person will find what he wants in an exchange partner. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will give what he expects and a hope that someone has that someone else's promise or statement can be trusted. According to Zhang (2014), "trust is an individual's confidence in the goodwill of others and expectation that others will act in beneficial ways. Francis Fukuyama (2002) defines trust namely cooperative norms such as honesty and willingness to help that can be shared between limited groups of people and not with others from the community or with others in the same society. If the group members expect that the other members will behave honestly and reliably, they will trust each other.

Job Performance

According to Stolovitch and Keeps (1992), performance is defined as a set of results achieved and refers to the actions of acquiring and implementing the requested work. According to Hersey and Blanchard (1993), performance is a function of motivation and ability. To complete a task or job, a person must have a certain level of will and knowledge. A person's willingness and skills are not effective enough to do something without a clear understanding of what will be done and how to do it. According to Donnelly, Gibson and Ivancevich (1994), performance refers to the level of success in carrying out tasks and the ability to achieve predetermined goals. Performance is good and successful if the desired goals can be completed correctly. According to Schermerhorn, Hunt and Osborn (1991), performance is the quality and quantity of task achievement performed by individuals, groups, or companies. The definition of performance (job performance) is a job of quality and quantity achieved by an employee in carrying out his function by the responsibilities given to him.

Whereas Mathis and Jackson (2006) stated that this is what it should be. Performance management is the overall activities carried out to improve the performance of a company or organization and according to Armstrong (1999), performance is the result of work from behavior. According to Armstrong and Baron (1998), performance is about doing work and the results obtained from work. Performance is the result of work with a strong relationship with strategic goals, satisfaction and economic support.

Social media and Knowledge Sharing

According to Wang and Noe (2010) The essence of knowledge sharing is about providing expertise, knowledge and methods that help members of an organization develop ideas and implement procedures and processes. The social capital theory assumes social relations are essential for resources and learning (Yoon and Rolland, 2012). It emphasizes the importance of the technical aspects of the organization, which is a strong point of using social media (McAfee, 2009). Social capital plays an essential role in sharing knowledge because social media enhances this relationship with other bureaucratic and physical hierarchies, helps facilitate expertise, and encourages knowledge sharing (Chatti et al., 2007). Therefore, by using social media, relationships that are resolved throughout the organization are created and managed with the help of diverse knowledge streams (Kavanaugh et al., 2005).

Explicit knowledge can be expressed in formal and systematic language and shared in written form, such as manuals, formulas, and specifications (Hsu, 2006). Explicit knowledge is encoded and articulated. Therefore, it is relatively easy for knowledge management systems to facilitate, store and transfer (Nonaka et al., 1994). They provide more manageable and better access to knowledge by making social connections that provide triggers and recipients to communicate and collaborate, even without face-to-face contact (Majchrzak et al., 2005). According to Abidi et al. (2009), social media can help gain knowledge through collaboration and interactive technology, allowing critics to improve experiential knowledge quality.

H1: Social media has a significant positive effect on Knowledge sharing

Social Media and Trust

According to Skinner et al. (2014), trust is a "process" that focuses on the beliefs thought by individuals that lead to decisions to trust and culminate in showing one's trust. Fang and Chiu (2010) say that trust, in general, develops over time through interaction, relationships and experiences. Face-to-face interaction, mutual understanding and length of intimacy lead to willingness and readiness to share knowledge.

According to Valenzuela et al. (2009), the prerequisite of trust is that each employee understands one another to reduce uncertainty about coworkers' behavior and intentions. According to Gulati (1995) trust develops from interactions on social media. Having social media can provide benefits to enable employees to find detailed information about their coworkers, such as personal background, character, hobbies, and interests of employees themselves. The use of social media can create and strengthen social networks and interactions that can generate trust among coworkers (Chen and Hung, 2010). This can indicate that individual trust in coworkers connected in one social media can be enhanced by reciprocal communication.

H2: Social media has a significant positive effect on employee trust

Social Media and Job Performance

One thing that determines performance is external organizational factors such as social media because social media technology results in more excellent employee performance (Cao, Guo, Vogel, & Zhang, 2016). Social media technology is positively related to performance for the formation of company capabilities and improving relationships with customers (Trainor, Andzulis, Rapp, & Agnihotr, 2013). Likewise, the use of social media has a positive and significant effect on the performance of workers from various occupational fields, such as workers in education and government. The use of social media creates opportunities to change overall knowledge sharing in the workplace. The existence of social media makes it easy for employees to build communication and obtain information that is expected to help complete tasks. Social Media can be used as a facility to maximize employee performance in carrying out all activities in work used by employees.

H3: Social media has a significant positive effect on Job Performance

Knowledge Sharing and Job Performance

As stated at the beginning, improving the quality of employees can be done by using the method of knowledge sharing between individuals in formulating an idea or ideas to create innovations to achieve the company's competitive advantage. It means that employees will have adequate information and be able to perform better. Knowledge sharing is an effective way for organizations to develop competencies and expand their knowledge base (Hackney, 2011).

Research shows that knowledge sharing has a significant effect on performance. Knowledge sharing is formed first before performance is formed (Cao, Guo, Vogel, & Zhang, 2016). Effective knowledge sharing affects company performance. Efforts made to obtain effective knowledge sharing are developing new competencies among employees, combining knowledge, improving information technology communication, and disseminating knowledge, both tacit and explicit knowledge, to show that effective knowledge sharing improves company performance (Marqués, Ortiz, & Merigo, 2013).

With clear information, it is hoped that it can contribute to performance and allow work to be more significant or advanced so that high performance will benefit both employees and the company. Thus it is clear that the role of knowledge sharing is very meaningful for the performance of an organization or company. It also means that the size of the product produced by a company is determined by the success or failure of information from employees in the company itself. H4: Knowledge sharing has a significant positive effect on Job Performance.

Trust and Job Performance

Various methods are used to determine the empirical relationship between trust and performance. Sarker et al., (2011) access virtual trust and performance in multiple models using social networking approvals. Pinjani and Palvia (2013) also complement trust and performance using models including IT, satisfaction, and shared efficiency in knowledge sharing with global teams. Trust has been

proven to make cooperative interactions, reduce conflicts in organizations, develop successful solutions, and increase team efficiency. Trust is expected to improve individual performance in terms of improvement and efficiency. The trust focuses on future situations, reducing the challenges of others will be activated by opportunists (Wang, 2007).

H5: Trust has a significant positive effect on Job Performance

This study's conceptual model was built on five hypotheses (Figure 1). This study examines the effect of social media on knowledge sharing, social media to trust, social media on job performance, knowledge sharing on job performance, and trust on job performance.

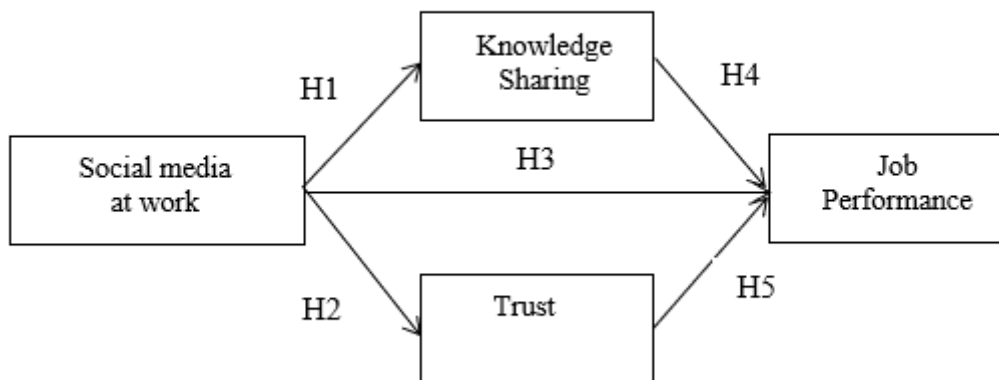


Figure 1. Research Model

METHODS

Research Design

This study uses a quantitative approach. Employees were given a questionnaire using Google form with questions about Social media, Knowledge sharing, Employee Trust, and Job Performance.

Sample and Data Collection

The sampling technique used in this study was the accidental sampling technique. More precisely, employees are willing to fill out a sampled questionnaire are 128 employees.

Measurement and Data Analysis

Social media was measured using eight items developed by Mayfield (2008). Example items are: "I am active in the social media application," with response categories with a value of five points ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Job Performance is measured using five items developed by Bernardin & Russel (1993). Example items are: "I feel the work produced by

employees is as expected" with a response category with a value of five points ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Trust is measured using six items developed by Mayer et al. (1995). Example items are "I see no reason to doubt the competence/preparation of coworkers," with the response category with a value of five points ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Knowledge Sharing is measured using five items developed by Bock (2005). Example items are: "Employees share knowledge and experience with coworkers" with response categories with five points ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Analysis of the five hypotheses uses regression in SPSS. The first regression is used in hypothesis 1 to see the effect of social media on knowledge sharing. The second regression is used in hypothesis 2 to see the effect of social media on employee trust. The third regression is used in hypothesis 3 to see the effect of social media on job performance. The fourth regression is used in hypothesis 4 to see the effect of knowledge sharing on job performance. The fifth regression is used in hypothesis 5 to see the effect of trust on job performance.

RESULTS AND DISCUSSION

Descriptive Statistics Result

Table 1 shows that there were more female respondents (85) with a percentage of 66.4%, compared to fewer male respondents (43) with a rate of 31.3%. The respondents aged 18-25 years were 78 with 60.9%. The number of respondents aged 26-35 years was 42, with 32.8%. The number of respondents aged 36-45 years was 8, with 6.3%. The results of high school education respondents amounted to 112 people with 87.5%. The number of respondents educated undergraduates was 13 people, with 10.2%. The results of respondents whose service period is 1-6 months are 28 people with 21.9% presentations. In addition, respondents who worked for 0.6-1 years are 69 people with 53.9%, and respondents who have a working period of 1-2 years as many as 31 people with 24.2%.

Table 1. Demographic Table

Characteristics	Classification	n	(%)
Gender	Male	43	33,6%
	Female	85	66,4%
Age	18-25	78	60,9%
	26-35	42	32,8%
	36-45	8	6,3%
Last Education	High School	112	87,5%
	Diploma	3	2,3%
	Bachelor	13	10,2%
Length of Work	1-6 months	28	21,9%
	6-1 year	69	53,9%
	1-2 years	31	24,2%

Validity and Reliability Test Result

Validity shows the accuracy of the items used to measure the research variables. The technique used to test the validity of the factor analysis with SPSS 19. An item will be declared valid if the loading factor resulting from a factor analysis of > 0.5 . From table 4.1 it can be seen the value of KMO-MSA from Social media variable is 0.850, the knowledge sharing variable is 0.853, Trust variable is 0.799, and Job Performance variable is 0.708. Of the four variables having a KMO-MSA value > 0.5 and the Sig Bartlett's Test significance value of all the variables of $0,000 < 0.5$. It shows a strong correlation between the question items on each variable. In addition, all question items of each variable have a loading factor value > 0.5 , which shows that all question items that measure the research variables are declared valid and included in the subsequent analysis process.

Table 2. Validity Test Result

Variables	KMO-MSA	Sig Bartlett's Test	Item	Loading Factor	Cut-Off Value	
<i>Social Media</i>	0,863	0,000	SM1	0,686	0,5	Valid
			SM2	0,750	0,5	Valid
			SM3	0,862	0,5	Valid
			SM4	0,839	0,5	Valid
			SM5	0,713	0,5	Valid
			SM6	0,715	0,5	Valid
			SM7	0,854	0,5	Valid
			SM8	0,820	0,5	Valid
<i>Knowledge Sharing</i>	0,850	0,000	KS1	0,853	0,5	Valid
			KS2	0,813	0,5	Valid
			KS3	0,800	0,5	Valid
			KS4	0,821	0,5	Valid
			KS5	0,863	0,5	Valid
<i>Trust</i>	0,771	0,000	T1	0,692	0,5	Valid
			T2	0,700	0,5	Valid
			T3	0,830	0,5	Valid
			T4	0,829	0,5	Valid
			T5	0,542	0,5	Valid
			T6	0,805	0,5	Valid
<i>Job Performance</i>	0,821	0,000	WP1	0,726	0,5	Valid
			WP2	0,784	0,5	Valid
			WP3	0,832	0,5	Valid
			WP4	0,876	0,5	Valid
			WP5	0,616	0,5	Valid
			WP6	0,707	0,5	Valid

Source: SPSS 19 Software Output

Reliability shows the reliability of the questionnaire in measuring research variables by producing consistent measurements. The technique used to test reliability is Cronbach Alpha, which is

carried out with the SPSS 19. The items will be declared reliable if they have values > 0.6 because they are judged to have a safe point, are consistent in determining instrument reliability, and are generally widely used in research. Following are the results of the reliability test on the research variables:

Table 3. Reliability Testing Result

Variables	<i>Cronbach Alpha</i>	Ccut-Off Value	
<i>Social media</i>	0,886	0,6	Reliable
<i>Knowledge Sharing</i>	0,980	0,6	Reliable
<i>Trust</i>	0,724	0,6	Reliable
<i>Job Performance</i>	0,798	0,6	Reliable

Source: SPSS 19 Software Output

Table 3 shows that the Social Media, Knowledge sharing, trust, and Job Performance variables have Cronbach Alpha values of 0.886, 0.980, 0.724, and 0.798. Based on this value, the question items used to measure the research variables are declared reliable.

Hypothesis Testing Result

The first hypothesis states that Social media has a significant effect on Knowledge sharing. Based on the results of the analysis produces an influence coefficient of 0.303 with a significance value of $0.036 < 0.05$. So, it can be concluded that there is a significant positive effect of social media on knowledge sharing. Therefore, the first hypothesis, which states that Social media substantially impacts knowledge sharing, was accepted.

The second hypothesis states that Social media significantly affects employee trust. Based on the results of the analysis produces an effective coefficient of 0.338 with a significance value of $0.019 < 0.05$. So, it can be concluded that social media has a significant positive effect on employee trust. Therefore, the first hypothesis which states that Social media has a substantial impact on employee trust, is accepted.

The third hypothesis states that Social media has a significant effect on Job Performance. Based on the results of the analysis produces an influence coefficient of 0.293 with a significance value of $0.044 < 0.05$. So, it can be concluded that there is a significant positive effect of social media on job performance. Therefore, the first hypothesis that Social media substantially impacts job performance was accepted.

The fourth hypothesis states that Knowledge sharing has a significant effect on Job Performance. Based on the results of the analysis produces an influence coefficient of 0.309 with a significance value of $0.033 < 0.05$. So, it can be concluded that there is a significant positive effect of

knowledge sharing on job performance. Therefore, the first hypothesis which states that knowledge sharing has a significant impact on Job Performance, was accepted.

The fifth hypothesis states that trust has a significant effect on Job Performance. Based on the results of the analysis produces an influence coefficient of 0.456 with a significance value of 0.001 <0.05. So, it can be concluded that there is a significant positive influence of trust on job performance. Therefore, the first hypothesis states that trust has a significant effect on Job Performance is accepted.

Table 4. Regression Analysis Result

Analysis	Model	Coef ficient	T. count	Sig.	R Square	
(H1)	<i>Social Media</i> → <i>Knowledge Sharing</i>	0,303	2,157	0,036	0,092	Positif Significant
(H2)	<i>Social Media</i> → <i>Trust</i>	0,338	2,434	0,019	0,114	Positif Significant
(H3)	<i>Social Media</i> → <i>Job Performance</i>	0,293	2,075	0,044	0,086	Positif Significant
(H4)	<i>Knowledge Sharing</i> → <i>Job Performance</i>	0,309	2,204	0,033	0,095	Positif Significant
(H5)	<i>Trust</i> → <i>Job Performance</i>	0,456	3,480	0,001	0,208	Positif Significant

Source: SPSS 19 Software Output

Discussion

The results of this study indicate that all hypotheses are accepted and have a positive and significant effect. These results are interesting to be discussed by the authors based on scientific and empirical perspectives.

The relationship between social media and knowledge sharing has a positive and significant influence. This means that the role of social media in the knowledge sharing process is very important in an organization. This is also in line with the opinion of Chatti et al., (2007) which states that social media is able to encourage the creation of good knowledge sharing. Meanwhile, in hypothesis 2 which states a positive and significant relationship between social media and trust also shows new evidence that the level of one's trust in the information obtained is influenced by social media. From social media, public trust grows with valid data and information. This is also stated by Gulati (1995) that trust develops from interaction on social media.

One of the drivers for creating good job performance is the role of social media itself. This was raised by Cao et al, (2016) who mentioned the role of social media in improving employee performance. In addition, this was also stated by Trainor et al, (2013) regarding the relationship between the two. The last is how we can see the role of knowledge sharing with job performance in an organization. Hackney (2011) states that improving the quality of employees can be done by using the method of knowledge sharing between individuals in formulating an idea or ideas to create innovations to achieve the company's competitive advantage. This means that employees will have adequate information and be able to perform better. Knowledge sharing is an effective way for organizations to develop competencies and expand their knowledge base.

In conclusion, companies need to look again at the context within the company to encourage good employee performance through the variables of social media, trust and knowledge sharing. This is because not all companies or types of industry can apply this approach.

CONCLUSION

Based on the results of data processing using regression analysis of mediating variables using SPSS 19.0 and discussion of the influence of social media on the job performance of employees of PT. XYZ with knowledge sharing and trust as an antecedent can be concluded: (1) Hypothesis 1 is accepted, as evidenced by the influence of social media on PT. XYZ has proven to be positive and significant. (2) Hypothesis 2 is accepted, which is proven by the influence of social media on the trust of employees of PT. XYZ has proven to be positive and significant. (3) Hypothesis 3 is accepted, as evidenced by the influence of social media on PT employees' job performance. XYZ has proven to be positive and significant. (4) Hypothesis 4 is accepted, which is proven by the influence of knowledge sharing on the job performance of PT. XYZ has proven to be positive and significant.

Based on the study results, the level of individual performance can not be maximized because employees can not work independently and can not work without the help and guidance of their leaders. In this case, PT. XYZ needs to increase confidence in the sense of trust in the abilities of each individual, so they can improve their professionalism in completing their work. It is better to add other variables that can improve job performance with independent variables of social media. According to the research results, the mean value of job performance is only 3.90, so it is better to add other variables that can improve each employee's job performance.

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