

Impact of Social Media Use on Transfers Knowledge on High School Teachers in Bima District with Network Ties, Shared Vision, Trust as Mediation Variables

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ABSTRACT

This study aims to determine the impact of using social media on knowledge sharing for high school teachers in Bima Regency, with social capital represented by variables, namely network ties, shared vision and trust as mediating variables. To test the hypothesis, the researcher used data collected through questionnaires with a total of 237 respondents using purposive and convenience techniques sampling and statistical analysis, using Structural Equation Modeling (SEM) and assisted by the AMOS program. The results of the study reveal: (1) there is a positive and significant effect of social media use on the network Ties and shared vision while the media social use does not have a significant effect on the trust of high school teachers in Bima, (2) there is a positive and significant effect of network Ties and shared vision on knowledge transfer, while trust has no significant effect on knowledge transfer of high school teachers in Bima District (3) there is a positive and significant influence of social media use on knowledge transfer of high school teachers in Bima District. For the mediation test, the researcher used the Sobel test to test the indirect effect. These findings show that the network Ties and shared vision variables are able to mediate between the use of social media and knowledge transfer, while trust cannot mediate between the media social use against knowledge transfer.

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1. INTRODUCTION

The development of information technology (IT) requires a quick response from the managers of government institutions, especially public education institutions. One of them is the use of social media. The use of social media applications such as Facebook, WhatsApp, YouTube and Instagram has become

a powerful platform in the digital world, such as watching online videos, live chatting, commenting on content, reading and sending instant messages, creating, searching, and sharing information and knowledge, and playing games. virtual games. The convenience of the internet can help individuals and groups obtain the information and knowledge they need. Knowledge is seen as a valuable asset to dominate the market, many companies apply knowledge management to encourage innovation and improve teamwork. Many authors have studied the factors that influence their knowledge sharing, including internal factors that affect knowledge sharing such as leadership style, level of trust, personality, including conformity with organizational vision, and technological developments. Many companies promote the importance of sharing knowledge and information inside and outside the organization. Communication through personal channels such as social media is the most effective way to share knowledge. Previous studies and publications have demonstrated the importance of using social media in organizations. Muhammad (2019) revealed that the use of social media can promote new ideas and support collaboration, and both are increasingly being used to manage change.

In particular, with the use of social media, vertical communication between leaders and subordinates can increase mutual trust, respect, and affection, contribute to the development of vertical relationships between leaders and subordinates, and bring the socio-emotional benefits required for an organization to develop. adherent, submissive; In the meantime, horizontal communication among group members can improve horizontal ties by facilitating information sharing and mutual assistance. These social exchange connections eventually lead to a common commitment to professional views and objectives, which ultimately improves organizational performance.

In general, internet users carry out activities in cyberspace on their own initiative. There are many factors that motivate individuals to use social networks, apart from sharing knowledge and information with their virtual community, they also build relationships with new people to add to their larger network. This will help them broaden their horizons with new information and experiences from different virtual communities, not only in work but also on other things they learn with virtual communities to increase social capital. Examples of social capital that develops from a community are the existence of an online-based market through Facebook, the use of WhatsApp groups in several organizations, and the use of WhatsApp groups for learning media. The existence of social capital in people's lives can trigger people's creativity in using social media. Of course, social capital can work well if the elements of social capital can be combined. Three key factors, such as network, shared vision, and trust.

Currently, almost all sectors have switched to online methods due to the COVID-19 pandemic, including those experienced by high school teachers in Bima Regency. Bima Regency is located in the eastern part of the West Nusa Tenggara Province which consists of 18 sub-districts. Currently, there are 95 schools registered with the Ministry of Education and Culture in the Bima Regency, of which 38 are public and 57 are private. The name Bima Regency was originally an area in the form of a Sultanate with the name of the Sultanate of Bima. The Sultanate of Bima was established on July 5, 1640 AD, when Sultan Abdul Kahir was crowned the Sultan of Bima I who ran the Government based on Islamic Shari'a.

Insignificant research, like as that undertaken in the wake of the COVID-19 epidemic, is another reason why academics wish to conduct studies on the use of social media and knowledge sharing by Yuqing (2020). The results of the study show that social media does not have a positive influence on knowledge sharing. However, different studies show that the use of social media can have a positive effect on knowledge transfer, such as the research conducted (Xiongfei Cao & Xi Zhang, 2016). The study found that social media is not only a platform to share information and knowledge but also to expand their network. Additionally, according to Xiongfei Cao and Xi Zhang (2016), the creation of informal social networks, practical communication, and knowledge transfer are all advantages of using the internet, particularly social networks.

According to the preceding description, researchers are interested in studying how high school teachers in Bima Regency can transfer information using social media, with the Ties network, shared vision, and trust serving as mediating variables.

2. METHODS

This study employs a quantitative methodology by creating reliable research tools to examine the effects of social media use on knowledge network-mediated transfers. ties, a shared goal, and respect for high school teachers in West Nusa Tenggara Province's Bima Regency. The variables in this study consisted of media social use, knowledge transfer, network Ties, shared vision and trust which is measured based on the instrument with a Likert scale of 1 - 5. The scale represents a rating from 'strongly disagree' to 'strongly agree'. Respondents were selected purposively with a sampling technique based on the criteria of 237 high school teachers in Bima Regency. The requirements for respondents who are included in the research criteria are: (1) must have a smartphone, (2) at least work for 1 year (3) minimum education is S1 (4) permanent teacher. The researcher used a questionnaire to gather the research's data.

Based on the results of research that has been carried out on 237 respondents through the distribution of questionnaires, it is obtained information about the characteristics of the respondents studied. These characteristics include gender, age, length of work and frequently used social media. Table 1 shows that the respondents of this study are high school teachers in Bima Regency. Characteristics based on gender, most of the respondents in this study were male as many as 101 people or 43% and female sex as many as 136 people or 57%. Characteristics based on age Most of the respondents in this study were aged 20-30 years as many as 143 people or 60% and those aged 31-40 as many as 94 people or 40%. Most of the teachers who became respondents in this study worked for 1-5 years as many as 82 people or 35%, who worked for 6-10 years as many as 84 people or 35% and who worked for 11-15 years as many as 71 people or equal to 30%. Most of the teachers who became respondents in this study who used Instagram as many as 21 people or 9%, who used WhatsApp as many as 133 people or 56%, who used Facebook as many as 74 people or 31% and who used YouTube as many as 11 people or by 5%.

Table 1. Characteristics of research respondents

Gender	Frequency	Percent
Man	101	43%
Woman	136	57%
Age		
20-30	143	60%
31-40	94	40%
Work experience		
1-5 years	82	35%
6-10 years	84	35%
11-15 years old	71	30%
Social media used		
Instagram	21	9%
Whatsap	133	56%
Facebook	74	31%
youtube	11	5%

This study uses structural equation modeling as its method of analysis (SEM). The AMOS version 24 program, which analyzes the data and provides an answer to the hypothesis, is the statistical instrument employed. The goodness of fit (GOF) technique is used to evaluate the variables' indications. The following is how the research variables were created: To determine if the indicators

are reliable or not, the measurement model will use the first order CFA. In this work, the Maximum Likelihood Estimation (MLE) method was employed. Confirmatory Factor Analysis (CFA), which tested the relationship between constructs and indicators based on the developed theory, was used to evaluate the questionnaire items. Construction reliability was also evaluated using Cronbach's Alpha.

Results from CFA tests are deemed legitimate if their factor loading value (standardized loading) is more than 0.7. According to the test's findings, the factor loading value for the research variable's items is greater than 0.5. These findings support the assertion that all indicators are valid. If the variance extracted value is greater than 0.5 and the score construct reliability is above 0.7, the claim is verified as trustworthy. The test results demonstrate a score of CR nsa AVE on 5 variables, each of which has a value between 0.7 and 0.5. Based on the findings, it is possible to conclude that the reliability of the entire instrument study.

3. FINDINGS AND DISCUSSION

Figure 1 displays the outcomes of the comprehensive SEM test. In the meantime, Table 3 describes how the test data were used to build SEM. The proposed model in the study this got is shown by the overall goodness of fit measurement. Drawing a causal research model with structural linkages makes use of the model structure. The goodness of fit test's findings are as follows: Chi-Square: 302.165; probability: 0.000; CMIN/DF: 1, 660; GFI: 0.892; RMSEA: 0.053; AGFI: 0.863; TLI: 0.966; CFI: 0.971. The study's findings show that the research model is getting close to being a good match model.

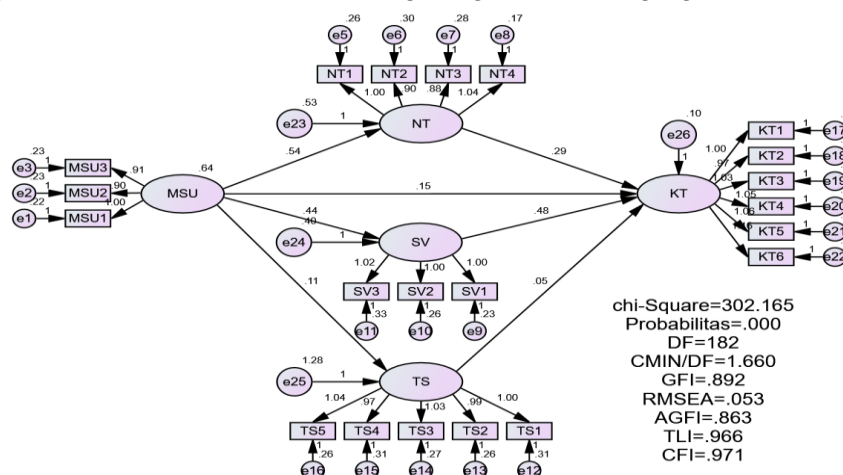


Figure 2. Full SEM Model

Table 2. Hypothesis test results

			Estimate	SE	CR	P	Hypothesis
Social Media Use	→	Network Ties	0.537	0.074	7,261	0.000	Significant Positive
Social Media Use	→	Shared Vision	0.438	0.067	6.568	0.000	Significant Positive
Social Media Use	→	Trust	0.113	0.100	1,127	0.260	Not significant
Network Ties	→	Knowledge Transfer	0.293	0.045	6,492	0.000	Significant Positive
Shared Vision	→	Knowledge Transfer	0.478	0.060	8.003	0.000	Significant Positive
Trust	→	Knowledge Transfer	0.047	0.025	1,932	0.053	Not significant

		Estimate	SE	CR	P	Hypothesis
Social Media Use	→ Knowledge Transfer	0.145	0.046	3,161	0.002	Significant Positive

3.1. The Relationship between Social Media Use and Network Ties

The correlation between the use of social networks and networks is positive, as shown by the regression parameter value of the estimation coefficient of 0.537 and the CR value of 7.261. This implies that effective social media use will boost network affiliation. A probability value of 0.000 ($p < 0.05$) was found when the two variables were tested for their association, indicating that the use of social networks influences the supported network links. According to Ghoshal (1998), network associations are one of the elements that influence the use of social media, and the use of social networks has a positive and significant impact on network ties. And research has been done to support this by Xiongfei Cao & Xi Zhang (2016) that social networking has developed into a useful tool for networking, offering a repository of data and opening up routes for connection in both personal and professional settings. Social media is used by employees not only to locate and share information, but also to make friends, feel a part of a community, and build relationships with others. Network relationships reflect the level and quality of the connection as well as how frequently employees communicate with one another (Chiu, 2006).

3.2. The Relationship between Social Media Use and Shared Vision

The correlation between the use of social media and shared visibility is positive, as shown by the regression estimate parameter value of 0.38 and the CR value of 6.568. This implies that improved social media usage will raise the visibility of shared content. The hypothesis (H2) that social media use impacts shared visibility is supported by the probability value of 0.000 ($p < 0.05$) when the link between the two variables is tested. According to Wagner (1995), a shared vision is a shared aim and objective of organizational members that may be accomplished through collaboration. The use of social media has a positive and significant impact on a shared vision. Shared vision is one of the elements that affects how social media is used, according to Ghoshal (1998). In accordance with study done by Xiongfei Cao & Xi Zhang (2016), social networking has generated a new type of collaboration to establish a shared vision. Participants can participate whenever they can, from anywhere, and on an unprecedented scale while interacting on various levels (Smith, 2009).

3.3. The Relationship between Social Media Use and Trust

The correlation between the use of social networks and trust is positive, as shown by the regression estimate parameter value of 0.113 and the CR value of 1.127. The use of more social networks cannot significantly boost trust, as seen by the probability value of 0.260 ($p > 0.05$) when the relationship between the two variables is tested. Therefore, (H3), which indicates that using social media affects trust, is not substantiated. This contradicts the assertion made by Xiongfei Cao and Xi Zhang (2016) that the creation of an online social network is the key element that enables a person to discover specific details about his coworkers, such as their backgrounds, personalities, interests, and rates of interest. A high level of trust can be influenced by a deep level of knowledge between the two parties (Valenzuela, 2009). We can trust or mistrust others more or less depending on how much we know about them (Newton, 1999).

3.4. The Relationship between Network Ties and Knowledge Transfer

The computed regression coefficient is 0.293, and the correlation coefficient (CR) value is 6.92, indicating a positive correlation between network ties and knowledge transfer. This implies that the importance of information transfer increases with the quality of the network's links. The probability value for the test of the association between the two variables is 0.000 ($p < 0.05$), hence (H4) implies that the network link influences the transfer of supported information. Research by Xiongfei Cao & Xi

Zhang (2016) to ascertain the impact of network linkages on knowledge transfer lends support to this. The findings demonstrate that social media can promote the development of an employee's social capital, which is represented by network connections, which in turn can promote the transfer of information between employees.

3.5. The Relationship between Shared Vision and Knowledge Transfer

The CR value is 8.003 and the parameter estimation coefficient is 0.478. This demonstrates the good correlation between knowledge transfer and shared vision. This implies that knowledge transfer will be more effective the stronger the shared vision. A probability value of 0.000 ($p < 0.05$) is obtained when the two variables are compared, supporting the hypothesis (H5) that shared vision affects knowledge transfer. Research by Xiongfei Cao & Xi Zhang (2016) to ascertain the impact of shared vision on knowledge transfer lends support to this. The study's findings suggest that social media can promote the development of an employee's social capital, which is manifested by a shared vision, which can then promote the transfer of information.

3.6. The Relationship between Trust and Knowledge Transfer

Since the predicted regression coefficient is 0.07 and the CR value is 1.932, it can be concluded that trust and knowledge transmission are positively correlated. In other words, the importance of knowledge transfer increases with the level of trust. Higher confidence could not significantly increase the transfer of knowledge, as evidenced by the probability value of 0.053 ($p > 0.05$) when the relationship between the two variables was tested. As a result, (H6) shows that trust influences the transfer of knowledge, which is not substantiated. The study by Xiongfei Cao & Xi Zhang (2016) to ascertain the impact of trust on knowledge transfer does not support this. The findings demonstrate that social media can promote employee social capital building, which is shown by the presence of trust, which in turn can facilitate the transfer of information.

3.7. The Relationship between Social Media Use and Knowledge Transfer

The association between the utilization of social networks and knowledge transfer is positive, as indicated by the estimated regression value of 0.15 and the CR value of 3.161. This implies that improved social media use will accelerate the dissemination of knowledge. A probability value of 0.002 ($p < 0.05$) is displayed in the relationship test between the two variables, and this implies (H7) that the use of social media affects knowledge transfer when knowledge is taken into account. This contrasts with the study of Yuqing (2020), where the goal was to ascertain the connection between the function of social networks and knowledge sharing. The findings of this study suggest a connection between the role of social networks, perceptions of the environment, and knowledge exchange. Thus, knowledge sharing is unaffected by social networking. Even if this goes against the underlying theories in the literature, it can be explained by real-world occurrences such social media privacy settings.

3.8. Network Ties, Shared Vision And Trust Mediating Relationship Between Social Media Use And Knowledge Transfer

In accordance with the results of the Sobel test calculation, the t table value is 1.96 while the t value is calculated from each variable, namely the network Ties of 4,846, shared vision of 5.053, and trust of 0.968 because the t-count value of each is more than 1.96 with a significance level of 0.000 < 0.05, it proves that (H8, H9) which states that if Network Ties, shared vision mediates the effect Because the t-count value of the trust variable is less than 1.96, the hypothesis (H10) that social media use influences knowledge transfer but that trust mediates this effect is not supported. According to Xiongfei Cao and Xi Zhang's (2016) research, network ties is able to moderate and coordinate between the use of social media and disseminating knowledge and information to employees. Contrary to popular belief, the trust variable has been shown by researchers Xiongfei Cao and Xi Zhang (2016) to mediate and relate the use of social media and knowledge sharing. The researcher asserts that social capital characteristics

at the individual level, such as trust, shared goals, and network links, influence the use of social media to share knowledge based on prior research. As information technology has advanced, PT has looked into the outside world to share knowledge. To encourage knowledge sharing both inside and outside of technology-based businesses, many knowledge management systems (KMS) have been adopted.

According to the study's findings, the majority of the respondents who participated in the study were women. This was likely owing to the respondents' lack of interest in pursuing careers as instructors. While respondents between the ages of 20 and 30 make up the majority, this is because many schools select teachers who are still in their youth in order to replace retiring teachers. Due to the significant number of college graduates who graduated in 2015, 2016 and 2017 and were hired as teachers, with an average age of 20 to 30, the majority of respondents with 6 to 10 years of service were the majority.

Based on the use of social media, WhatsApp was frequently the most popular platform used by the majority of the teachers who participated in this study. If kids receive private instruction from parents, they utilize WhatsApp not just for communication but also for marketing and advertising. Additionally, Facebook is a marketing tool used by teachers. Because they offered great potential for income, the teachers who participated in this study were more interested in starting private teaching businesses.

The large proportion of respondents who frequently use social media for their means of communication, especially organizational internal communication, and who discuss current topics through social media like government policies regarding the elimination of national exams, show that social media use has a significant impact on network ties and shared vision. This can improve connections with coworkers, educators from various institutions, and corporate leaders, enabling them to share new ideas and expand their social networks. Because respondents in this study are not interested in sharing their privacy concerns on social media, social media use does not significantly affect trust. As a result, social media use does not significantly affect trust.

Because most respondents share the same ambition to learn from one another and deepen their relationships, network ties and shared vision have an impact on the knowledge transfer process. As a result, more people are motivated to study and share information via social media. However, the transfer of knowledge is not much influenced by trust.

Due to the significant number of respondents who frequently use social media to find the information they need, making it easier for them to access information related to their profession through social media, social media use influences knowledge transfer. Network ties and a common goal moderate the social uses of media for the spread of knowledge, but trust is unable to do so. In order to grow their network and fulfill their need to share knowledge and information while keeping their privacy, many responders use social media.

According to Xiongfei Cao and Xi Zhang's 2016 research, social media use in the workplace can improve worker performance. It was discovered, in particular, that social media can foster the development of employee social capital, which is characterized by network links, shared values, and trust and can, in turn, enhance knowledge transfer. Social media has the ability to assist the flexible transmission of information across organizational boundaries by using the traits of bringing people together and building social capital. In addition, network links, trust, and a common purpose play a role in mediating how social media influences information transfer.

4. CONCLUSION

Based on the research hypothesis testing, it was found that social media use has a direct influence on knowledge transfer to high school teachers in Bima Regency, as well as Network ties, and shared vision are also able to mediate the use of social media on knowledge transfer to high school teachers in Bima district. Meanwhile, trust is not able to mediate the use of social media on knowledge transfer.

Currently the need for information and knowledge is very important for organizational development, especially high school institutions so that the use of social media for communication

facilities is highly recommended for high school institutions in Bima Regency, making it easier for organizations to access the information needed, especially teachers.

In this study, there are research limitations such as the lack of the number of respondents because it is difficult to find so that researchers only choose respondents who are easy to find. For further research, it is expected to be able to develop research with different research objects and add other variables related to social media use and knowledge transfer so that the research results are wider

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