

CHAPTER I

INTRODUCTION

1.1 Research Background

Globalization, characterized by the increasing of interconnectedness and interdependence of the world's markets and businesses, has rapidly take away the world today. It has been significantly influenced by technological advancements, one of which is the use of mobile devices (Walter S, 2021). The presence of Internet has enabled tremendous instant communication and access to information, breaking down geographical barriers and fostering global connectivity.

The internet has also revolutionized the way businesses or organizations operate. This makes the seamless transfer of data and facilitating e-commerce easier. Together with the fast innovation of technologies, communicating between one another has never been difficult. Mobile devices, an example of modern technology inventions, has further accelerated globalization. With the invention of smartphones and tablets, internet access is no longer accessible only via desktop computers as it can be access everywhere and anytime through mobile devices.

Communication is a fundamental aspect and plays an important role in business operations in an organization as it is crucial for building relationships between co-workers, internal and external stakeholders (Blake, 2023). Effective Communication is crucial to ensure that accurate information is relayed to the right person and helps

in gathering or sharing relevant data, insights and solutions, which are important for strategic business decisions and an overall efficiency of an organization or business.

According to Cascio and Ramiro (2016), the usage of mobile devices such as computers, laptops and smartphones have allowed employees to write documents without the usage of paper and this increases efficiency. With the usage of internet and mobile devices, employees save time to send or receive documents anytime and anywhere without having to move from one desk to another to take the documents from each other.

With the introduction of social media applications like WhatsApp, Telegram, Line, Facebook and etc, it is now way more efficient to send documents and according to Varghese and Kumari (2018), these social media apps have increased the overall productivity of the employees in the workplace. Exchanging of documents as previously have been stated, can be done everywhere and at any given time.

In Indonesia, there are approximately 276.4 millions of people. However, according to data from wearesocial.com (2023), there are 353.8 millions of cellular mobile connections. This means that there are a lot of people that have more than one mobile device that are being used. 58.2% of the whole Indonesian population has been exposed to urbanization and there are more than 212.9 millions of Indonesians that have access to the internet. There is also a very high level of active social media users in Indonesia with the percentage of 60.4% out of the population of 276.4 millions. These infographics shows that many people in Indonesia have migrated from the traditional ways of using phone calls and text messages for communicating to using social media as a platform to have a quicker way of communicating. With

the help of social media and mobile devices, many people are now able to work everywhere without having to go to their own perspective offices. Work can now be done everywhere through these technologies and mobile working, while increasing flexibility of the employees, can also reduce the direct costs of organizations or companies as they do not have to rent a big space for their offices (Reissner & Izak, 2018).

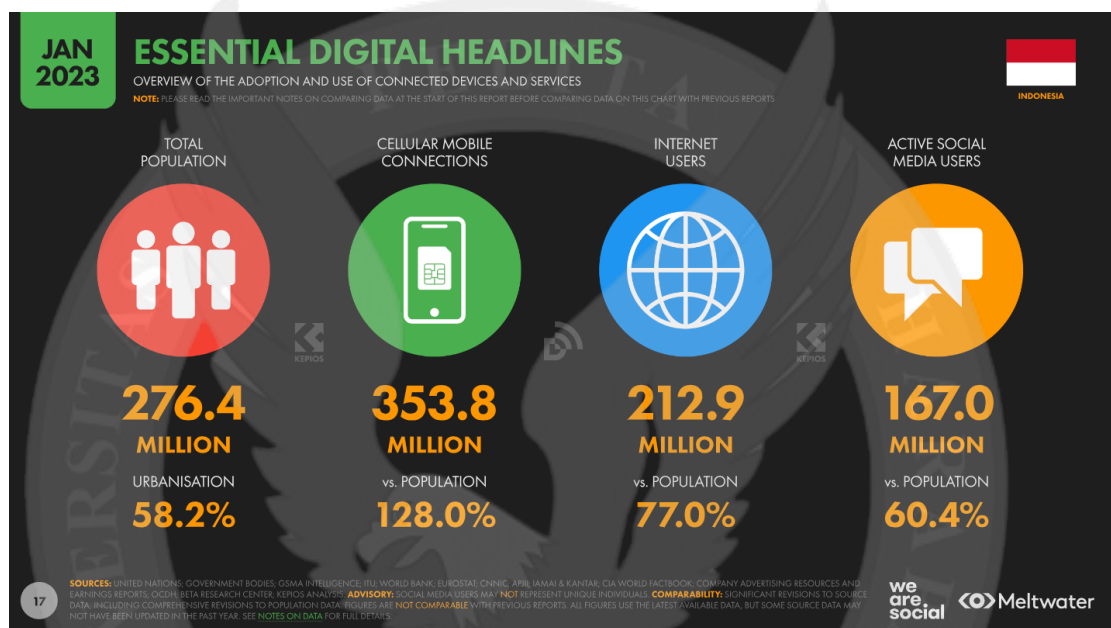


Figure 1.1. Statistic of Smartphone User.
 Source: *wearesocial.com* (2023)

In a Non-Government Organization (NGO) X at Jakarta, the use of mobile device usage is increasingly high due to the demand of the work culture and the deadlines of the projects. Employees are expected to be at their feet when replying and communicating with the project teams and when proposals or PowerPoint presentations are needed to be done or submitted. Hence, the use of mobile device usage is very high.

NGO X is an international independent research organization, that is based in Indonesia and collaborated together with governments, businesses, multilateral institutions and civil society groups to develop practical solutions that will help to improve the people's lives and ensure that nature can thrive in Indonesia. NGO X works around several crucial topics; Forest and Other Land Use, Climate, Energy, Cities and Transportation and the Ocean. NGO X focuses on rigorous research and data analysis in order to work with partners or funders to implement on-the-ground projects and mobilizes many different types of coalitions to put Indonesia on a more sustainable path.

Work-life conflict refers to the conflict that one is facing due to the demand of their work interfere with the demands of their personal life (Huo & Jiang, 2023). This Work-Life Conflict is caused by several factors such as long working hours, inflexible working timetable, an increase of job demand from employers or organizations and lack of support from home or work. Work-life conflict is a common issue that is experienced by employees in organizations (Baer et al., 2016). This can cause the employees to have stress, decrease of job satisfaction and negative health outcomes (Frone, 2023).

Work-Life conflict can be easily found around the life of Indonesian people. Reduced employee performance is caused by many things and one of them is Work-life Balance and Work-life Conflict. The lack of balance between personal and work life causes a lot of stress felt by employees, including reduced feelings of happiness at work. Poor employee working conditions and quality certainly have an impact on the company's achievements.



Figure 1.2. Pie Chart Result of Survey

In order for the writer to know about work life conflict in NGO X, a survey that consists one question “Do you have work life conflict in this organization?” is given to 30 employees in the Organization. Their choices of answer are yes or no. 28 out of 30 employees that partake the short survey answered “Yes” while only 2 employees answered “No”. This shows that 93.3% of the employees have work life conflict in the Organization.

Table 1.1 Prior Research related to Research Variables

Research Topic	Variable	Result
<i>Is mobile device threatening your work-life balance?</i> (Brown & Palvia, 2015)	Mobile Device Usage, Productivity, Employer Expectations, Flexibility in Work Structure, Work-Life Conflict	Employer expectations have increased due to mobile devices because of three reasons: mobile device usage at home to conduct work related activities, enhanced productivity, and greater flexibility. However, the use of mobile device at home for work related activities contribute to work-life conflict; so also increased employer expectations contribute to this conflict.
<i>A Double-Edged Sword?: A critical evaluation of the mobile phone in creating work life balance.</i> (Den-Nagy, 2014)	Work-Life Balance, Work and Family Conflict, Work and Family Border, Mobile Telephony, Information and Communication Technologies.	The use of Information and Communication Technologies can both hinder and facilitate the Work-Life Balance and affect life domains differently. Information and Communication Support negative work-to-family spillover. (Tennakoon, 2007)
<i>Outcomes of Work-Life Balance on Job Satisfaction, Life Satisfaction and Mental Health: A study across seven cultures.</i> (Jarrod M. Haar et.al, 2014)	Work-Life Balance, Individualism/Collectivism, Gender Egalitarianism, Life Satisfaction, Anxiety, Depression, Job Satisfaction	Work-Life Balance plays in promoting greater job and life satisfaction and better mental health across employees in different cultures.
<i>Work-Life Balance and job Satisfaction: A Case Study of Employees on Banking Companies in Jakarta</i> (Kasbuntoro et.al, 2020)	Work-Life Balance, Job Satisfaction, Employee Performance	Work-Life Balance have a significant positive influence on the Job Satisfaction industry banks in Jakarta. Job Satisfaction indirectly

		affect Employee Performance in the bank industry in Jakarta.
<i>Mobile Technology: The Effects of Technology on Work-Life Balance</i> (Noctor, 2015)	Mobile Technology, Work-Life Balance, Stress	Technology has impacted the employees' work-life balance, but it has both positive and negative consequences.

The research is based between two research that have been conducted previously. The first research is conducted by Brown & Palvia (2015), which is titled "Is mobile device threatening your work-life balance?" For their hypothesis, the usage of mobile device while at home and work have a positive correlation with the productivity and the expectations of the employer in the organization. However, on the other hand, the personal usage of mobile device while at work will have a negative correlation with the employees' productivity and the employer's expectations. According to the research, flexibility at work structure increases productivity and also increases employer expectations. Last but not least, the increase of employer expectations increases the work-life conflict of the workers.

The second research in which this research is based on is the research by Senyamator, F. et al., (2019) on the title "Relationship between Teacher Job Satisfaction and Productivity in the Asante Akim South District of the Ashanti Region of Ghana. The objective of the research was to analyse how basic school in Ghana teacher's job satisfaction relates to their productivity. The result shows that there is a positive correlation between the teacher's job satisfaction and productivity. The research data was collected through questionnaires to 217 teachers.

In the first research that is conducted by Brown & Palvia (2015), the researchers have conducted the gathering of information or data towards 325 respondents, of which only 165 responses are able to be use for data processing. The respondents came from different backgrounds with the sole requirement of having a mobile device and are working. The 165 respondents are made up of 55% males and 45% females with mostly aged between 25-34 years old. The online questionnaires are made in Likert Scale grading with 1 being strongly disagree and 5 being strongly agree.

The result of the research indicates that there is an increase in mobile device usage for work related that causes an increase in productivity but does not positively correlate with the increase of employer expectations. Mobile device usage at home for work also has been found to not have any positive correlation with the productivity of the employee. However, the employer expectations increase. The flexibility of the work structure of the employee has been found to increase the expectation of the employer and causes positive correlation with the increase of work-life conflict.

Due to the phenomena mentioned above and the previous researches related to the variables in this paper surrounding Work Life Conflict in Non-Governmental Organization, the writer wants to research about the effect of mobile device usage on employees' work-life conflict on employee in a non-government organization X at South Jakarta.

1.2 Research Questions

Based on the explanation and problems that are happening now, we can formulate the questions for this research as follows:

1. Does the usage of mobile device in the workplace for work related issue will be positively related to productivity of the worker?
2. Does the usage of mobile device in the workplace for work related issue will be positively related to the employer expectations?
3. Does the usage of mobile device in the workplace for work related issue will be positively related to work-life conflict?
4. Does the usage of mobile device at home for work related issue will positively related the productivity of the worker?
5. Does the usage of mobile device at home for work related issue will positively related to the employer expectations?
6. Does the usage of mobile device for personal issue while at work will be negatively related to the productivity of the worker?
7. Does the usage of mobile device for personal issue while at work will be negatively related to the employer expectations?
8. Does flexibility given by the organization affect will be positively related to employer expectations?
9. Does the increase of employee's job satisfaction will positively related to the employee's job productivity?
10. Does the increase of employee's productivity will positively related to the employer expectations?

11. Does the increase of employer expectations will be positively related to work-life conflict?

1.3 Research Objectives

Based on the research questions on the previous page, the research objectives for this research are:

1. To determine if mobile device usage (work related while at work) will be positively related to productivity
2. To determine if mobile device usage (work related while at home) will be positively related to productivity
3. To determine if mobile device usage (personal usage while at work) will be negatively related to productivity
4. To determine if mobile device usage (work related while at work) will be positively related to employer expectations
5. To determine if mobile device usage (work related while at home) will be positively related to employer expectations.
6. To determine is mobile device usage (personal usage while at work) will be negatively related to employer expectations.
7. To determine if flexibility will be positively related to employer expectations.
8. To determine if job satisfaction will be positively related to employee productions.
9. To determine if productivity will be positively related to employer expectations.
10. To determine if mobile device usage (work related while at home) will be positively related to work-life conflict.

11. To determine if employer expectations will be positive related to work-life conflict.

1.4 Benefits of the Research

This research will have two beneficial applications that can be contributed to the society:

Theory wise: This study can serve as a valuable resource for future research on the same topic. Additionally, it can help identify weaknesses and offer recommendations for previous studies in this field. Furthermore, this research provides insights for readers on how to apply the theory used in this study to practical situations.

Practical wise: This study will assist companies in understanding whether mobile device usage enhances employee productivity or adversely affects the organization. It will also help organizations assess if mobile devices contribute to work-life conflicts for employees. Additionally, the questionnaire used in this study may serve as a reference for future researchers.

1.5 Scope of Research

The scope of this research includes three independent variables, namely Mobile Device Usage, Job Satisfaction and Flexibility in Work Structure. This research also includes two mediating variables, namely Employee Productivity and Employer Expectations. Last but not least, one dependent variable, namely Work Life Conflict. The subjects of this research are employees who are working full time at the X Non-Government Organization in South Jakarta.

1.6 Chapter Outline

This study will be divided into five main chapters as follow:

Chapter I Introduction

This chapter contains an explanation of the background of the problem, which is the basis for selecting the research topic, and also describes the variables that will be used in this research. Next, the research problem is organized into questions, objectives, benefits, scope, and systematic research.

Chapter II Literature Review

In the second chapter of this research, the variables of mobile device usages, job satisfaction, flexibility of work structure, employer expectations, productivity of the employee and work-life conflict will be discussed in theoretical ways and from that, key hypotheses and research model will be proposed.

Chapter III Research Methodology

The research methodology will contain the steps taken in the research. Chapter III consists of research paradigms, types of research, research designs, research objects, and research subjects. Then proceed with the unit of analysis, ethics in data collection, measurement of variable constructs, conceptual definition and operationalization of variables, and variable measurement scales. In chapter III, data collection sources and techniques are also explained, questionnaire preparation techniques, sample design, determining sample size, and ending with data analysis techniques and preliminary tests.

Chapter IV Results and Discussions

This chapter outlines the data that has been collected through a questionnaire, along with a description of the stages and results of the analysis of the processing of the data obtained. Chapter IV begins by describing the demographic profile of the respondents, followed by descriptive analysis of each variable used in this research. After that, it was continued with analysis using the Smart-PLS 4 method and explained in the form of a discussion to prove the problem in research clearly.

Chapter V Conclusion and Suggestions for Future Studies

The fifth chapter contains conclusions obtained from the results of data analysis described in the previous chapter, accompanied by implications for the field of management and research limitations. Then it closes with suggestions for improvements in the research so that it can be taken into consideration for other research in the future.