

Investigating The Impact of Social Media Usage and Work-Family Conflict on Job Performance

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Abstract

Social media use has become an integral part of everyday life. The phenomenon of dual role conflict is increasingly complex with high multitasking demands. The combination of media use and multiple role conflict can have a significant impact on work performance. Poorly managed social media use may blur the boundaries between work and personal life, exacerbating the multiple role conflicts experienced by individuals. This research aims to find out an in-depth comparison of how the use of social media relationships can influence multiple role conflicts on work performance and find out what factors influence the impact of work performance in the workplace. The population of this study includes all employees of the Tirta Mangkaluku drinking water company, Palopo City, totaling 316 employees. Sampling using a proportional random sampling technique with calculation of the sample size using the Slovin formula was found to be 177 employees of the Tirta Mangkaluku regional drinking water company, Palopo City. Data collection methods use interviews and questionnaires. The data analysis methods used are descriptive, validity test, reliability test, correlation, determination and multiple linear regression. The results of this research show that social media is proven to have a positive and significant relationship that influences work performance. Multiple role conflict has a positive and significant relationship that influences work performance. Social media and dual role conflict partially or simultaneously have a significant positive effect on work performance, with the coefficient value of the direct relationship being higher than the indirect relationship. This study found that the use of social media is very important for measuring the success of employee work performance as well as managing multiple role conflicts to improve employee well-being and overall productivity in the workplace.

Keywords: social media; work-family conflict; job performance

1. Introduction

In recent years, increased professional and personal use of social media has led to a dynamic shift in the boundaries of work life. Employees face new challenges to maintain a balance between traditional work life and modern work life as these platforms allow access to work assignments and networking opportunities outside traditional work hours. Work environment relationships are influenced by the extensive and rapidly spreading use of social media in various aspects of life [1]. Causes the use of social media in the workplace to increase, and has a negative impact on work performance.

Human resources greatly influence company performance [2]. According to Hermawati & Syofian, (2021) stated that employee performance is proportional to their performance in improving and developing the company. Social media use can have different impacts depending on the content being shared [3]. Positive content can improve mood and performance, while negative content can reduce productivity [4]. Not only personal social integration, the use of social media has expanded to the professional domain. The richness theory of social media and

how social information processing affects communication in the workplace, the use of social media can have a good or bad impact on work and family life is supported by [5].

Social media is considered to be able to increase productivity and business performance [6]. According to Novialumi, (2019) the influence of social media on performance achievement is defined as the relationship between social media and the ability to produce good performance. These results are directly proven by performance achievement evaluations conducted once a year, which show that employees have the ability to complete tasks well [7]. For this reason, businesses recruit human resources so that they can work and run their businesses to stay alive and develop in the business world. Tools like LinkedIn, Twitter, and WhatsApp, among others, allow workers to interact professionally, access industry information, and expand their professional networks outside of work time. If employees do not have the appropriate competencies in their fields, it will be difficult for businesses to compete and grow [1]. increasing the disclosure of personal information through social media profiles can create new dynamics in the workplace, even at the top level.

A person's digital ability to understand technology is a current argument, especially for employees who work in the context of their work [8]. To help encourage balance between personal and work life. This causes spillovers, both positive (work-family enrichment) and negative (work-family conflict), which impact employees' work and family outcomes. WLB work-life balance: advances in information technology and the use of social media not only show changes but also shape opinions and perceptions.

In the human resource management literature, the requirements of multiple roles in the workplace have changed. Employee performance is related to the activities and tasks carried out by employees effectively and efficiently, which shows how much contribution employees make to the organization [9]. And then there are changes in work and family requirements, which impact both work and family. Employees who face competing pressures and demands between family and work roles can experience dual role conflict [3]. For working employees, balancing their personal and work lives can cause problems and even multiple role conflicts [10]. This has negative consequences for employees and their work performance. Multiple role conflict and social media: There are differences in research on how social media use can influence dual role conflict [11] saying it is difficult to differentiate between work and family responsibilities, because family responsibilities can interfere with work and family responsibilities. responsible for work at work. this leads to work stress, interpersonal conflicts at work, career transitions, lack of support from the company or superiors, long and irregular working hours, and increased workload. Real work environments make employees feel uncomfortable or place unnecessary demands on them, which hinders their performance and causes stress [12]. This occurs when a person faces uncertainty about the work he or she is expected to perform, when various job demands conflict with each other, or when a person is expected to do more than their abilities [13]. As a result, employees receive a lot of guidance to improve their abilities [14].

Work-family conflict is a psychological phenomenon in which there is an imbalance between home and work life [15]. According to [16] states that logically there is a relationship between family support and the pressure of family demands simultaneously. Therefore, when there is greater family pressure or demands, it will have a good or bad effect on work-family

conflict. In other words, when there is greater family pressure or demands, it will have a positive effect on work-family conflict. In contrast, dual role conflict and social media use have a significant negative relationship [17]. This is because the negative effects of social media use can increase social pressure and unreasonable expectations about multiple roles. Generating conflict between the demands of personal life, work, and family has a negative impact on a person's life balance and psychological well-being.

After conducting observations and interviews with several employees who work at PT PDAM Tirta Mangkaluku, Palopo City, the researcher concluded that the problem formulation in this research is to find out how the level of interaction between the use of social media and dual role conflict in the context of employee work performance can shape the dynamics of the work environment, which affects the quality of work performance of employees who work at PT PDAM Tirta Mangkaluku, Palopo City, as well as the psychological and social impacts on employee welfare. Through this problem formulation, the aim of this research is to provide in-depth insight into complex relationships by detailing, knowing the factors that influencing productivity and job satisfaction, as well as highlighting the managerial implications that can be applied in managing the use of social media and multiple role conflicts well so that all employees at PT PDAM Tirta Mangkaluku, Palopo City can balance the use of social media and the role demands caused by work.

Based on the research results above, this research is still very new because (*only some*) have conducted research on social media, dual role conflict, and work performance. However, so far no one has researched the impact of social media use and dual role conflict on work performance. So I was interested in conducting this research to explore and compare these aspects to help deepen understanding.

Behavioral Economic Theory

Behavioral economic theory is an approach in science that emphasizes the role of psychological and social factors in forming economic decisions. This theory highlights that economic decisions are not always rational, but are influenced by psychological and social factors. Some key concepts include:

1. Recognition of cognitive biases: this theory recognizes that humans can be influenced by the tendency to estimate the future incorrectly or place greater value on certain events.
2. Social norms: economic behavior is often influenced by social norms and expectations from the surrounding environment. Individuals may make economic decisions to meet social expectations or avoid negative judgments.
3. Expectancy theory: psychological factors, such as expectations and risk perception, for example can be influenced by how individuals evaluate opportunities and potential impacts.
4. Environmental influence: this theory takes into account the influence of the environment on economic decisions. Complex and stimulus-filled environments can influence how people evaluate information and make decisions.
5. *Intertemporal choice*: Intertemporal analysis considers how individuals make decisions regarding time, including trade-offs between current and future predictions, as well as how perceptions of time may change.

Social Media

Current media developments are part of the era of reform and information openness. Various internet, mass media, and superhighway media, including Facebook, Instagram, Twitter, and TikTok, among others, praise the highly advanced communication capabilities of smartphones [18]. Social media metrics can include the number of followers, interactions with colleagues, and user engagement on platforms such as Instagram, Facebook, and Twitter to promote business abroad. DetikInet, "Users of WhatsApp as the most popular instant messenger in the world have reached 1 billion active users every day, an average of 1.3 billion active users use WhatsApp every month, from 55 billion messages, 4.5 billion photos, while 1 billion videos, "The majority of messages are written, while WhatsApp users in Indonesia reach 58%." [19]. The results of the APJII (Indonesian Internet Service Providers Association) survey for the 2019-2023 (Q2) period show a significant increase in internet users every year, especially in Indonesia, which reached 73.7% of the total population. Excessive use of social media can be dangerous for people who work in multiple role conflicts at work [5]. Rahmawan et al., (2019) revealed that the use of social media can produce different effects depending on the content being circulated. Positive content can improve mood and performance, while negative content can interfere with productivity. In addition, WhatsApp is supported, which helps work processes and other communication tools in work both indoors and outdoors [4]. The influence of social media on the work productivity of the millennial generation shows that social media has a positive effect on work productivity, because the more people who use it, the more productive they are at work [20]. With the help of social media, people can complete tasks faster. Additionally, user retention and demographic analysis can show how effective a social media strategy is. The impacts of social media include; 1. The impact of social media on dual role conflict [11]. Using social media outside working hours can extend working time and result in more severe dual role conflict. The existence of social media can cause social pressure and conflicting expectations, which can lead to work-family conflict. Social media can even increase social comparisons, self-dissatisfaction, and multiple role conflicts in carrying out roles as individuals, workers, and family members. 2. The impact of social media on work performance. The use of social media helps balance personal and work life effectively, face challenges, deal with problems, and be consistent which has an impact on work performance [21]. Regardless, too much time spent on social media can have a negative impact on online interactions, which can disrupt productivity, focus, and work-life balance. Therefore, it is very important to use social media carefully and understand its negative effects so as not to disrupt productivity at work. Based on the results of previous research, this research assumes the following:

H₁: Social media has a positive and significant relationship to work performance

Multiple Role Conflict (*Work-Family Conflict*)

According to Greenhaus & Beutell (1985), work-family conflict (WFC) consists of pressure or role imbalance between work roles and family roles. Work-family conflict (WFC), occurs when work and family aspects are incompatible with each other, one variable that has received attention among predictors of organizational attitudes. The occurrence of work-family conflict (WFC) is usually indicated by long working hours and a heavy workload. This is because excessive time and effort is spent on work, which results in a lack of time and energy

for family activities [22]. Dual role conflict is a type of role conflict where there is pressure or role imbalance between the roles played at work and the roles played in the family [13]. However, this can be managed by dividing the time appropriately at work and at home. Because it is difficult to distinguish between work and family distractions. Work family conflict is considered as a dual role conflict where employees are forced to do their work outside the home while taking care of their family in general. According to [23] Multiple role conflicts can be caused by excessive use of social media at work. Excessive use of social media causes stress and impaired mental well-being, poor absenteeism and attendance, decreased focus and productivity, frequent conflicts in the workplace, negative effects on relationships, career changes, and decreased work performance. Role conflicts that occur between employees are known as work-family conflicts. This happens because employees have to do their work in the office and also have to pay attention to their family as a whole, so it is difficult to differentiate between disturbing work and disturbing family [22].

Septina Liftyawan et al., (2020) stated that work-family conflict has a negative effect known as work-family conflict, which is a type of conflict between roles caused by role demands at work which, in some cases, conflict with each other. Work interferes with the family if most of the time and attention is devoted to doing work, resulting in less time for the family. On the other hand, work interferes with the family if most of the time and attention is devoted to completing family matters, thereby interfering with work. Therefore, WFC is a stimulus of two role stresses, which is one type of role conflict [6]. Making ends meet for other roles will be difficult if you're not in one of them. As a result, people find it difficult to divide their time and carry out one role because there are other roles. Safitri & Wildan, (2022) there are three indicators regarding dual role conflict, namely time-based conflict (*time based conflict*), tension-based conflict (*strain based conflict*), and behavior-based conflict is a sign of work-family conflict [24]. Retnowati et al., (2021) said these factors are positively correlated with work-family conflict because behavior patterns are not in accordance with what is desired by both parts, namely work or family, which causes conflicting roles. Based on the results of previous research which states that dual role conflict has a positive influence on work performance, this research assumes the following [25].

H₂: Multiple role conflict has a positive and significant relationship to work performance

Work performance

The term "performance" comes from the words "work performance" or "real performance", which relates to all operations in an organization. The stage of certain job achievements is known as performance. In other words, work performance is a phase of achievement where the work carried out by an individual in the company is referred to as employee achievement [9]. Job flexibility is very important because it offers employees a balance between their personal and professional lives, which results in high job satisfaction and performance, as well as overall organizational improvement. With digital advances and new technologies, employees can continue their work wherever they want. Venkatesh, (2020) said that it is very important to understand these organizational variables to create a work environment that supports optimal work performance [26]. Although there is a strong foundation of good organizational support approaches, especially with regard to technology.

Chen et al., (2020) suggested that only association and editing abilities were positively related to expressive ties, while the negatively related abilities were instrumental ties [27]. Furthermore, recognizing that job performance levels and accomplishments influence sustainable HR practices is critical to redefining HRM according to current needs [28]. In 1990, Campbell stated that the job performance model, also known as the job performance model, consists of ability, motivation, and support from the organization. Vickovic & Morrow, (2020) argue that factors that influence work performance are the level of motivation, skills and competencies, work environment, work-life balance and goals, and role understanding [29]. Akbar, (2018) stated that indicators of work performance are quality, quantity, implementation of tasks and responsibility. Based on the results of previous research, this research assumes the following:

H₃: Social media, multiple role conflicts simultaneously have a positive and significant relationship to work performance.

2. Methodology

This research, which uses a quantitative associative approach, aims to reveal the causal relationship between the independent variable and the dependent variable. where measurements and calculations produce numerical data [30]. This study was conducted at PT Perusahaan Daerah Air Minum Tirta Mangkaluku, which is located on Jl. Pong Simpín No.14, Kel. Murante, District. Mungkajang, Kab. Luwu, Palopo City, South Sulawesi, Indonesia, from November 4 to December 10 2023. In this research, all employees of PT Perusahaan Daerah Air Minum Tirta Mangkaluku Palopo City were discussed. Researchers collected 177 samples.

Sampling method were used *propotionate random sampling* using the Slovin formula

$$n = \frac{N}{1 + Ne^2}$$

Primary data was collected through interviews and questionnaires distributed to respondents, using 30 statements. In this research, the independent variables social media and dual role conflict are used while work performance is the dependent variable. All constructs from previous research were used with multi-item scales in this study [9]. Next, each variable measurement was rated using a five-point Likert scale, with points ranging from 1 to 5 indicating total agreement. Overall, this processing and analysis process is carried out through the use of computers and programs *statistical product for service solution*, or SPSS, version 26.

Table 1. Operational Definition Variables

Variable	Definition	Indicator	Source
Social Media (X1)	A digital platform that facilitates interaction and exchange of information with users. Which can be measured to describe openness of information, two-way conversations and connected individuals online.	1. Participation 2. Openness 3. Conversation 4. Community 5. Connected to each other	[15]

Dual Role Conflict (X2)	role conflict context which measures time tension, stress, difficulties, guilt, and negative impacts on family relationships where the role demands that must be carried out between work and family are not parallel in some way.	<ol style="list-style-type: none"> Limited time Stress and anxiety Priority difficulties Feeling guilty Impact on family relationships. 	[7]
Work performance (Y)	An understanding of individual performance results in the work context, used to measure goal achievement, productivity, work quality, and positive contribution to organizational goals.	<ol style="list-style-type: none"> Productivity Work quality Initiative Teamwork ability Problem solving ability. 	[16]

3. Result and Discussion

3.1. Result

Below is a general description of the identity characteristics of respondents used in the survey based on gender, marital status, age, highest level of education, and length of service of respondents observed at PT PDAM Tirta Mangkaluku, Palopo City to identify various types of respondents, including the following.

Table 2. Respondent Identity Characteristics

NO.	Respondent characteristics	Amount	Presentage
Gender			
1.	Woman	60	40,0
	Man	117	60,0
Status			
2.	Marry	127	67,5
	Not married yet	50	32,5
Age			
3.	>20-30 years	75	40,0
	>30-40 years	65	35,0
	>40-45 years	37	24,9
Education			
4.	SMA	75	30,9
	Masters	90	65,1
	Magister	12	4,0
Working time			
5.	1-5 years	76	42,9
	>5-10 years	110	57,1

Table 2 above shows that of the 177 people surveyed, PT PDAM Tirta Mangkaluku, Palopo City had the most. For the number of genders, there were more male than female respondents, with 60.0% of female respondents and 40.0% of male respondents. Respondents with the highest marital status were those who were married at 67.5%, and those who were unmarried at 32.5%. The respondents with the highest age were those aged 20–30 years, with

40.0% of respondents, and the lowest respondents were those aged 40–45 years, with 24.9% of respondents. The highest level of education among respondents was bachelor's degree, with 65.1%, followed by high school, with 30.9%, and master's degree, with 4.0%. Apart from that, the highest tenure was 5-10 years with 57.1%, and the lowest 42.9% of respondents had a tenure of 1-5 years.

Validity test

To test the completeness and suitability of the data used in the research, the research instruments were tested. The purpose of this data quality is to find out whether the validity and reliability of the instrument has an impact on data quality [14]. The validity test is used to evaluate how well the measuring instrument can convey the idea or event being measured. Validity was tested using SPSS version 26. To determine the validity of a statement instrument, a comparison of the calculated r and r table values is necessary. If the calculated r value is greater than r table, the statement instrument is considered valid, but if the calculated r value is less than r table, the instrument is considered invalid using a significance of 5%.

Table 3. Validity Testing Results

No.	Statement	r count	r table	information
Social media				
1	X1.1	0,381	0,147	Valid
2	X1.2	0,414	0,147	Valid
3	X1.3	0,369	0,147	Valid
4	X1.4	0,616	0,147	Valid
5	X1.5	0,340	0,147	Valid
6	X1.6	0,396	0,147	Valid
7	X1.7	0,616	0,147	Valid
8	X1.8	0,428	0,147	Valid
9	X1.9	0,550	0,147	Valid
10	X1.10	0,604	0,147	Valid
Multiple role conflict				
11	X2.1	0,442	0,147	Valid
12	X2.2	0,495	0,147	Valid
13	X2.3	0,430	0,147	Valid
14	X2.4	0,638	0,147	Valid
15	X2.5	0,418	0,147	Valid
16	X2.6	0,449	0,147	Valid
17	X2.7	0,613	0,147	Valid
18	X2.8	0,436	0,147	Valid
19	X2.9	0,350	0,147	Valid
Work performance				
20	Y.1	0,456	0,147	Valid
21	Y.2	0,663	0,147	Valid
22	Y.3	0,453	0,147	Valid
23	Y.4	0,665	0,147	Valid
24	Y.5	0,478	0,147	Valid
25	Y.6	0,493	0,147	Valid
26	Y.7	0,547	0,147	Valid
27	Y.8	0,406	0,147	Valid

Source: SPSS 26 Primary Data Processing Results, 2023

The results of the analysis in table 3 show that all statements regarding the independent and dependent variables are declared valid because the calculated r value (corrected total correlation) is greater than the r -table value (0.147) obtained using the $df = N-2$ value and the significance level used. . Thus, it can be concluded that the questionnaire indicators in this research can be considered valid and can be used as a variable measuring tool.

Reliability Tests

Reliability testing is used to evaluate questionnaires that function as indicators or construction variables. A questionnaire is considered reliable if a statistical test that shows reliability with a Cronbach's Alpha value of more than 0.6 is used to evaluate reliability [14]. This trial was carried out using the SPSS Version 26 program.

Table 4. Reliability Testing Results

No	Variable	Cronbah's Alpha Value	Alpha standard	Information
1.	Social Media (X1)	0,617	0,60	Reliable
2.	Dual Role Conflict (X2)	0,661	0,60	Reliable
3.	Work performance (Y)	0,610	0,60	Reliable

Source: SPSS 26 Primary Data Processing Results, 2023

Table 4 shows that all concepts measured in the questionnaire are acceptable; Cronbach's alpha value for the social media variable is 0.617, the alpha value for the dual role conflict variable is 0.661, and the alpha value for the work performance variable is 0.610. Therefore, the alpha coefficient of each variable is quite high, namely above 0.60, so that items related to each variable can be used as a measuring tool.

Correlation Test

Table 5. Variable Relationship Test Results (X1) and (Y)

Variable	Pearson Correlation	Say
Social media	0,486	0,000
Work performance	0,486	0,000

Source: Primary Data Processing Results SPSS 26, 2023

Table 5 shows the social media correlation coefficient of 0.486. Based on the interpretation value guidelines, the correlation value is between 0.400 and 0.599, which indicates a moderate relationship between social media and job performance.

Table 6. Variable Relationship Test Results (X2) and (Y)

Variable	Pearson Correlation	Say
Multiple Role Conflict	0,628	0,000
Work performance	0,628	0,000

Source: Primary Data Processing Results SPSS 26, 2023

Table 6 shows the correlation coefficient for dual role conflict of 0.628, and based on the interpretation value guidelines, the correlation value is between 0.600 and 0.799, which shows that the relationship between dual role conflict and work performance is very strong.

Multiple Linear Regression Analysis

Based on multiple linear regression calculations between media (X1), multiple role conflict (X2), and work performance (Y) with the help of SPSS version 26 in the calculations, the following results were obtained:

Table 7. Multiple Linear Regression Test Results Correlations

Model	Unstandardized Coefficient	
	B	Std.Error
(Constant)	3.409	1.292
Social media	,332	,042
Multiple Role Conflict	,432	,047

Source: Primary Data Processing Results SPSS 26, 2023

Based on the table above obtained from the multiple regression equation above, it is known that the constant value is 3,409, which is work performance (Y) if social media (X1) has a fixed value and the dual role conflict variable (X2) has a fixed or constant value. Coefficient value (X1) amounting to 0.332, meaning that for every increase in social media (X1) of 1 unit, work performance increases by 0.332, assuming that dual role conflict (X2) is considered constant or fixed. The coefficient value (X2) is 0.432, meaning that for every increase in dual role conflict (X2) by 1 unit, work performance increases by 0.432 with the assumption that social media (X1) is considered constant or constant.

Coefficient of Determination (R^2)

Table 8. Coefficient of Determination Test Results (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 ^a	.748	.745	1.086

Source: SPSS 26 Primary Data Processing Results, 2023

Based on table 8, it is known that the Adjusted R square value is 0.745. Thus, for 74.5% of the social media variable, dual role conflict can explain the work party variable, while the remaining 25.5% is influenced by other variables not examined in this research.

Simultaneous Test (F Test)

The simultaneous test is used to determine whether there is a simultaneous influence or not. Therefore, the dependent variable is influenced jointly by the independent variable if the calculated F value is greater than the table F value. The results of the F test of this research are as follows:

Table 9. Simultaneous Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	608.720	2	304.360	258.097	.000
Residual	205.189	174	1.179		
Total	813.910	176			

Source: SPSS 26 Primary Data Processing Results, 2023

Table 9 From the table above it is known that the calculated F is 258,097, meaning that the calculated F is greater than the F table value of 1.974 with a significance of 0.000 which is smaller than 0.05. Thus, it can be said overall that Social Media (X1) and Multiple Role Conflict (X2) simultaneously have a positive and significant effect on Job Performance (Y).

Partial Test (t Test)

The partial test (t test) used in this research states that the t statistical test basically shows how far the influence, or explanatory variable, or independent variable, has on changes in variables in the dependent explanation [14]. To find out whether each independent variable has a partial impact on the related variable, a partial test is used. The significance level used is 5%, or 0.5. Therefore, if the calculated t is greater than the t table, H0 is rejected and H1 is accepted, which indicates that the independent variable influences the dependent variable. Conversely, if the calculated t is lower than the t table, H0 is accepted and H1 is rejected, which indicates that the independent variable does not influence the dependent variable.

Table 10. Partial Test Results

Correlations			
	Model	t	Sig.
1	(Constant)	2.639	,009
	Social media	8.004	,000
	Multiple Role Conflict	9.127	,000

Source: SPSS 26 Primary Data Processing Results, 2023

Table 10 shows the partial influence of social media and dual role conflict on work performance studied through this test. The results of the t test above show that social media has a positive and significant effect on achievement. This is proven by the calculated t value which is greater than the t table, namely 8.004 is greater than 1.974, and the significant value of 0.000 is lower than 0.05. The results show that the social media variable (X1) has a positive and significant influence on the work performance variable (Y).

3.2. Discussion

The Influence of Social Media on Job Performance

Based on the results of research conducted at PT PDAM Tirta Mangkaluku, Palopo City, it is known that this relationship is positively and significantly influenced by the fact that the calculated t is greater than the t table, namely 8.004 is greater than 1.974, and the significant value of 0.000 is smaller than 0.05. Thus, H0 is rejected and H1 is accepted, which shows that the social media variable (X1) has a positive and significant influence on work performance (Y). Social media can influence work performance positively and negatively, with social media it can be a channel for sharing information, collaboration and building networks which can increase employee productivity at work. However, excessive or unwise use can result in distraction, decreased focus, and even increase stress in employees which then affects work performance. These results are similar to research conducted by [17] which found that research on the influence of social media on the work productivity of the millennial generation shows that social media has a positive and significant impact on work productivity, because the more people who use it, the more productive they are at work. workplace. Helps the process of completing tasks, which means hours worked more efficiently and effectively. However, research conducted [31] (Rahman et al., 2020) shows that social media has a negative influence

on employee job performance and job characteristics where the use of social media causes a decrease in job performance and job characteristics and vice versa found that social media has a negative influence on performance. work.

The Effect of Dual Role Conflict on Job Performance

Based on the results of research conducted at PT PDAM Tirta Mangkaluku, Palopo City, it shows that the dual role conflict variable (X2) has a relationship that is positively and significantly influenced by work performance (Y). This is proven based on the results of the calculated t test which shows that it is greater than the t table, or 9,127 is greater than 1,974, and the significant value of 0.000 is smaller than 0.05. Employees who experience multiple role conflicts affect their activities at work to carry out their duties and achieve predetermined targets. Even though employees experience multiple role conflicts, this does not affect their activities to carry out the tasks they have been given so that employee performance remains high. Employees produce work in accordance with the standards set by each company. Despite this, PT Tirta Mangkaluku Palopo City employees remain professional in carrying out their duties, such as arriving on time, rarely missing work, always meeting assigned task targets, maintaining the quality of their work, and being able to work together with other employees, due to the many pressures faced by employees. from the family does not make employees feel burdened so that employees remain able to carry out the tasks well that have been given to them by their superiors. This is similar to research conducted by [7] about the influence of work-family conflict and work stress on employee performance at PT. warahma biki prosperous tuban district demonstration of dual role conflict such as *work family conflict* can give rise to complex dynamics in employees' lives, showing that dual role conflict has a positive impact on work performance because managing dual role conflict effectively can increase job satisfaction and employee performance.

The Influence of Social Media and Dual Role Conflict on Job Performance

The results of this research indicate that the variables social media and dual role conflict cannot better explain the relationship between social media and dual role conflict on the work performance of PT PDAM Tirta Mangkaluku Palopo City employees. The results can be seen from statistical tests which show that the direct relationship between social media and dual role conflict on employee work performance is greater than the indirect relationship between social media and dual role conflict on employee work performance. Excessive use of social media can affect focus on work, while multiple role conflicts will cause stress due to using too much social media due to the role demands of always having to communicate with family, relatives and office friends which creates pressure. However, if you strike a balance, being able to adjust your position at work and at rest to communicate or update your family can help create a more productive and balanced work environment. The many problems faced by employees make employees stressed and ultimately choose to stop working. However, doing the following things will certainly help employees in their work. Based on the results of research conducted at PT PDAM Tirta Mangkaluku, Palopo City, it shows that the variables of social media and dual role conflict have a very positive and significant influence, both partially and simultaneously, on work performance. The results of the ANOVA test show that $F_{count} = 258.097$ is greater than $F_{table} = 1.974$ and the significance value of 0.000 is lower than 0.05, which indicates that the hypothesis H_0 is rejected and H_1 is accepted. Which is supported by research [19] [4] said that with the reciprocal relationship between social media and dual role conflict, it can have a good

or bad effect on work performance depending on what content they use. In other words, while excessive use of social media can exacerbate dual role conflicts, on the other hand, balanced use will provide benefits for the balance between work and personal life on work performance.

4. Conclusion

Based on the results of the research that has been carried out, the aim of this research is to explain the relationship between social media and dual role conflict on work performance. From the results of the analysis of the discussion in research regarding "investigating the impact of social media use and dual role conflict on work performance". So it can be concluded that there is a partial positive and significant influence between social media variables on the work performance of PT PDAM Tirta Mangkaluku Palopo City employees. There is a partially positive and significant influence between dual role conflict (work-family conflict) on the work performance of PT PDAM Tirta Mangkaluku Palopo City employees. And there is a relationship between social media and dual role conflict which simultaneously has a positive and significant influence on employee work performance at PT PDAM Tirta Mangkaluku, Palopo City.

5. Suggestion

As for suggestions based on the research above, it is hoped that PT PDAM Tirta Mangkaluku, Palopo City can reduce the negative impact of dual role conflict on work performance by providing employee training on time management and good use of social media while working, regularly evaluating the level of satisfaction and well-being of PT PDAM employees Tirta Mangkaluku Palopo City regarding the dual role of identifying possible problems and making improvements or prevention in the workplace, next for the research to gain a more accurate and conceptual understanding of the research title that will be used for the next research, researchers are expected to conduct more in-depth interviews with employees and management of PT PDAM Tirta Mangkaluku Palopo City in the future in order to provide a more accurate and conceptual perspective for subsequent research, so that they can obtain more comprehensive information from this research.

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