

THE INFLUENCE OF SOCIAL MEDIA & NOTIFICATIONS, AND DEADLINES ON GENERATION Z SELF-REWARD

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ABSTRACT

The research on the influence of social media and notifications and deadlines on self-esteem of generation Z in the world of work will be tested. The method used by the researcher is quantitative research. Then in the sampling technique using saturated sampling and the sample obtained in this study amounted to 102 respondents. Data analysis used validity tests, reliability tests, classical assumption tests, and multiple regression analysis. The results of this study indicate that notifications and deadlines on self-esteem of generation Z have a regression equation with a constant value of 0.881, the correlation value obtained is 0.509, meaning that the two variables have a strong level of relationship. From the results of the T test of the social media variable on Reward, Based on ANOVA data, the table is used to conduct an F Test (simultaneous test/model feasibility). The main results show an F value = 170.865 with a significance level of Sig. = 0.000. This proves that the variables (social media and notifications) simultaneously have a significant effect on the reward variable. Therefore, it can be concluded that exposure to social media and notifications, as well as deadlines, influence Generation Z's self-reward.

Keywords: Exposure to social media and notifications, and deadlines for self-reward in Generation Z.

1. INTRODUCTION

The use of social media, also known as sos-med, is familiar to Indonesians. It began to grow in 2018. This continued during the COVID-19 pandemic, when almost all countries banned their citizens from outdoor activities to prevent the spread of the virus. Consequently, work, study, shopping, and other activities shifted to mobile applications.

COVID-19 has changed the landscape in various countries across all aspects. In the workplace, Generation Z has felt the direct impact of this technology. Social media has become an alternative way to enrich their activities, both in school and at work. This is where Generation

Z begins to become addicted to social media. In this study, researchers wanted to determine the impact of notifications on their work. This study used a sample of employed individuals through a distributed questionnaire.

2. LITERATURE REVIEW

Social Media and Notifications

Along with technological developments through increasingly sophisticated algorithms, many social media platforms have emerged, serving as companions for life, simply for entertainment, and even for work. Popular social media platforms today include Instagram, Facebook, and TikTok. Therefore, we understand the meaning and explanation of the term "social media." (According to Rui & Wang (2015), in Kullolli and Trebicka's journal, social media is "a group of algorithms within internet-based applications built on the ideological and technological foundations of Web 2.0.") The transformation from static web pages to dynamic, user-driven platforms has significantly changed the way information is produced, shared, and consumed. This makes it easier for Generation Z to share information, photos, images, and videos, constantly anticipating notifications from these social media accounts.

Deadline

A deadline is a time limit and is generally known as a time limit. According to Schunk (2012), in Fahlevi et al., a deadline is a time limit set for completing a specific task or job, which serves as a reference for managing time and increasing work efficiency.

3. METHODS

This study used a sample of Generation Z students currently working and currently studying at Pamulang University. The data collection technique used was a voluntary questionnaire (Google Form), which resulted in a sample size of 102. Within the Google Form, we created a priority scale using a Likert scale approach.

Data analysis used SPSS version 27.0, with validity tests, reliability tests, classical assumption tests, and multiple linear regression tests. Hypothesis tests included partial tests (T-tests) and simultaneous tests (F-tests).

4. RESULTS AND DISCUSSION

Population

Menurut Khotari 2004 dalam bukunya menuliskan All items in any field of inquiry constitute a 'Universe' or 'Population. Dipenelitian ini sengaja peneliti menggunakan semua populasi karena agar lebih mendapatkan hasil yang sesuai dan real.

Sample

A sample is a subset of the entire population, with all its characteristics studied and used, selected to represent those groups.

According to Khotari (2004), in his book, sample design is a definite plan for obtaining a sample from a specific population. This can be interpreted as a reference to the techniques or procedures the researcher will adopt in selecting items for the sample.

From the results of the questionnaire distribution, 102 respondents, including working teenagers and social media users, responded. The data obtained from these respondents were processed using SPSS version 23.

In this study, the researcher used a quantitative approach. Meanwhile, according to Duong in Tomar and Jayswall (2024), in his journal, "Quantitative research is the development and techniques of data analysis in which research hypotheses must be stated implicitly. However, qualitative research differs from qualitative research design by presenting research methods based on phenomenology, ethnomethodology, ethnography, and others."

The results of the validity test using SPSS show that the questionnaire variable X1 is valid with a calculated T value < 0.01 , as well as for variables X2 and Y.

After testing the validity, we then tested the reliability with a result of 0.835, which means it is reliable.

Table 1. Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.835	5

Furthermore, the heteroscedasticity test for the Social Media and Notification variables yielded a value of $15.0392 > 0.05$, indicating that H_0 is accepted. Meanwhile, the Deadline variable yielded a value of $17.2843 > 0.05$, indicating that H_0 is accepted, and the Reward variable yielded a value of $16.32235 > 0.05$, indicating that H_0 is accepted.

The collinearity test for each variable showed a VIF value of 1.817 for the independent variables, < 10 , indicating no multicollinearity in this study. A tolerance value of $0.550 > 0.10$ indicates that the independent variables are not correlated.

Table 2. Collinearity

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.550	1.817
	X2	.550	1.817

a. Dependent Variable: Y

The next step is to analyze the data using multiple regression to measure two or more variables. The regression test yielded a significance level (Sig) of $0.000 < 0.05$, indicating that

the regression model can be used to determine the value of the reward variable. Meanwhile, based on the F value, the calculated F value = 170.865 is greater than the F table value, with an error rate of 0.05, which is approximately 3.09. Since $170.865 > 3.09$, H_0 is rejected.

Table 3. Regression

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1312.182	2	656.091	170.865	.000 ^b
	Residual	380.142	99	3.840		
	Total	1692.324	101			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Then proceed with the F Test starting from the table above. Based on the ANOVA data you attached, the table is used to conduct the F Test (simultaneous test/model feasibility). The main results show an F value = 170.865 with a significance level of Sig. = 0.000. This proves that variables (X1 and X2 together (simultaneously) have a significant effect on variable Y.

Table 4. F Test Results

Model Summary					
Change Statistics					
Model	R Square	F Change	df1	df2	Sig. F Change
1	.775 ^a	170.865	2	99	.000

a. Predictors: (Constant), X2, X1

5. CONCLUSION AND LIMITATION

It can be concluded that the reliability and collinearity test shows that each variable is not related to each other. Then, the results of the F test show that there is an influence between variables X1 and X2 on Y.

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