



**Fakulti Sains Kognitif dan Pembangunan Manusia**

**RELATIONSHIP OF WORK LIFE FUSION WITH WORK  
ENGAGEMENT: MEDIATING ROLE OF SATISFACTION WITH  
WORK FAMILY BALANCE (SWFB)**

Pravina Sri A/P Jayaseelan

Bachelor of Science (Honours)  
(Human Resource Development)

2020

UNIVERSITI MALAYSIA SARAWAK

Grade:     A-    

Please tick (□)

Final Year Project Report

✓

Masters

PhD

**DECLARATION OF ORIGINAL WORK**

This declaration is made on 20<sup>th</sup> day of July 2020.

**Student's Declaration:**

I Pravina Sri A/P Jayaseelan (62356), Faculty of Cognitive Sciences and Human Development hereby declare that the work entitled, Relationship of Work Life Fusion with Work Engagement: Mediating Role of Satisfaction with Work Family Balance (SWFB) is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

25<sup>th</sup> August 2020  
Date submitted

Pravina Sri A/P Jayaseelan (62356)  
Name of the student (Matric No.)

**Supervisor's Declaration:**

I Associate Professor Dr. Zaiton Binti Hassan hereby certifies that the work entitled, Relationship Of Work Life Fusion With Work Engagement: Mediating Role Of Satisfaction With Work Family Balance (SWFB) was prepared by the above named student, and was submitted to the "FACULTY" as a \*partial/full fulfillment for the conferment of Bachelor of Science With Honours (Human Resource Development), and the aforementioned work, to the best of my knowledge, is the said student's work

Received for examination by: Associate Professor Dr. Zaiton Binti Hassan

Date: 25<sup>th</sup> August 2020

I declare this Project/Thesis is classified as (Please tick (√)):

- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972)\*
- RESTRICTED** (Contains restricted information as specified by the organization where research was done)\*
- OPEN ACCESS**

### Validation of Project/Thesis

I therefore duly affirmed with free consent and willingness declared that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abide interest and rights as follows:

- This Project/Thesis is the sole legal property of Universiti Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitise the content to for the local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student's Signature:



.....  
(25<sup>th</sup> August 2020)

Supervisor's Signature:



.....  
(25<sup>th</sup> August 2020)

Current Address:

No. 14, Lalan Jati 3, Taman Sri Meru, Jelapang, 30020, Ipoh, Perak Darul Ridzuan.

Notes: \* If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument was duly prepared by The Centre for Academic Information Services]

**RELATIONSHIP OF WORK LIFE FUSION WITH WORK ENGAGEMENT: MEDIATING  
ROLE OF SATISFACTION WITH WORK FAMILY BALANCE (SWFB)**

PRAVINA SRI A/P JAYASEELAN

This project is submitted in partial fulfilment of the requirement for a Bachelor of Science with  
Honours  
(Human Resource Development)

Faculty of Cognitive Science and Human Resource Development  
UNIVERSITI MALAYSIA SARAWAK  
(2020)

The project entitled “*Relationship Of Work Life Fusion With Work Engagement: Mediating Role Of Satisfaction With Work Family Balance (SWFB)*” was prepared by Pravina Sri A/P Jayaseelan and submitted to Faculty of Cognitive Sciences and Human Development in partial fulfilment of the requirements for a Bachelor of Science Honours (Human Resource Development).

Received for examination by:

*Zaiton Hassan*

-----  
(Associate Professor Dr. Zaiton Binti Hassan)

Date:

25<sup>th</sup> August 2020

-----  
Grade

**A-**

## Statement of Originality

The work described in this Final Year Project, entitled  
**“Relationship of Work Life Fusion with Work Engagement: Mediating Role of Satisfaction  
with Work Family Balance (SWFB)”**  
is to the best of the author’s knowledge that of the author except where due reference is make.

25<sup>th</sup> August 2020

Date

*Pravina*

PRAVINA SRI A/P JAYASEELAN

62356

## **ACKNOWLEDGEMENT**

First and foremost, I wish to place my deepest gratitude, to thank and praise the Almighty God for allowing me to strongly face all the obstacles and challenges throughout accomplishing my research paper write up successfully by using the strength and guidance given by Him.

I also would like to thank Him and the frontliners in Malaysia for keeping me safe and protected all the time since the beginning of this pandemic situation of Covid-19 was started. Not to forget the UNIMAS special force that has sent me back home safely after being locked down and stranded at Kota Samarahan for 2 months. I would like to thank my parents Jayaseelan and Saroja, for giving birth to me in the first place and supporting me throughout my life morally, spiritually and financially.

Next, I also would like to express my sincere gratitude to my supervisor Associate Professor Dr. Zaiton Hassan, for the continuous support and guidance for me to finish up my Final Year Project successfully. Her patience, enthusiasm and immense knowledge in my research field have helped me a lot in writing up my research paper. I could not have imagined having a better supervisor and mentor for my Degree research as her. I also would like to place my greatest appreciation to Professor Dr. Rusli Ahmad and Dr. Donald Stephen for teaching and guiding me with research methodology and helping me out in analysing my research data using Statistical Packages for Social Sciences (SPSS) and PROCESS by Hayes.

Besides that, I also would like to place a special thanks as I place them at special place in my heart, my fellows friends Juliana Alah, Calvin Tummy, Yvanessa Henry Lemat, Jessica Unnai Anggai, Diana Menggan Sylvester Sait, Nurulhusna Mohd Ismail, Nur Azreen Azri and my co-supervisee Stephanie Sindun Johnny for stimulating my mood throughout my research write up to finish up my research paper by having few cups of iced coffee at Siang Siang Corner during midnight, helping me out on my data analysis by replying my late night messages regarding my research paper, hanging out at Student Pavilion lake side after class while feeding the fishes to boost up our mood and ideas to help me to finish up my research paper and also having a lots of sleepless nights together while working on our own research paper write up.

Lastly, I wish to thank all the people whose assistance was a milestone in the completion of this Final Year Project. I would like end my acknowledgement with my favourite speech text during Commencement Speech of Dear Class of 2020 online graduation ceremony by Beyonce:

*“Remember you are never alone, lean on the strength of togetherness, keep the collective strong. Stay focused. Don’t talk about what you’re going to do. Don’t just dream about you’re going to do. Don’t criticize somebody else for what they’re not doing. You be it. Be about that action and go do it. Keep your eye on your intention. Don’t let any outside distractions or your own insecurity stop you from your goals. Embrace that struggle... surviving that struggle will strengthen you. This is a crucial time in our history and in your life. The earth is ripping the Band-Aid off so we can really see our wound, so we can acknowledge and nurture them. That’s when true healing begins. You can be the leader we all need... My prayer for you is that you invest in yourself and see the value of giving back and building a community the best way you can... I know you are ready to start one of the most important journeys of your life. You are a blink of a huge world shift look how far you’ve come and how much you contributed. Keep pushing forget the fear forget the doubt. Keep investing and keep betting on yourself.” – Beyonce, 2020*

## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	i
List of Tables .....	vii
List of Figures .....	viii
ABSTRACT.....	ix
<i>ABSTRAK</i> .....	x
CHAPTER ONE: INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem .....	3
1.3 Objectives of the Study .....	6
1.3.1 General Objective .....	6
1.3.2 Specific Objectives .....	6
1.4 Research Hypothesis .....	7
1.5 Conceptual Framework .....	8
1.6 Significance of the Study .....	9
1.7 Definition of the Terms .....	10
1.7.1 Work Life Fusion.....	10
1.7.2 Satisfaction with Work Family Balance (SWFB) .....	11
1.7.3 Work Engagement .....	11
1.8 Chapter Summary.....	11
CHAPTER TWO: LITERATURE REVIEW .....	13
2.1 Introduction .....	13

2.2 Theoretical Perspectives.....	13
2.2.1 Theory that Related to the Study (Spillover Theory) .....	13
2.2.2 Concept of Work Life Fusion.....	14
2.2.3 Aspects of Work Life Fusion.....	15
2.2.4 Concept of Satisfaction with Work Family Balance (SWFB).....	16
2.2.5 Concept of Work Engagement .....	17
2.2.6 Dimensions of Work Engagement.....	18
2.3 Empirical Perspectives (Past Similar Findings).....	19
2.3.1 To identify the relationship between the social media usage and vigor with Satisfaction with Work Family Balance (SWFB) as a mediator.....	19
2.3.2 To identify the relationship between the social media usage and dedication with Satisfaction with Work Family Balance (SWFB) as a mediator.....	19
2.3.3 To identify the relationship between the social media usage and absorption with Satisfaction with Work Family Balance (SWFB) as a mediator.....	20
2.3.4 To identify the relationship between the Email usage and vigor with Satisfaction with Work Family Balance (SWFB) as a mediator.....	21
2.3.5 To identify the relationship between the Email usage and dedication with Satisfaction with Work Family Balance (SWFB) as a mediator.....	22
2.3.6 To identify the relationship between the Email usage and absorption with Satisfaction with Work Family Balance (SWFB) as a mediator.....	23
2.3.7 To identify the overall relationship between the work life fusion and work engagement with Satisfaction with Work Family Balance (SWFB) as a mediator.....	23
2.4 Chapter Summary.....	25

CHAPTER THREE: RESEARCH METHODOLOGY .....	26
3.1 Introduction .....	26
3.2 Research Design.....	26
3.3 Sampling Procedures.....	27
3.4 Research Instruments .....	27
3.5 Validity and Reliability .....	30
3.6 Ethics of the Study .....	31
3.7 Data Collection Procedures.....	32
3.8 Data Analysis Procedures .....	33
3.8.1 Descriptive Statistics .....	34
3.8.2 Inferential Statistics .....	34
3.9 Chapter Summary.....	35
CHAPTER FOUR: FINDINGS AND DISCUSSION.....	36
4.1 Introduction .....	36
4.2 Data Collection.....	36
4.3 Reliability Test for Actual Study .....	37
4.4 Respondent Demographic .....	38
4.5 Overall Mean and Standard Deviation for Respondent’s Response .....	40
4.6 Findings and Discussions.....	41
4.6.1 Findings and Discussions for Hypothesis 1.....	43
4.6.1 Findings and Discussions for Hypothesis 2.....	46

4.6.1 Findings and Discussions for Hypothesis 3.....	49
4.6.1 Findings and Discussions for Hypothesis 4.....	52
4.6.1 Findings and Discussions for Hypothesis 5.....	55
4.6.1 Findings and Discussions for Hypothesis 6.....	58
4.6.1 Findings and Discussions for Hypothesis 7.....	60
4.7 Summary of Findings .....	63
4.8 Chapter Summary.....	65
<b>CHAPTER FIVE: CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS .....</b>	<b>66</b>
5.1 Introduction .....	66
5.2 Limitation of Study .....	66
5.3 Implication of Study .....	67
5.4 Recommendation for Future Research .....	68
5.5 Conclusion of Study .....	69
<b>REFERENCES .....</b>	<b>71</b>
<b>APPENDICES .....</b>	<b>79</b>

## **List of Tables**

Table 3.1 <i>Cronbach Alpha values for the elements in the questionnaire</i>	28
Table 3.2 <i>Description of questionnaire's parts and its elements</i>	29
Table 4.1 <i>Data collection and data screening</i>	37
Table 4.2 <i>Reliability analysis for overall Work Engagemnet</i>	37
Table 4.3 <i>Respondent's demographic profile</i>	38
Table 4.4 <i>Mean value and standard deviation of variables</i>	40
Table 4.5 <i>Statistical summary of the overall findings</i>	41
Table 4.6 <i>Results of hypothesis testing</i>	64

## List of Figures

<i>Figure 1.1.</i> Conceptual Framework of Satisfaction with Work Family Balance (SWFB) mediates the relationship between Work Life Fusion and Work Engagement	8
<i>Figure 3.1.</i> Data Collection Procedure for the Research	33
<i>Figure 3.2.</i> The Model 4 of PROCESS Macro by Hayes (2013)	35
<i>Figure 4.1.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the social media usage and vigor	43
<i>Figure 4.2.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the social media usage and dedication	46
<i>Figure 4.3.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the social media usage and absorption	49
<i>Figure 4.4.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the Email usage and vigor	52
<i>Figure 4.5.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the Email usage and dedication	55
<i>Figure 4.6.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the Email usage and absorption	58
<i>Figure 4.7.</i> Satisfaction with Work Family Balance (SWFB) mediates the relationship between the work life fusion and work engagement	60

## ABSTRACT

The purpose of this research is to investigate the Satisfaction with Work Family Balance (SWFB) that mediates the relationship between work life fusion and work engagement. The data collection for this study was collected from a public organization, a service oriented local authority which is located in Sibuloh, Sarawak. The quantitative research methodology was used in order to collect data for this study where 92 questionnaires were successfully collected from the respondents. The data were analysed using both the descriptive and inferential statistics, where the demographic part of the questionnaire were analysed using the descriptive statistics by Statistical Packages for Social Sciences (SPSS), while the PROCESS Macro version 3.4v by Hayes (2013) were used to test the mediation effects of all the hypotheses. The results of the analysis shows that the Satisfaction with work Family Balance (SWFB) mediates significantly and positively the relationship of Work Life Fusion on Work Engagement. The overall findings shows that the Satisfaction with work Family Balance (SWFB) partially mediates the relationship of Work Life Fusion on Work Engagement for all the hypotheses. Thus, this study shows that when there is increase in the Work Life Fusion (Social Media Usage and Email Usage) it will increase the Satisfaction with work Family Balance (SWFB) of an employee which will eventually increases the Work Engagement (Vigor, Dedication and Absorption) of an employee. Thus, this study implies that the technology usage during working hours should not only be seen as a barrier for work performances but it also must be seen as an enhancer for promoting satisfaction with work family balance and work engagement. So, the organization can practice the infusion of technology into the workplace as work life fusion as this method of allowing their employees to use the technologies to stay connected to their family to draw satisfaction with work family balance other than promoting flexible working hours as both results the same impact.

**Keyword:** Satisfaction with work Family Balance, Work Life Fusion, Work Engagement, Technology, Social Media Usage, Email Usage

## **ABSTRAK**

*Tujuan utama penyelidikan ini adalah untuk menyelidiki Kepuasan dengan Keseimbangan Kerja dan Keluarga yang menjadi hubungan perantara antara Pergabungan Kerja dan Kehidupan dan Penglibatan dalam Kerja. Data untuk kajian ini dikumpulkan dari organisasi awam yang merupakan pihak berkuasa tempatan yang berorientasikan perkhidmatan yang terletak di Sibul, Sarawak. Metodologi penyelidikan yang digunakan untuk mengumpul data adalah kuantitatif, di mana 92 borang soal selidik berjaya dikumpulkan daripada responden. Data dianalisis menggunakan statistik deskriptif dan inferensi, di mana bahagian demografi borang soal selidik dianalisis menggunakan statistik deskriptif dengan Statistical Packages for Social Sciences (SPSS), sementara PROSES Macro versi 3.4v oleh Hayes (2013) digunakan untuk menguji hubungan pengantaraan kesemua hipotesis. Hasil analisis menunjukkan bahawa Kepuasan dengan Keseimbangan Kerja dan Keluarga menjadi perantara hubungan yang signifikan dan positif bagi Pergabungan Kerja dan Kehidupan dan Penglibatan dalam Kerja. Keseluruhan kajian menunjukkan bahawa Kepuasan dengan Keseimbangan Kerja dan Keluarga menjadi separa perantara hubungan bagi Pergabungan Kerja dan Kehidupan dan Penglibatan dalam Kerja untuk kesemua hipotesis. Oleh itu, kajian ini menunjukkan bahawa apabila terdapat peningkatan dalam Pergabungan Kerja dan Kehidupan (Penggunaan Media Sosial dan Penggunaan E-mel) ia akan meningkatkan Kepuasan dengan Keseimbangan Kerja dan Keluarga pekerja yang juga akan meningkatkan Penglibatan dalam Kerja (Bertenaga, Dedikasi dan Penyerapan) pekerja. Oleh itu, kajian ini menunjukkan bahawa penggunaan teknologi pada waktu bekerja bukan sahaja dilihat sebagai penghalang untuk prestasi kerja tetapi juga mesti dilihat sebagai sumber untuk meningkatkan Kepuasan dengan Keseimbangan Kerja dan Keluarga dan Penglibatan dalam Kerja seseorang pekerja. Dengan ini organisasi dapat mempraktikkan penggunaan teknologi di tempat kerja sebagai salah satu gabungan kehidupan kerja yang baru kerana kaedah ini membolehkan pekerja menggunakan teknologi untuk terus berhubung dengan keluarga mereka untuk mendapatkan Kepuasan dengan Keseimbangan Kerja dan Keluarga, selain dari hanya mempromosikan waktu kerja yang fleksibel kerana kedua-dua memberi hasil kesan yang sama.*

**Kata kunci:** *Kepuasan dengan Keseimbangan Kerja dan Keluarga, Pergabungan Kerja dan Kehidupan, Penglibatan dalam Kerja, teknologi, Bertenaga, Dedikasi, Penyerapan, Penggunaan Media Sosial, Penggunaan E-mel*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The revolution of technology into the workplace started to invade human life in the 1980s but it slowly grows as the innovation takes place until the year of 2010s where the technology seems to fully integrate into every aspect of human life (Site Ready, 2019). The infusion of technology into the workplace has renamed its name to digital workplace to be aligned with the transformation in terms of technology. The technology catapults into the workplace transforms our life from keeping a distance between work and life to making both the domains to collide through digitalization (Haeger, 2017). The advancement of technology has made the jobs and tasks at the workplace has become much easier to be carried out especially in terms of paper works and communication. Communication and paper works seem to help the organization to save money, time and help the organization to maintain and increase their growth in terms of productivity and performance.

Globally, technology plays a crucial role towards the work engagement of an individual. For instance, in the context of Japanese society or cultural perspectives of socio-psychological conditions shows that mobile technology usage shows a positive result towards the work engagement (Fujimoto, Ferdous, Sekiguchi & Sugianto, 2016). The positive results of using the mobile technology during working hours towards work engagement are obtained through a survey conducted among 1028 full-time Japanese workers using online data collection procedures. It shows that the usage of technology especially smartphones during the workers' working hours or at the workplace help the workers to integrate both the roles at one place which will eventually increase or enhance the work engagement of an individual. While, the study that was conducted among the Korean population shows that the smartphone usage at the workplace makes the employees to be more productive and flexible towards their

work. It also noticed that the over usage of smartphones could lead to work overload and work life conflict, while at the same time it is noticeable that the smartphone usage could decrease the work overload by increased productivity and increased perceived better quality (Yun, Kettinger and Lee, 2012). While the study conducted among Americans shows that an average American spends around three to four hours a day on the usage of electronic media such as smartphones, Internet usage, and other multimedia devices just for entertainment and communication purposes (Nielsen, 2014).

According to Malaysian Communications and Multimedia Commission (MCMC) (2018), there is a rise in the use of hand phone, the access to the internet via smartphone and the dependency on hand phone especially among youngsters (Hand Phone User Survey 2017). The survey shows a rise in smartphone users than the previous years because of the extensive mobile broadband coverage, the affordable smartphone prices through innovation service providers' packages and the handy on the go mobile applications in one touch. This survey also shows that smartphones or mobile phones has become a part of lifestyle of Malaysians nowadays in the area of communications, platform to get information, socializing, entertainments and others. The recently conducted study by Randstad Workmonitor Q3 2019 Survey revealed that around 90% of Malaysian employees who took the survey would like to be settled and work in foreign countries in order to have a better career opportunities and have greater work life balance while, 80% of the employees would like to work that allows them to travel rather than sitting in the office structure alone (Chong, 2019).

The Internet Users Survey 2018 that was conducted by the Malaysian Communications and Multimedia Commission (MCMC) shows that there are 24.6 million social networking users and 27.8 million of communication tools users where Facebook and WhatsApp were the most preferred social networking and communication tool (MCMC, 2019). This survey which was conducted nationwide are enough to prove that Malaysians nowadays give technologies a huge space in their daily basis lifestyle platform as they are used to waking up and sleeping with technologies.

There is a need to understand the importance of work life fusion and the Satisfaction with Work Family Balance (SWFB) to have a greater work engagement. Hence, this study will scrutinize the relationship between Work Life Fusion and work engagement with a mediating role of Satisfaction with Work Family Balance (SWFB).

## **1.2 Statement of the Problem**

The usage of technology usage at the workplace helped most of the employees to accomplish their work life balance and also to promote their engagement towards work (Pauleen, Campbell, Harmer & Intezari, 2015). Mobile technology helps to physically or psychologically attach to their private lives during working hours shows the employees to have positive work engagement (Fujimoto, Ferdous, Sekiguchi & Sugianto, 2016). The advancement of technology fused both work and life domain into Work Life Fusion shows the decisive relationship towards Satisfaction with Work Family Balance by Haeger and Lingham (2014) that was conducted among working professionals who self-reported themselves through Qualtrix. The suggestion from past research for future research to explore the influences of usage of technologies at the workplace towards the satisfactions and engagement of employees towards their work. Empirically, the concurrence of past research

shows that there is lack of research in Work Life Fusion and work engagement with their Satisfaction with Work Family Balance especially in Malaysian context.

By the year 2020, Millennials will make up 50% of the global workforce where the support of a technological environment at work is a requirement for this generation as Millennials are psychologically impacted by the availability of digital tools at work. If they cannot access these tools, they feel a loss of freedom and autonomy in their jobs which can bode badly for employers wishing to retain millennial talent (Haeger & Lingham, 2014). Technology becomes an essential tool in daily life in this multigenerational workforce where employees are directly engaged to it. The access to Internet and the usage of phones in some organizations are restricted especially in hospitals and financial centres where their access is only obtained with permissions (Haeger & Lingham, 2014). These restrictions of technology usage during working hours will eventually influence the satisfaction of employees. So, this situation will lead to low motivation and engagement of the employees towards their work and their duties as the satisfaction of the employees to work is impacted. Thus, this study is attentive to explore on the satisfaction of work family balance of the employees' with the personal usage of technologies at the workplace that affects the employees' work engagement.

According to the Department of Statistics Malaysia (2019), the employed person in Malaysia for the Third Quarter (Q3) of 2019 increased from 15.08 million during Second Quarter (Q2) of 2019 to 15.16 million which shows the rise of 0.08 million (Labour Force Survey (LFS). Malaysian Labour Force Survey shows that the age of the labour forces are between the ranges of 15 years old to 64 years old, which this revealed that they are born between the years of 1955 to 2004. From the statement above, it shows that the Labour Force in Malaysia are multigenerational which seems to have a gap in terms of technology usage where one of the party seems to have opportunities to learn the technology introduced after

their birth years while the other parties are born with technologies. So, the entrance of the millennial generation into the workforce will have the new expectations towards their working conditions and working environment, as they have been using the technologies while they were growing up. Thus, the usage of technologies such as smartphones during their working hours will be a compulsory thing to do as they have the need to stay connected with their families although they are physically being at the workplace. Thus, this study is interested to reveal whether the usage of technologies at the workplace for non-work reasons able to draw the satisfaction of work family balance among the employees.

The previous researches are concerned to study on the balance, boundary and integration between work and non-work which is work life balance, work life boundaries and work life integration in order to help the employee to have a balanced and integrated lifestyle. But work life fusion is a completely new term which helps to fuse the relationship between work and non-work with the aid of technologies. According to Haeger and Lingham (2014), work and life domains will be fused together by the help and usage of advanced technologies both at home and workplace. Thus, this study is interested to explore work life fusion's relationship on the employees' work engagement while satisfaction with work family balance as the mediator for this relationship.

The past researches and journal articles are mostly conducted abroad or foreign countries such as the United States shows the supremacy of this research topic. The comparisons across culture is low shows the tendency to have obstructed the comprehension of the work life fusion and work engagement beyond the United States aspect (Shaffer, Joplin & Hsu, 2011). This topic shows there is no research carried out or studied on the Malaysian context and culture. According to Chandra (2012), the work life balance insights and practices among the western perspectives and western perspectives varies as there are several differences in terms of cultural backgrounds, economic backgrounds, geographical

backgrounds and others that make it to be easily differentiated with one another. The influence of technology at the workplace through work life fusion and its Satisfaction with Work Family Balance (SWFB) towards the work engagement may show some contrast in terms of social norms and economic growth. As the differences in terms of working environment or working conditions, work productivity and other relevant differences that related to the study may be addressed or notable through this study.

This research is conducted to explore the relationship of Satisfaction with Work Family Balance (SWFB) between work life fusion and work engagement. In order to comprehend this research, there is numerous research questions to be inquired, which are:

- a) Is there any relationship between work life fusion and work engagement when of Satisfaction with Work Family Balance (SWFB) as a mediating role?
- b) How strong is the relationship of Satisfaction with Work Family Balance (SWFB) as a mediator between work life fusion and work engagement?

In conclusion, the relationship of Satisfaction with Work Family Balance (SWFB) and work life fusion are important to measure the work engagement. It had been bolstered by a few hypothetical and empirical studies. By conducting this study, we will be able to respond to the whole research inquiries above.

### **1.3 Objective of Study**

#### **1.3.1 General Objective**

This study aims to investigate the Satisfaction with Work Family Balance (SWFB) that mediates the relationship between work life fusion and work engagement.

#### **1.3.2 Specific Objectives**

Specifically, the study has the following research objectives:

- To identify the relationship between the social media usage and vigor with Satisfaction with Work Family Balance (SWFB) as a mediator.
- To identify the relationship between the social media usage and dedication with Satisfaction with Work Family Balance (SWFB) as a mediator.
- To identify the relationship between the social media usage and absorption with Satisfaction with Work Family Balance (SWFB) as a mediator.
- To identify the relationship between the Email usage and vigor with Satisfaction with Work Family Balance (SWFB) as a mediator.
- To identify the relationship between the Email usage and dedication with Satisfaction with Work Family Balance (SWFB) as a mediator.
- To identify the relationship between the Email usage and absorption with Satisfaction with Work Family Balance (SWFB) as a mediator.
- To identify the overall relationship between the work life fusion and work engagement with Satisfaction with Work Family Balance (SWFB) as a mediator.

#### **1.4 Research Hypothesis**

Based on the research objectives of this study, the following alternate hypothesis ( $H_a$ ) is constructed:

- $H_{a1(a)}$  : Satisfaction with Work Family Balance (SWFB) mediates the relationship between the social media usage and vigor.
- $H_{a1(b)}$  : Satisfaction with Work Family Balance (SWFB) mediates the relationship between the social media usage and dedication.
- $H_{a1(c)}$  : Satisfaction with Work Family Balance (SWFB) mediates the relationship between the social media usage and absorption.

- H<sub>a2(a)</sub> : Satisfaction with Work Family Balance (SWFB) mediates the relationship between the Email usage and vigor.
- H<sub>a2(b)</sub> : Satisfaction with Work Family Balance (SWFB) mediates the relationship between the Email usage and dedication.
- H<sub>a2(c)</sub> : Satisfaction with Work Family Balance (SWFB) mediates the relationship between the Email usage and absorption.
- H<sub>a3</sub> : Satisfaction with Work Family Balance (SWFB) mediates the overall relationship between the work life fusion and work engagement.

### 1.5 Conceptual Framework

The conceptual framework for this research is portrayed in Figure 1.1. Precisely, the independent variable for this study is work life fusion as shown in the left box, while the mediator of this research is Satisfaction with Work Family Balance (SWFB) as it being exhibited on the box at the centre and the dependent variable for this research is work engagement as portrayed in the box on the right side.

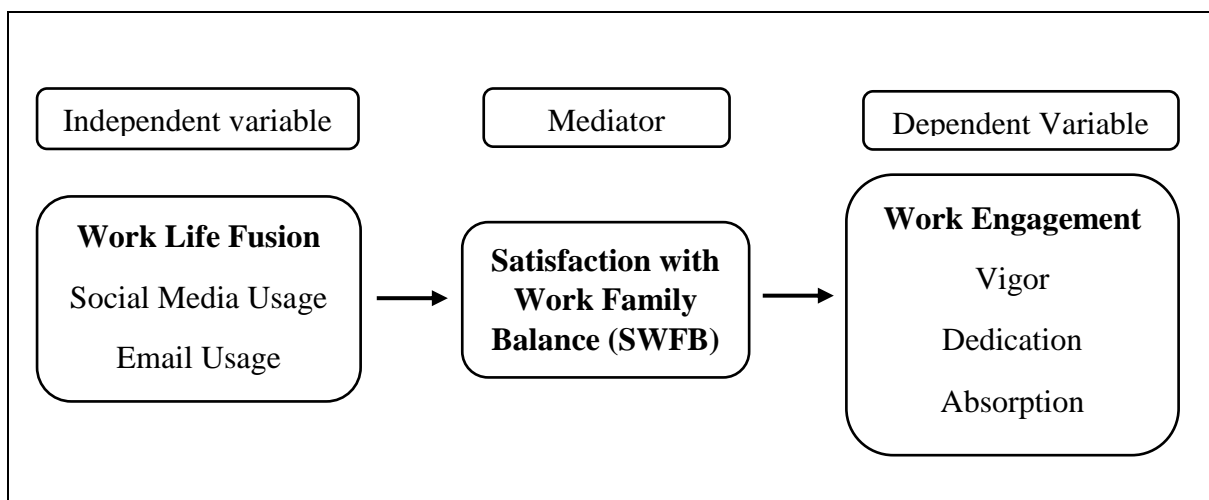


Figure 1.1. Conceptual Framework of Satisfaction with Work Family Balance (SWFB)

mediates the relationship between Work Life Fusion and Work Engagement