



The Effect of Cyberbullying Victimization on Counterproductive Work Behavior

Adam Ahmad Alwansyah¹, Evi Susanti², Tantri Yanuar Rahmat Syah^{3,*}

¹*Department of Economic and Management, Esa Unggul University, Jakarta*

^{*}*Corresponding author email:tantri.yanuar@esaunggul.ac.id*

Abstract

Counterproductive Work Behavior (CWB) is a behavior that is contrary with the norms and the rules of an organization. CWB can give the big problems in financial and non-financial aspect for an organization or a member of organization. In this study we will show the effect of cyberbullying victimization on CWB in organization. In this research CWB will be analyzed with the level of cyberbullying victimization that is a variable which is rarely been studied. The object of this research is pest control sector that is never studied in previous research. A questionnaire has been designed and distributed to 585 pest control employees at Indonesia and the data will be analyzed with SEM (Structural Equation modelling). These researches show that cyberbullying victimization give the positive and significant effect to CWB. This illustrates that the higher level of cyberbullying victimization within an organization, the higher CWB rate and otherwise.

Keywords: CWB, Cyberbullying Victimization, Indonesia, Pest control

1. Introduction

CWB is an act that goes against the norms and rules of the organization. CWB has attracted considerable attention because it can cause big problems in financial and non-financial terms as well as for organizations and individuals from an organization (Vatankhah et al., 2017). High level of interest in recent years this is not only due to conceptual or theoretical reasons, but because of the many public scandal that occurred related to the CWB (Brender-Ilan and Sheaffer, 2019). 7% -75% of employees have performed a CWB act at work (Cohen, 2016). CWB will have a profound effect on the conditions of an organization as it will affect the level of employee satisfaction at work (job satisfaction) and have a positive relationship with conflict (Miao et al., 2017). In this study, CWB will be analyzed using cyberbullying victimization, because Indonesia is a country with a high level of social media use.

Based on data from the index spectator 2019, Indonesia is a country with the 4th largest population density in the world with a total of 268,2 million people. This provides a rapid development of a product in Indonesia as well as technology. This can be seen from the high level of social media use in Indonesia, which reaches 150 million people or 56% of the total population in this country. Figure 1 show the Internet and social media in Indonesia.

The use of social media can have both positive and negative effects in life. An example of the negative effects of social media is the high level of hoaxes, gossip, and even the level of bullying now can also be done by utilizing social media. Change of media used to carry out an act of bullying in the middle of society is much influenced by the level of development and dependence of the community itself on social media. When the community was not aware of social media, the bullying process was only done directly, but when the community was familiar with technology, the habit was replaced by bullying through social media. This is done in the community without knowing that the effects of cyberbullying will be much greater than bullying. This is done in the midst of society without knowing that the effects of cyberbullying will be much greater than bullying, which in turn will affect the work effectiveness of an employee and will directly impact the economic growth of the country. This research will reduce the level of CWB by utilizing technology so that the effectiveness and economic growth of a country can be increased (Hinduja and Patchin, 2010).



Figure 1. Use of the internet and social media in Indonesia (Prasetyo, 2020).

2. Methodology

2.1 Cyberbullying Victimization

Cyberbullying is a damage done in a manner intentionally and repeatedly through electronic media. Cyberbullying is an aggressive act that is done on purpose and done individually and in groups using technology, such as text messaging, email and social media (Kubiszewski et al., 2015). The level of cyberbullying in men will be higher than in women (Ozden and Icelioglu, 2014). There are five elements of cyberbullying, including experience the victim about negative behavior, persistence of the perpetrator, the victim's experience of harm (psychological and or physical), unbalanced strength between victim and perpetrator, actual perception about being disturbed (Vranjes et al., 2017).

Cyberbullying can interfere with an employee's performance in the workplace. The crime of cyberbullying would not be considered corporate crime, but only regarded as a climate of hostility in the workplace later it will have an impact on violations of policies and norms of the organization. The impact of violation of the policies and norms of this organization will have a high impact level of absenteeism and decreased effectiveness of employees' work. Cyberbullying on the spot work has 3 characteristics including cyberbullying must cause a potential danger for organizations, cyberbullying is not normatively deviant, cyberbullying is not only limited to certain technology devices or media (Mercado, 2017).

2.2 Counterproductive Work Behavior

Behavior is deviant conceptualized as an example where a person is motivated to conform with the normative group of expectations which are seen to apply to him as a subject and group membership in general will lose motivation to conform and / or get the motivation to deviate from normative expectations, and so in fact behave violating normative expectations (Kaplan, 1976).

CWB action is said to be detrimental or beneficial depending on the point of view that is the benchmark. Individual vested interests are not always in accordance with the interests of the organization, and vice versa. As a result, individual behavior enacting to help an organization may come with personal and behavioral costs what they do to hurt the organization may be personal. For example, employees who volunteer for additional assignments may feel overloaded and drained while employees who leave early can enjoy more time for social and family activities (Reynolds et al., 2015). Counterproductive work behavior (CWB) is employee behavior that is contrary to goals of the organization and can be detrimental to the organization and its members and the behavior of the CWB this can be intentional and accidental. Counterproductive work behavior (CWB) is a an act of violation that is intentionally committed to harm a company or employees of the company (Palmer et al., 2017).

2.3 Hypothesis

Based on research that has been done before, it shows that cyberbullying will relate to counterproductive work behavior (Lee, 2017). This is reinforced by other studies which state that the high impact of cyberbullying in an organization will be positively correlated with high levels of CWB in the organization (Keskin et al., 2016). Based on the explanation above, it can be concluded that the hypothesis of the above explanation is:

H1: Cyberbullying Victimization has a positive effect on CWB

2.4 Questionnaire

The data collection process in this study will be carried out using a questionnaire distributed to 585 employees from all levels of position. The data will be analyzed using SEM (structural equation modeling). Table 1 show the questionnaire of this research.

Table. 1 Questionnaire

No.	Variable	Dimension	Question
1.	Cyberbullying Victimization	Cyber bullied	I was bullied online in the last thirty days
2.		Comments	One person posted a bad comment about me by online
3.		Picture	One person posted a bad picture about me by online
4.		Video	One person posted a bad video about me by online
5.		Web page	One person makes a web page is hurtful about me
6.		Rumors	One person spreads gossip about me online
7.		Threat Cell	One person threatens to hurt me by a text message
8.		Threat Online	One person threatens to hurts me when I'm online
9.		Pretend	Someone disguised himself as me online and act to hurt me
10.	Counterproductive Work Behavior	Abuse	I start and continue a hoax at work
11.			I'm being rude to customers
12.			I insult someone else's job performance
13.			I make fun of other people's private lives
14.			I ignore someone else's at workplace
15.			I blame others for the mistakes I made
16.			I started an argument at work
17.		Productive Deviance	I verbally abused someone at work
18.			I make (finger) abuse gestures at a person at work
19.			I threatened someone at work with violence
20.			I threatened a person at work without physical violence
21.			I said indecently to someone at work
22.			I do things that make other people look bad
23.			I make cruel jokes to embarrass others
24.		Sabotage	I see other people's private letters without permission
			I hit people at work
			I insult people at work
			I purposely did the wrong job
		Sabotage	I deliberately working slowly when it needs to be resolved
			I have deliberately failed to follow instructions
			I purposely wasted supplies at work
			I purposely damaged a property
			I accidentally contaminate the workplace
			I stole something from my boss

25.		I am taking office supplies without permission
26.	Theft	I manipulate working hours to be paid longer than I should
27.		I took money from my boss without permission
28.		I take property of people at work
29.		I came late to work without permission
30.	Withdrawal	I did not come to the office because I was sick even though I was not sick
31.		I am taking a longer break than specified
32.		I work earlier than the appointed time

3. Results and Discussion

The relationship between cyberbullying victimization and counterproductive work behavior on in this study, there is a significant positive relationship between cyberbullying victimization and counterproductive work behavior. This means that the victim of an action cyberbullying will have a greater likelihood of becoming the perpetrator of the action counterproductive work behavior. This is reinforced by the results of research that have been done previously showing that cyberbullying victimization will be connected to counterproductive work. Organizational behavior via rumination and negative emotion and will be connected to counterproductive individual work behavior through the act of rumination. This rumination can interpret as a thought that arises because of an unpleasant event at the past (Richard et al., 2020). The results obtained in this study are in line with previous research with the object of employee research, which states that there is a positive relationship between cyberbullying victimization and counterproductive work behavior. Figure 2 show the T-values of this research.

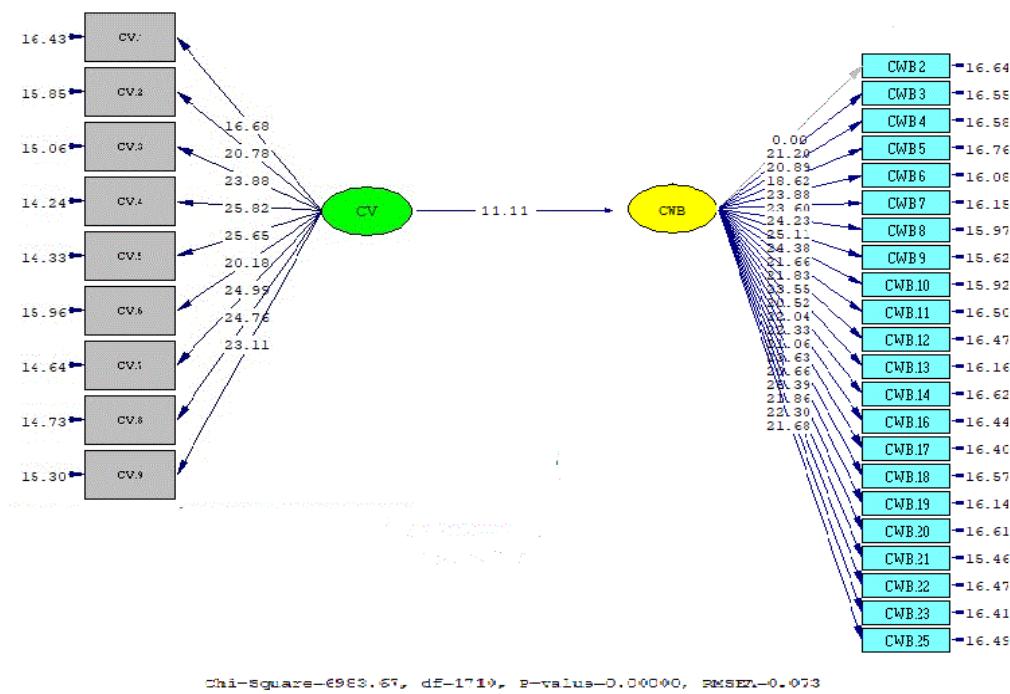


Figure 2. T-Values

When an individual feels victimized by an act of cyberbullying in his environment, this will cause the individual to feel uncomfortable with this environment, so it will try to keep away from that environment. When an individual has been bullied by several of his colleagues and it makes him feel no longer comfortable from the office environment, so indirectly the individual will have less enthusiasm for going to work. With that lack of zeal owned by the individual, the individual will be late to the office or will taking longer breaks to avoid his co-workers and even to come home from work earlier than you should. This is a decrease in effectiveness the work of these individuals which will affect the performance and individual satisfaction at work.

4. Conclusion

In this study, it can be concluded that there is a positive relationship between cyberbullying and counterproductive work behavior. This study has limitations in analyzing the research results. Inner limitations This research is expected to be developed by further research, including the factors that affect counterproductive work behavior analyzed consisting of only one variables, while there are many other factors such as gender that influence counterproductive work behavior of an individual. The second limitation is this study only done in one industry, namely the pest control industry, while the number of industries is very many in Indonesia, although supported by large amounts of data; it is still carried out in one type of industry. For cyberbullying, the organization should create a regulations and create a comfortable work environment for all its employees, this can increase the work effectiveness of employees while the level of cheating in work as well will decrease.

References

Brender-Ilan, Y., & Sheaffer, Z. (2019). How do self-efficacy, narcissism and autonomy mediate the link between destructive leadership and counterproductive work behaviour. *Asia Pacific Management Review*, 24(3), 212-222.

Cohen, A. (2016). Are they among us? A conceptual framework of the relationship between the dark triad personality and counterproductive work behaviors (CWBs). *Human Resource Management Review*, 26(1), 69–85.

Hinduja, S., & Patchin, J. W. (2010). Bullying, cyberbullying, and suicide. *Archives of suicide research*, 14(3), 206-221.

Kaplan, H. B. (1976). Self-attitude change and deviant behavior. *Social psychiatry*, 11(2), 59-67.

Keskin, H., Akgün, A. E., Ayar, H., & Kayman, S. S. (2016). Cyberbullying victimization, counterproductive work behaviours and emotional intelligence at workplace. *Procedia-social and behavioral sciences*, 235, 281-287.

Kubiszewski, V., Fontaine, R., Potard, C., & Auzoult, L. (2015). Does cyberbullying overlap with school bullying when taking modality of involvement into account?. *Computers in Human Behavior*, 43, 49-57.

Lee, C. (2017). Weak Commitment to School, Deviant Peers, and Cyberbullying Victimization-Strain in Adolescent Cyberbullying. United Kingdom: Southern Illinois University.

Mercado, B. K. (2017). Cyber Counterproductive Work Behaviors : Measurement , Prediction , and Means for Reduction. A dissertation submitted to the graduate faculty in business in partial fulfilment of the requirement for the degree of doctor of philosophy, The city university of new york. *Journal of Human Behavior in the Social Environment*, 35(3), 390–495.

Miao, C., Humphrey, R. H., & Qian, S. (2017). Are the emotionally intelligent good citizens or counterproductive? A meta-analysis of emotional intelligence and its relationships with organizational citizenship behavior and counterproductive work behavior. *Personality and Individual Differences*, 116, 144–156.

Ozden, M. S., & Icelioglu, S. (2014). The perception of cyberbullying and cybervictimization by university students in terms of their personality factors. *Procedia-Social and Behavioral Sciences*, 116, 4379-4383.

Palmer, J. C., Komarraju, M., Carter, M. Z., & Karau, S. J. (2017). Angel on one shoulder: Can perceived organizational support moderate the relationship between the Dark Triad traits and counterproductive work behavior?. *Personality and Individual Differences*, 110, 31-37.

Prasetyo, B. D. (2020). The Utilization of Digital Marketing in Order to Increase Sales of Canary Birds. *Management*, 5(10), 11–16.

Reynolds, C. A., Shoss, M. K., & Jundt, D. K. (2015). In the eye of the beholder: A multi-stakeholder perspective of organizational citizenship and counterproductive work behaviors. *Human Resource Management Review*, 25(1), 80-93.

Richard, E. M., Young, S. F., Walsh, J. J., & Giumetti, G. W. (2020). Cyberaggression in Work-Related Email: Nomological Network and Links to Victims' Counterproductive Work Behavior. *Occupational Health Science*, 4(1), 161-190.

Vatankhah, S., Javid, E., & Raoofi, A. (2017). Perceived organizational support as the mediator of the relationships between high-performance work practices and counter-productive work behavior: Evidence from airline industry. *Journal of Air Transport Management*, 59, 107–115.

Vranjes, I., Baillien, E., Vandebosch, H., Erreygers, S., & De Witte, H. (2017). The dark side of working online: Towards a definition and an Emotion Reaction model of workplace cyberbullying. *Computers in Human Behavior*, 69, 324-334.