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The Influence of Social Media on Work Performance: The Mediating Role of Trust and Knowledge Transfer
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ABSTRACT

This study examines the influence of social media use at work on employee work performance in start-up companies in Yogyakarta, positioning trust and knowledge transfer as sequential mediating variables. The research is grounded in Media Synchronicity Theory and Social Capital Theory, which together explain how communication media capabilities translate into relational and cognitive outcomes. A quantitative explanatory design was used, with data collected through structured online questionnaires distributed to 227 respondents, of which 200 valid responses from employees of start-up companies in Yogyakarta were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.1.1.8. The findings show that social media use at work has a positive and significant effect on trust ($\beta = 0.554$), trust has a positive and significant effect on knowledge transfer ($\beta = 0.694$), and knowledge transfer has a positive and significant effect on work performance ($\beta = 0.664$). All three hypotheses are supported, confirming that social media does not improve employee performance directly, but rather through a sequential relational and cognitive pathway: social media builds trust, trust enables knowledge transfer, and knowledge transfer drives work performance.

Keywords: Social Media Use at Work, Trust, Knowledge Transfer, Work Performance, PLS-SEM.