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A Review of the Significance of Social Information and Employee Productivity Amongst Commercial Banks in Rivers State

Dr. Uelee, Micah Nyone[1], Dr. Amanawa, David Ebiegberi[2], Dr. Blessing Nwiyii Joseph[3]

[1]Ph.D. in Management (Production Management Option)
Ignatius Ajuru University of Education, Port Harcourt
micah.nyone12@gmail.com
[2]Researcher/Faculty Member at the Centre for Continuing Education,
Ignatius Ajuru University of Education, Port-Harcourt, Rivers State, Nigeria.
david.amanawa@iaue.edu.ng
[3]Ph.D. in Management (Organizational Behaviour Option)
Ignatius Ajuru University of Education, Port Harcourt.
nwiyiiblessing@gmail.com

Abstract: *The study aimed to outline the connection between social information and employees' productivity at commercial banks in Rivers State. Its goal was to investigate the relationship between social information and the employee productivity of commercial banks in Rivers State in terms of daily employee input, prompt employee services, and high-quality service. The study adopted the exploratory survey research design. The study population consisted of three hundred and fifty-nine (359) employees of the twenty-two (22) banks headquarters in Rivers State. Since the population was not considered much for the researcher to handle, the entire population became the sample. This means that the researcher utilized the census sample technique. Therefore, the study's sample size became three hundred and fifty-nine (359) employees in twenty-two (22) Commercial Banks in Rivers State. The target sample elements received three hundred and fifty-nine (359) copies of the questionnaire. Howbeit, the researcher was able to retrieve 310 copies of the distributed questionnaire. In handling the data analysis, hypotheses were tested using Spearman's Rank Order Correlation Coefficient through the Statistical Package for Social Sciences (SPSS) version 20.0. The study revealed a significant positive relationship between social information and employee productivity of Commercial Banks in Rivers State in terms of daily employee input, prompt employee services, and service quality. The study concluded that social information, such as colleagues' information, family and friend information, and customers' information, are very useful tools that employees can use to increase their productivity, particularly in terms of daily input, timely services, and service quality. The study recommended, among others, that employees in commercial banks and other organizations should be very attentive to the information they receive from co-workers to better their productivity, especially concerning their daily inputs.*

Keywords: Social Information, Employee Productivity, Daily Employee Input, prompt Employee Services, and Quality Service.

Background of Study

Employees in the banking industry, among others, rely heavily on information to thrive. In order to improve their job functions, commercial bank personnel need helpful information from friends, customers, co-workers, family members, etc. Social information is incredibly valuable, even though it is occasionally purposely and accidentally wasted. The knowledge we gain from observing and conversing with other people is a cheap and trustworthy information source. It is regarded as the foundation of human cultural development. Theories and models that emphasize the development of social learning demonstrate the tremendous adaptive advantages of changing cognitive processing tools (Richard, 2018). Despite this, experimental studies on human adults show that individuals use social information relatively ineffectively and do not adequately consider it.

An employee always receives a wealth of social information from co-workers, clients, family, and friends. This is prompted by circumstances other times than when it is demanded. Social information was described by Thomas & Ricky (2017) as remarks, observations, and other similar cues made by persons whose perspectives on the job the employee deems pertinent. Operationally speaking, social information refers to observations and feedback from co-workers, clients, family members, and friends that are beneficial to an employee's day-to-day tasks. It could come from those directly involved in the work, like co-workers, managers, and clients, or it might come from those who aren't employed by the business, like friends and relatives. Given how important social information is to an employee's productivity and day-to-day job performance, they should pay close attention to what co-workers, bosses, customers, family members, and friends are saying without getting too attached to their nonverbal signs. In this sense, social information in this study is dimensionalized into colleagues' information, family and friend information, and customers' information.

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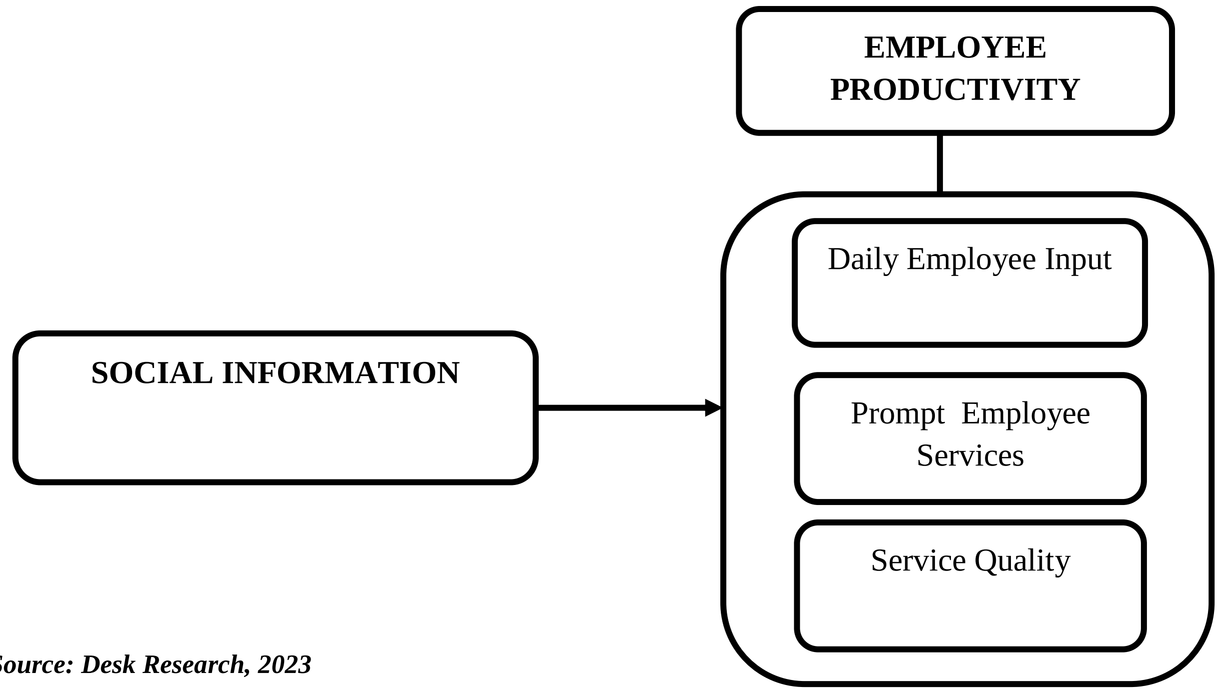
For employees to perform better within the organization, such as providing prompt and high-quality services, they need to get observations, comments, and other cues (both positive and negative) from co-workers, clients, family members, and friends. This is an example of worker productivity. According to Foroux (2019), productivity is the indicator of how well-allocated resources are used to meet time-sensitive goals expressed in terms of quantity and quality. A measure of goods and services (output) in relation to the labor, resources, and energy used to produce the output is another way to describe productivity (input). If the outputs that commercial banks receive from their investments, as well as from their staff and executives, are adequate compared to the inputs made, and vice versa, then they can be said to be productive. Employee productivity measures the amount of output produced by all employees for every unit of input in each bank. It could refer to all actions taken by a worker in the interest of production or services that consider both the amount and quality of work completed while considering the cost of the resources used. This work uses characteristics, including daily employee input, timely employee services, and service quality to gauge employee productivity.

While the study proposes that the information gathered by an employee in a commercial bank from colleagues, family and friends, and customers can enhance his daily input, timely services, and service quality, it is yet vague since it has not been empirically tested proven. This study is therefore focused on finding the relationship between social information (colleagues' information, family and friend information, and customers' information) and employee productivity in terms of employee's daily input, prompt employee services, and service quality in Commercial Banks in Rivers State.

Fig. 1.1: Relationship between Social Information and Employee Productivity.



Source: Desk Research, 2023

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Purpose and Objectives of the Study

The study aimed to determine the relationship between social information and employee productivity of Commercial Banks in Rivers State. Specifically, the study sought to achieve the following objectives:

1. To ascertain the relationship between social information and daily employee input of Commercial Banks in Rivers State.
2. To determine the relationship between social information and prompt employee services of Commercial Banks in Rivers State.
3. To ascertain the relationship between social information and service quality of Commercial Banks in Rivers State.

Research Hypotheses

Based on the above objectives, the researcher formulated the below research hypotheses:

Ho_1: No significant relationship exists between social information and daily employee input of Commercial Banks in Rivers State.

Ho_2: No significant relationship exists between social information and prompt employee services of Commercial Banks in Rivers State.

Ho_3: There is no significant relationship between social information and service quality of Commercial Banks in Rivers State.

Theoretical Framework

This work is anchored on Social Exchange Theory. The exchange is meant to maximize gains and cut down on expenses. George Homans, a sociologist, proposed that individuals balance the advantages and disadvantages of social interactions. People will end or depart a relationship when the risks outweigh the benefits. Although most partnerships involve some giving and receiving, this does not imply that the exchanges are always equal. According to social exchange, our decision to stay in a social relationship depends on how much we value the advantages and disadvantages of each one. Feelings of duty between the parties are established when an exchange begins with one party providing a benefit to another, and the recipient reciprocates, leading to a succession of advantageous exchanges (Coyle-Shapiro & Shore, 2015). The social exchange theory aids in helping individuals comprehend relationships; it clarifies why certain relationships succeed while others fail, why we start and maintain particular connections, and it shows that communication and interaction are key factors influencing human interaction (Riley, 1993). According to this, people base their actions on logical calculations intended to maximize individual benefit. Due to the fact that most individuals place a high value on acceptance, fidelity, financial security, love, and companionship, we may find it satisfying to be in a relationship with someone who raises our social status (Riley, 1993).

The exchange framework is predicated on fundamental beliefs about the character of people and the nature of relationships (Sabatelli & Shehan 1993). With regard to this work, they are summarized as follows:

1. When interacting with others, individuals seek to maximize profits for themselves while minimizing costs. Individuals direct their conduct through their expectations for rewards and costs because it is impossible to know the exact rewards and costs associated with connecting with another before encounters occur.
2. Individuals are rational beings, and within the limitations of the information that they possess, they calculate rewards and costs and consider alternatives before acting.
3. The dynamics of interaction with relationships and the stability of relationships over time result from the contrasting levels of attraction and dependence experienced by the participants.

The decision to use this theory as the theoretical foundation for the study is based on the fact that it connects social information from the job with information from consumers, family, and co-workers. The fact that this theory explains and predicts that the level of individual and collective gains that occur over time as a result of workplace social information will determine whether such relationships will continue to be effective to the point of bringing about employee's daily input, timely employee services, and service quality among the employees, individually, made this theory appropriate to be adopted as the theoretical foundation of this study.

Concept of Social Information

Social information is defined as remarks, observations, and other cues made by those whose perspectives on the job an employee deems relevant (Thomas & Ricky, 2017). It could come from people who are directly connected to the workplace, like co-workers, managers, and clients, or it might come from those who aren't working for the organization, like friends and relatives. It is reasonable to assume that the majority of an employee's perceptions of job characteristics are susceptible to influence from information provided by others with whom the employee has contact, even though not all aspects of a job are likely to be influenced by cues from others (a hot work environment will still be hot despite what anyone tells a worker). This suggests that an employee should pay close attention to what these people (co-workers, bosses, customers, family, and friends) are saying without being attached to their cues.

Social information can have a variety of effects on how an employee perceives their work. Some job features are deemed essential by social information, and attitudes toward these prominent characteristics are established (Indeed Editorial Team, 2021). Social cues provide guidance in assessing and selecting suitable acts once attitudes have been formed. Finally, social cues have an impact on the justifications or justifications given for behavior. A manager must first assess the likely effects of such information on employees and identify sources of information deemed relevant in order to comprehend and use social information.

Operationally, social information is defined as observations and remarks made by co-workers, clients, family members, and friends that are beneficial to an employee's day-to-day work and life in general. A worker who has an "I too know" attitude is more prone to dwell in ignorance since he doesn't pay much attention to what others are saying or observing. In other words, a worker who wants to improve their output and performance should pay attention to what individuals around him or are saying about the full of their job position. The reason why so many businesses offer comment sections where customers and other stakeholders can voice their opinions about the provision of their goods and services is due to the demand for workplace social information. An employee should always keep in mind that no one is an expert in everything. Therefore, they should be receptive to remedial advice as well as other types of knowledge that will aid in their day-to-day job performance. Therefore, it makes sense that Derrick (2019) believed that an employee's increases in job performance over time are the product of the information he has received from co-workers, superiors, friends and family, and customers. This implies that the more informed an employee is, the better his performance and productivity, and vice versa.

Concept of Employee Productivity

The desire to increase staff productivity is one of the major difficulties that the majority of firms are currently facing. Employee productivity measures a worker's or a group of workers' effectiveness. In reality, productivity is a factor that has a direct impact on the revenue of the business (Gummesson, 2017; Sels et al., 2016). An employee's production during a given time period can be used to measure productivity. A worker's productivity is often measured by the number of units of a specific good or service that they handle in a certain amount of time. (Piana, 2018). Staff productivity has become a key goal for corporations because employee productivity is mostly what determines an organization's success (Cato & Gordon, 2014; Gummesson, 2017; Sharma & Sharma, 2014).

Productivity, according to Foroux (2019), is the evaluation of how well-allocated resources are used to meet time-sensitive goals that are expressed in terms of both quantity and quality. The term "productivity" can also refer to an index that gauges the ratio of output (goods and services) to input (labor, resources, energy). If the outputs that commercial banks receive from their investments, along with those of their staff and executives, are commensurate with their inputs, then they can be said to be productive. Thus, it indicates that the banking sector's productivity, particularly that of commercial banks, is a gauge of how well those institutions utilize their resources to get the desired results.

According to Parkins and Hudgins (2014), productivity is defined as the connection between results and the time required to achieve them. Time is a common denominator because it is a universal quantity that is beyond human control. The system is more productive when it takes less time to reach the desired output. Productivity is defined as the same regardless of the sort of production, economic, or political system. Thus, while different people define productivity differently, the core principle is always the relationship between the quantity and quality of goods or services produced and the number of resources utilized to produce them.

Employee productivity is operationally the quantity of overall employees' output per unit of input in their respective banks. It could refer to any and all measures taken by a worker in the course of producing or providing services, including the quantity and quality of work done while taking into account the cost of the resources used. Employee productivity may be difficult to quantify, but it has a direct impact on a company's profits. An employee is productive if he produces a given quantity of output with fewer inputs or a higher quantity of output with the same inputs. This study stresses staff productivity further by utilizing characteristics such as employee daily input, timely employee services, and service quality.

Daily Employee Input: The totality of all services supplied by a banker to its customers after a day's work is referred to as the employee's daily input (Kirikal & Tallinna, 2016). On a daily basis, numerous consumers are catered to for various reasons. It is the responsibility of bankers (workers) to ensure that their heart wishes are realized as soon as possible in order to make room for others and to keep their loyalty as well.

As in other similar organizations, at the end of each working day, the bank computes the total number of customers attended to for that day for each employee, among others, using various avenues such as deposit slips, complaint papers, account opening requests, cheques serviced, withdrawal slips, and so on, in order to come up with the total number of customers attended to for that day. This calculation also provides the total number of services provided by employees every day. When this is relatively high, it is assumed that the employee was highly productive that day and vice versa.

As a result, an employee's daily input indicates the computation of all financial services that an employee/banker provides to a customer on a given day. It becomes necessary that bankers (staff) constantly devise strategies to better serve their consumers. As a result, the daily influx of clients to the banking hall and the virtual space will expand. Providing excellent customer service is critical to establishing a great reputation and gaining their loyalty as well as that of competitors (Merrez, 2016). Maintaining a positive customer service reputation is almost as crucial as providing high-quality goods and/or services. When clients are dissatisfied with the customer service they receive or have a negative experience with a company, they are more inclined to complain than when they have a favorable experience. Angry consumers tend to flock to Internet forums and publish nasty reviews, alerting other customers, which can turn off any new potential clients.

Prompt Employee Services: Employee services in commercial banks refer to the different ways in which a bank employee can assist a customer (Gerrard, 2018). These services can include catering to a customer's need or recommending a new brand, innovation, or service to the customer. The work of a banker (staff) is to assist consumers with financial services that help them manage their lives better. Banks are offering a variety of services to stay current and attract clients as technology improves and competition intensifies. Banks offer a variety of services to their consumers. You can pay your bills with a checking account (also known as a current account). Today, an increasing number of consumers use the internet, as well as bank services provided by employees, to pay their bills. Banks also provide their customers with plastic cards (ATM cards) that allow them to withdraw money from their accounts wherever and whenever they wish. They can also use them to make cashless payments at shops, gas stations, and other establishments. Banks provide savings accounts for those who want to save money. Savings accounts typically earn higher interest rates than checking accounts. They expect that consumers will keep their money in the bank for a long time, which allows the bank to operate with it and issue loans. Banks, on the other hand, cannot lend out all of their funds. The government limits the amount of money that banks can lend in most nations. Modern banks also provide their customers with a variety of other services, such as explaining how to gain money with stock and bond investments, providing credit cards as a cash-free method of purchasing goods, and so on (English Online, 2020). Almost all banks offer automated teller machines (ATMs) where consumers can withdraw funds from their accounts. Telephone banking is a convenient way to pay bills by dialing a special phone number and entering a specific sequence of digits. Some banks even offer insurance.

Service Quality: Quality is the ongoing process of assessing, anticipating, defining standards, and fulfilling expressed and implied demands in order to build and sustain partnerships. Quality implies that the culture of the business is determined by and supports the continuous achievement of customer satisfaction through an integrated system of tools, procedures, and training (Sashkin & Kiser, 2013). Furthermore, a manager who is sincerely concerned about job quality may choose to explain the idea in terms of losses to lessen the tendency of loss-averse staff to prioritize numbers over quality. Service quality is a management strategy that is used to convey to employees what is required to produce and the intended quality of products and services and to influence employee behaviors to perform tasks in accordance with quality criteria. Akin *et al.* (2019) defined service quality as the main characteristics of identification with the job, teamwork, trust and support, status determined by job knowledge and performance, support for accomplishment, and autonomous use of skills. The involvement, cooperation, and commitment of employees and their organizations determine the quality of service. Wilkinson (Wilkinson, 2016).

As used in this study, service quality refers to the extent to which an employee's bank services meet the supervisor's or organization's established requirements. According to Opatha (2015), in order to fulfill increasing customer demand, organizations such as commercial banks must improve their service quality. He also noted that, as a result of growing consumer expectations for high quality and increased competition, companies (commercial banks) have learned to significantly improve the level of services they provide in order to avoid losing clients to competitors. In this setting, managers are under pressure to boost their company's productivity and the quality of its products/services while simultaneously lowering expenses. It is impossible to achieve success in any effort to improve productivity and quality without the involvement and support of employees. The behavior of people at work influences productivity and quality (Opatha, 2015).

According to De-Koeijer (2014), human resource management is critical in increasing service quality for both organizations and personnel (in terms of employee well-being-happiness, health, and trusting relationships). According to him, allowing Human Resource Management (HRM system, policies, and practices that promote productivity and quality) is critical in providing reciprocal benefits for both people and enterprises. Adequate achievement in utilizing resources in the best possible way in less time and effort in an organization to its best or expected standard could also be viewed as work quality (Gareth, 2013). According to Ben (2017), quality is the ability to use the best techniques that have been tried and tested over time to maximize one's chances of getting the job done. That means using the fewest resources and producing the least amount of waste. It usually implies making the fewest number of errors. It is beneficial to an organization to support the weak employee following the annual evaluation and to gently rectify undesirable behavior. Finally, it assists organizations in identifying people who performed well, motivating and rewarding them at greater levels. Nonetheless, service quality focused heavily on the number of persons examined. It also discouraged potential employees when the processes were unpleasant. Management finds it difficult to communicate consistent messages to employees in a business, which leads to insufficient record keeping and employee behavior data.

Methodology

The study adopted the exploratory survey research design. The population of the study consisted of three hundred and fifty-nine (359) employees of the twenty-two (22) banks headquarters in Rivers State. Since the population was not considered much for the researcher to handle, the entire population became the sample. This means that the researcher utilized the census sample technique. Therefore, the sample size of the study became three hundred and fifty-nine (359) employees in twenty-two (22) Commercial Banks in Rivers State.

A structured questionnaire was used as the main instrument for the collection of primary data. The instrument was titled "Social Information and Employee Productivity Index (SIEPI). The questionnaire design was prepared in four (4) point rating scale format Likert with the following response options: Very Great Extent (4), Great Extent (3), Moderate Extent (2), and Low Extent (1). The

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questionnaire was structured by the researcher with a letter of introduction describing the purpose of the questionnaire. The instrument was face and content validated by the researcher's supervisor and two research experts in the Management Department of Ignatius Ajuru University of Education, Port Harcourt, Rivers State. Cronbach's alpha via SPSS (Statistical Package for the Social Sciences) was used to ascertain the reliability of the instrument. The least Cronbach's alpha level obtained was 0.81, which indicated a highly reliable coefficient. Based on Nunnaly's (1978) criterion of 0.70, a reliability coefficient above 0.70 was considered to indicate good or reliable instruments.

The target sample elements received three hundred and fifty-nine (359) copies of the questionnaire. Howbeit, the researcher was able to retrieve 310 copies of the distributed questionnaire. In handling the data analysis, the test of hypotheses was done using Spearman's Rank Order Correlation Coefficient through the Statistical Package for Social Sciences (SPSS) version 20.0. The Spearman's (rho) correlation was used to analyze the relationship between independent and dependent variables at $P < 0.05$ (two-tailed test). The formula is presented below:

$$r = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Where:
n = number of pairs of data
d = difference between the ranking in each data set.
∑ = Summation.
Decision Rule: The tests of hypotheses will be considered two-tailed and carried out at a 95% confidence interval.

Results/Findings

Ho_1: No significant relationship exists between social information and daily employee input of Commercial Banks in Rivers State.

Ho_2: No significant relationship exists between social information and prompt employee services of Commercial Banks in Rivers State.

Ho_3: There is no significant relationship between social information and service quality of Commercial Banks in Rivers State.

Table 1: Correlation between Social Information and Employee Productivity

			Social Information	Employee Daily Input	Prompt Employee Services	Service Quality
Spearman's rho	Social Information	Correlation Coefficient	1.000	0.554**	0.602**	0.625**
		Sig. (2-tailed)	.	.000	.000	.000
		N	310	310	310	310
	Employee Daily Input	Correlation Coefficient	0.554**	1.000	0.823**	0.765**
		Sig. (2-tailed)	.000	.	.000	.000
		N	310	310	310	310
	Prompt Employee Services	Correlation Coefficient	0.602**	. 0.823**	1.000	0.611**
		Sig. (2-tailed)	.000	.000	.	.000
		N	310	310	310	310
	Service Quality	Correlation Coefficient	0.625**	0.765**	0.611**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	310	310	310	310

****. Correlation is Significant at the 0.01 level (2-tailed).**

Source: SPSS Output

Column two of the above table shows r value of 0.554 at a significance level of 0.00, which is less than the chosen alpha level of 0.05 for the hypothesis relating to social information and daily employee input. Therefore, since the significance value is less than the alpha level of 0.05, the null hypothesis (Ho_1), which states that there is no significant relationship between social information and daily employee input of Commercial Banks in Rivers State, is rejected. This implies a relatively strong positive relationship between social information and daily employee input of Commercial Banks in Rivers State.

Column three of the above table shows r value of 0.602 at a significance level of 0.00, which is less than the chosen alpha level of 0.05 for the hypothesis relating to social information and prompt employee services. Therefore, since the significance value is less than the alpha level of 0.05, the null hypothesis (Ho_2), which states that there is no significant relationship between social information and prompt employee services of Commercial Banks in Rivers State, is rejected. This implies that there is a strong positive relationship between social information and prompt employee services of Commercial Banks in Rivers State.

Column four of the above table shows r value of 0.625 at a significance level of 0.00, which is less than the chosen alpha level of 0.05 for the hypothesis relating to social information and service quality. Since the significance value is less than the alpha level of 0.05, the null hypothesis (Ho_3) which states that there is no significant relationship between social information and service quality of Commercial Banks in Rivers State, is rejected, this implies that there is a strong positive relationship between social information and the service quality of Commercial Banks in Rivers State. These results revealed that the availability and proper usage of social information tend to promote the productivity of employees, especially in terms of daily employee input, prompt employee services**,** and service quality.

Summary of Findings

From the above empirical analysis, the following findings were made:

1. There is a relatively strong positive relationship between social information and daily employee input of Commercial Banks in Rivers State.
2. There is a strong positive relationship between social information and prompt employee services of Commercial Banks in Rivers State.
3. There is a strong positive relationship between social information and the service quality of Commercial Banks in Rivers State.

Discussion of Findings

Social Information and Daily Employee Input

The test of hypothesis one revealed that there is a relatively strong positive relationship between social information and daily employee input of Commercial Banks in Rivers State. This implies that an employee's daily input to their job is heavily reliant on information received from co-workers, among other sources. In other words, information obtained from co-workers is a very useful tool that employees can utilize to increase their efficiency at work. Sonnenwald (2016) believes that information shared among employees helps to increase their self-confidence as well as their productive capacity. A workplace where employees are not encouraged to communicate is likely to have low productivity, particularly in terms of everyday employee input. Employees must communicate with one another when confronted with a challenge while carrying out their daily work duties. This will undoubtedly increase their everyday intake. Building productive teams are largely on how team members communicate and interact with one another. Sometimes, all an employee needs from a co-worker is approval for an idea that has been brewing in their head. When this occurs in a favorable manner, such employees' daily output is increased, among other things. Employees will go a long way toward developing strong teams if they utilize effective communication tactics (Salman & Hassan, 2016). As a result, morale and employee satisfaction will improve. Furthermore, well-established lines of communication should allow everyone, regardless of level, to communicate openly with their peers, colleagues, and superiors (Osei, 2015).

Employees who communicate well with co-workers, managers, and customers are always great additions to an organization, and it is a skill that may often set them apart when looking for positions. Poor communication in the workplace, on the other hand, will surely result in unmotivated employees who will begin to doubt their own talents and, as a result, in the organization. A workplace with effective communication may see a rise in output, as indicated by employees' daily input to the bank. Productivity may increase as a result of increased employee involvement and engagement, a sense of cooperation among co-workers, and the encouragement of new ideas and innovation. Interpersonal communication among employees can be the catalyst for the emergence and spread of innovative ideas that increase employee productivity. Employees must share ideas frequently because no employee understands everything. This will help individuals clarify thoughts, modernize an old notion, and produce new ideas in their respective fields of employment.

Employees are significantly more likely to bring their ideas to the table when they are given the opportunity to convey them openly without fear of scorn or retaliation. This is crucial to innovation, and an organization that supports communication among co-workers is significantly more likely to be inventive. As a result, companies such as commercial banks should encourage their workers to communicate effectively within the scope of their professional functions.

Social Information and Prompt Employee Services

The test of hypothesis two showed that there is a strong positive relationship between social information and prompt employee services of Commercial Banks in Rivers State. This research implies that information about work offered to an employee by family members and friends can be used to improve the employee's timely service delivery. In line with this study, Thomas and Ricky (2017) asserted that family members and friends have long been acknowledged as reliable sources of information that are extremely beneficial to an employee's day-to-day function. Friends aid one another in a variety of ways, including supplying highly essential information that will assist them in providing timely service in their various workplaces.

Friends and family members provide information to an employee in ways that bosses and co-workers do not. When it comes to providing information to an employee, family members are not affected or biased by anyone in the organization. Friends and family members who are not employed by the company are less susceptible to its and its employees' influence (Olivier et al., 2017). An employee who is becoming increasingly frustrated with his late job delivery may simply require a productive talk with a family member or friend. And when it comes to family and friends, they tell the employee the truth, and this may be the liberating information that will aid the employee in his late service delivery, hence increasing his productivity in the long term.

Interestingly, new employees may give information from a source outside the company more weight because they perceive that source to be less biased than a co-worker, especially if that source has the extra authority of being a dependable friend or family member. Alternatively, some workers could dismiss assessments provided by family members as being naive or ignorant. They believe that the family members are ill-informed about the developments in their particular field of employment. For new hires and workers experiencing difficulties at work, friends and family can be an especially strong source of support. Employees are able to express their frustrations about their jobs in conversations with persons outside of the organization. Additionally, the employee receives support from family and friends for their self-concept. They aid employees in comprehending the justification behind specific job requirements. All of these contribute to improving the employees' ability to complete jobs on time, which in turn affects the employees' productivity.

Social Information and Service Quality

The test of hypothesis three revealed that there is a strong positive relationship between social information and the service quality of Commercial Banks in Rivers State. Customers' information is crucial to commercial banks and other service providers, and it has a significant impact on how productive their staff members are at work, particularly in terms of service quality. Any business on the verge of failure is one that does not pay close attention to consumer feedback (Edward, 2016). When a bank introduces a service to its customers, the voluminous feedback (information - negative or positive, or both) gathered from customers demonstrates whether the service is a good one or not. This assists in directing the bank's workers' service lines in the proper or better direction, enabling them to deliver better services. Only after your clients have used your product or service will you be able to fully understand all of its benefits, drawbacks, and true experience (Richard, 2018). Additionally, as time passes, their requirements and expectations change.

Customers are the ones who actually experience the effects of the products and services, and they communicate with the company how they feel about the products and services they have received through various channels. When a consumer enters the banking hall and is not served properly, he or she complains appropriately, and the complaint in some way influences the services that are provided to that customer and others in the future. Customers' information can be obtained by "Suggestion Box," direct interaction with a bank employee, or through other channels in an institution like a commercial bank, and such information can certainly result in an improvement in the caliber of service an employee provides.

A bank customer who is dissatisfied contacts the bank again, and the information the bank receives from the customer enables the employee (such as a customer service agent) to further improve the level of service he provides. The client is probably seen as a valuable source of information about jobs in firms that value comprehensive service and personal touch with customers (Sonnenwald, 2016). It is encouraged for both the company and the employee to pay close attention to the client's wants and emotions. Companies with cultures that place less value on customer interaction and satisfaction could also be anticipated to have less trust in the reliability of customer feedback.

Conclusions

According to the study's findings, there is a significant link between social information at work (information about co-workers, friends, family, and customers) and employee productivity in terms of daily contributions, prompt employee assistance, and high-quality service in commercial banks in Rivers State. Employees at commercial banks and other businesses must consequently pay close attention to the information they receive from co-workers, clients, as well as family, and friends. By extrapolating from these, this work comes to the conclusion that social information, such as colleagues' information, family and friend information, and customers' information, are very useful tools that employees can use to increase their productivity, particularly in terms of daily input, timely services, and service quality. This suggests that workers who make light of information they receive from clients, co-workers, family members, and friends could be interfering with their output at the office.

Recommendations

Based on the findings, the following recommendations were made:

1. Employees in commercial banks should not undermine their family members and friends when it comes to getting useful work-related information, as such can be used to improve their productivity.
2. Information obtained from customers should be handled with great interest by employees in commercial banks, as they represent the biggest brain behind improvements in quality service delivery, among others.
3. Employees in commercial banks and other organizations should be very attentive to the information they receive from co-workers to better their productivity, especially concerning their daily inputs.

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