Online Recruitment Website is Significantly Influence the Job-Seekers to Apply Job Online

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Abstract

The Malaysian Employer Federation or MEF (2015) are expected to have around 350,000 jobs offered in the various sector that relevant in the area of trade, restaurant and accommodation. The previous record showing some growth on the hire in the industrial segment by 58,000 jobs. These are the two key areas that contribute to the employment activities in the market. According to Jackson and Shuler (2003), recruitment involves looking and finding competent candidates that best fit for an organization with regards to huge demand from the market imperatively for Human Resource Management (HRM). Therefore, this research is to evaluate the factors influencing job-seekers’ intention to use online recruitment websites, with the hope that the recruitment portals and organizations that want to use online recruitment websites for their recruiting purposes will be able to make use of the information gathered from the study to enhance user experience when using online recruitment websites for job-seeking activities. For the purpose of this study, information pertaining to users’ attitude intended action to use, continue using, and recommending others to use online recruitment websites is gathered. A total of 208 respondents are required to specify the degree to which they strongly agree or strongly disagree. Three statements involving to Intention to Use online recruitment websites using a 5-point Likert scale (1=strongly disagree, 5=strongly agree). Analysis of data using SPSS. The outcome showed there is a significant relation between DV and IVs.
Keywords

Online Recruitment Websites, Recruitment and Selection, Perceived Usefulness, Perceived Ease of Use, Trust, Intention to Use.

Introduction

According to the Department of Statistics Malaysia (2017a), the workers' population is between 15 to 64 years old has an increase of 1% from 14.5 million in 2015 to 14.7 million in 2016. The number of employed persons also increased from 14.1 million in 2015 to 14.2 million in 2016.

The Malaysian Employer Federation (2015) expected around 350,000 jobs to be offered in the work sector, but more relevant to the area of trade, restaurant and accommodation. The previous record showing some growth on the hire in the industrial segment by 58,000 jobs. These are the two key areas that contribute to the employment activities in the market. With a huge demand from the market imperative for HRM, recruitment involves looking and finding competent candidates that best fit for an organization (Jackson and Shuler, 2003). In the meantime, approximately 16.3% of business establishments have predicted an increase of the number of employees that they will employ in the first quarter of 2017, while 13.7% of the establishments expected a decrease, leaving about 70% of the establishments to maintain their current headcount (Department of Statistics Malaysia, 2017b).

Organizations are able to employ a large variety of different methods to aid in their recruitment activities, such as employee referrals, walk-in applicants, placing recruitment ads in newspapers or career magazines, job or career fairs, university placement services, engaging recruitment agencies or headhunters to assist them in candidate searches, or simply placing hiring signage in an office or store windows (Jackson and Schuler, 2003). These methods are commonly known as traditional recruitment methods as it has been used by organizations for a long time and seem to yield adequate placement results.

However, with the increased usage of the Internet and the World Wide Web, organizations are now placing more emphasis on using electronic means to conduct businesses and also recruitment activities. Virtually every company nowadays has a website that provides all sorts of information about the company as well as their products and services (Jackson and Schuler, 2003).
However, almost all of the websites have a dedicated space for career opportunities that both internal and external applicants can browse and explore the vacancies available, which they can then choose to apply for the job or pass on the information to their friends and relatives. Online recruitment provides many advantages to companies, and one of the most beneficial advantages is, of course, the cost. Compared to posting an advertisement in a newspaper or engaging a recruitment agency to source for candidates, online recruitment is only a fraction of the cost if the vacancy is posted on the company’s own website, and the cost is also comparatively and significantly cheaper even if companies are using online recruitment websites such as Jobstreet.com or Monster.com that provides online recruitment platforms for both organizations as well as online job-seekers for online recruitment purposes (Dalila et al., 2020; Nasir et al., 2019).

Another distinct advantage of using online recruitment is to broaden the pool of candidates (Harvard Business Essentials, 2002). For example, posting an advertisement in the newspaper will only reach a limited number of people that has an actual copy of the newspaper on hand, and the advertisement only appears once in the daily publication. Online recruitment, besides allows all online job-seekers to have access to the said advertisement, and it is also not limited to time and geographical restrictions as compared to a newspaper advertisement. This provides organizations with a much better reach out to a wider range of applicants and thus increases the pool of eligible candidates. By using online recruitment websites, it also directs the traffic of job-seekers to a specific recruitment platform and allows both organizations and job-seekers to fulfil the hiring needs.

**Objectives**

The research objectives that were identified are as follows:

1. To examine if there is a significant relationship between PU and job-seekers’ intention to use online recruitment websites.
2. To examine if there is a significant relationship between PEOU and job-seekers’ intention to use online recruitment websites.
3. To examine if there is a significant relationship between the Trust and job-seekers’ intention to use online recruitment websites.

**Materials and Methods**

For the purpose of this research, a sample size of a minimum of 200 respondents is required. For the purpose of data collection, this study uses an online survey questionnaire
as the main sampling tool. The sampling technique used for this study is a non-probability sampling – Convenience Sampling as well as Snowball Sampling. The study is targeted towards online users that are currently looking for jobs using online recruitment websites or have used online recruitment websites for job-seeking purposes in the past.

**Sampling**

An online questionnaire has been designed using Google Docs, which the replica of the paper-based questionnaire is appended in Appendix A. The online questionnaire is posted on Facebook.com and LinkedIn.com by way of Convenience Sampling, as the target respondents are online users that are currently looking for jobs using online recruitment websites, or have used online recruitment websites for job-seeking purposes in the past. Both Facebook.com and LinkedIn.com are selected as part of the sampling procedure as both websites can be used for job-seeking purposes, and are also social networks that provide a platform for users to interact with each other. As the online questionnaire can also be shared by respondents by passing on the questionnaire link on both platforms, thus achieving the ‘snowball’ effect, the Snowball sampling method is also deemed to be used in this study.

**Research Instruments**

All measurement items are calculated using a 5-point Likert scale (1=strongly disagree, 5=strongly agree). Part A of the survey focuses on gathering demographic info of the respondents with a specific range of data for each demographic category. In Part B, respondents are required to give feedback regarding the perceived usefulness of online recruitment websites. Part C asks the respondents regarding the perceived ease of use of online recruitment websites. Part D of the questionnaire consists of questions relating to the respondent’s opinions regarding the level of trust in using online recruitment websites. Finally, Part E gathers information on the respondent’s intention to use online recruitment websites for job-seeking purposes.

**Measurement of Variables**

The questionnaire is segmented into five (5) separate sections, in order to examine the main characteristics of the variables between Perceived Usefulness, Perceived Ease of Use, Trust and job-seekers’ Intention to Use online recruitment websites, and also capturing the demographic information of respondents. Adaptation items were used to measure the variables. Factor analysis was done to measure the validity of responses.
Reliability analysis was done to measure Cronbach Alpha values to measure the reliability of responses.

**Dependent Variable**

In this study, the dependent variable focus on online recruitment websites is significantly influenced the job-seekers to apply online. Intention to use refers to the users’ state of mind towards aiming activity to utilize, to continue using, as well as recommending others to practice a particular system or service (Kucukusta et al., 2015; Majid et al., 2019). Therefore, this research is looking to evaluate the factors, influencing job-seekers’ intention to use online recruitment websites, with the hope that the recruitment portals and organizations that want to use online recruitment websites for their recruiting purposes will be able to make use of the information gathered from the study to enhance user experience when using online recruitment websites for job-seeking activities. For the purpose of this study, information pertaining to users’ state of mind towards aiming activity to utilize, continue using, and recommending others to use online recruitment websites is gathered.

**Independent Variables**

The independent variables for this study were Perceived Usefulness (PU), Perceived Ease of Use (PEOU) and Trust.

**PU**

Davis (1989) defined PU as “the degree to which a person believes that using a particular system would enhance his or her job performance”. For the purpose of this study, the focus will be on how using online recruitment websites would enhance the users’ chances of finding a new job. Survey questions such as the usefulness of the tool, convenience of using the tool, users’ perception of effectiveness and efficiency of the tool form parts of the questionnaire.

**PEOU**

PEOU is defined by Davis (1989) as “the degree to which a person believes that using a particular system would be free of effort”. For the purpose of this study, the focus will be how the users perceive online recruitment websites as being easy to use, easy to learn, and effortless to understand and to interact with.
Trust

Trust refers to the overall perception of online users concerning the trustworthiness of online service providers (Amin et al. 2014). Since the enactment of the Personal Data Protection Act (2010) by the government of Malaysia to protect individuals’ personal data in commercial transactions, users are increasingly educated on the importance of personal security, especially in online transactional matters. Therefore, it is necessary to investigate how the users perceive whether online recruitment websites can be trusted with their personal information if they feel secure from potential fraud and whether users perceive if their privacy is at risk when accessing online recruitment websites.

Data Analysis

The survey questions and measurement items were designed and measured using a 5-point Likert scale (1=Strongly Disagree, 2=Slightly Disagree, 3=Neiter Agree Nor Disagree, 4=Slightly Agree, 5=Strongly Agree) to provide standardization across various statistical methods, and is applicable for Part B, Part C and Part D and Part E of the questionnaire. Part A of the survey consists of demographic details that are measured using a specific range of data. In this study, SPSS version 22 was used to obtain the results.

As the survey questionnaire was posted on Facebook and LinkedIn, and in turn distributed again using the Snowball effect, the target number of the population is unable to be defined. Through this collection method, 208 valid responses have been collected.

Table 1.1 explained and summarized the demographic profile, the majority of the respondents are female (62.5%) with a majority percentage of Chinese (36.1%) and Caucasian (33.7%). More than half of the respondents are Single (60.6%) and aged between 18 to 25 years old (39.9%) followed by ages between 36 to 45 years old (27.9%) and ages 26 to 35 years old (23.6%).

Eighty-eight (88) respondents are current students (42.3%) followed by employees who are not currently looking out for another job (38.0%). As the survey questionnaire was posted on two of the most popular social media websites, it is highly anticipated that the websites would receive more responses. 29.8% of the respondents have used or are currently using LinkedIn as a job-seeking tool, closely followed by Facebook (24.9%). As one of the more popular recruitment sites in Malaysia, Jobstreet has also had a high following of 17.2%.
Finding and Discussion

Table 1.1 Demographic Profile

<table>
<thead>
<tr>
<th>Category</th>
<th>Data Scale</th>
<th>Freq, N=208</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnicity</td>
<td>Malay</td>
<td>21</td>
<td>10.1</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td>75</td>
<td>36.1</td>
</tr>
<tr>
<td></td>
<td>Indian</td>
<td>10</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td>Caucasian</td>
<td>70</td>
<td>33.7</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>32</td>
<td>15.4</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>78</td>
<td>37.5</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>130</td>
<td>62.5</td>
</tr>
<tr>
<td>Age</td>
<td>18 – 25</td>
<td>83</td>
<td>39.9</td>
</tr>
<tr>
<td></td>
<td>26 – 35</td>
<td>49</td>
<td>23.6</td>
</tr>
<tr>
<td></td>
<td>36 – 45</td>
<td>58</td>
<td>27.9</td>
</tr>
<tr>
<td></td>
<td>46 and above</td>
<td>18</td>
<td>8.7</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>126</td>
<td>60.6</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>70</td>
<td>33.7</td>
</tr>
<tr>
<td></td>
<td>Divorced</td>
<td>10</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td>Widowed</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td>Current Employment Status</td>
<td>Student</td>
<td>88</td>
<td>42.3</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>8</td>
<td>3.8</td>
</tr>
<tr>
<td></td>
<td>Employed and not looking for work</td>
<td>79</td>
<td>38.0</td>
</tr>
<tr>
<td></td>
<td>Employed and looking for work</td>
<td>32</td>
<td>15.4</td>
</tr>
<tr>
<td></td>
<td>Retired</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>Online Recruitment Websites</td>
<td>LinkedIn</td>
<td>135</td>
<td>29.8</td>
</tr>
<tr>
<td></td>
<td>Jobstreet</td>
<td>78</td>
<td>17.2</td>
</tr>
<tr>
<td></td>
<td>Monster</td>
<td>33</td>
<td>7.3</td>
</tr>
<tr>
<td></td>
<td>Indeed</td>
<td>47</td>
<td>10.4</td>
</tr>
<tr>
<td></td>
<td>Glassdoor</td>
<td>28</td>
<td>6.2</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>113</td>
<td>24.9</td>
</tr>
<tr>
<td></td>
<td>Jenjobs</td>
<td>3</td>
<td>0.7</td>
</tr>
<tr>
<td></td>
<td>Jobstore</td>
<td>2</td>
<td>0.4</td>
</tr>
<tr>
<td></td>
<td>Jobscentral</td>
<td>2</td>
<td>0.4</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>12</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Correlation Analysis

A correlation study is done to determine whether two variables are correlated. It measures the strength and direction of association that exist between two variables and can indicate whether a positive or negative relationship exists between the two variables. A positive correlation means that an increase in one variable will cause the other variable to increase. On the other hand, a negative correlation means that an increase in one variable will cause the other variable to decrease.
The Pearson correlation coefficient is indicated by the value $r$ which ranges from -1.0 for a perfect negative linear relationship to +1.0 for a perfect positive linear relationship. A value of 0 (zero) indicates no relationship between the two variables.

From the Pearson’s correlation test results, it is determined that the independent variables of PU ($r$-value=0.683), PEOU ($r$-value=0.462) and Trust ($r$-value=0.459) have a positive relationship to the dependent variable of Job-seekers’ Intention to Use online recruitment websites. However, it appears that PU may have a stronger relationship to Job-seekers’ Intention to Use compared to PEOU and Trust due to a higher correlation value. Therefore, regression analysis will be run to determine the significance between independent variables to the dependent variable.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>P-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>$H_1$: There is a relationship between PU and Intention to Use</td>
<td>0.000</td>
<td>Reject $H_0$, accept $H_1$</td>
</tr>
<tr>
<td>$H_2$: There is a relationship between PEOU and Intention to Use</td>
<td>0.130</td>
<td>Reject $H_2$, accept $H_0$</td>
</tr>
<tr>
<td>$H_3$: There is a relationship between Trust and Intention to Use</td>
<td>0.000</td>
<td>Reject $H_0$, accept $H_2$</td>
</tr>
</tbody>
</table>

Based on the resulting findings, the below conclusion is made as follows:

Based on the above results, both PU and Trust have a significant relationship towards Job-seekers’ Intention to Use online recruitment, but no significant relationship between PEOU to Intention to Use.

**Contribution and Limitation**

Based on the result findings, both PU and Trust have a direct impact on job-seekers’ intention to use online recruitment websites to assist with their job-seeking activities. Online website providers, organizations and human resource managers can benefit from this study by looking at the e-services quality provided by online recruitment websites that can administer more value-added benefits towards the registered members. As Trust is also a major concern for online users nowadays, it will also be beneficial for online website providers to assure the users on data privacy and online security, such as furnishing more information on the security measures that are taken to protect the members.

Although utmost care has been exercised throughout the survey duration, there are some limitations that need to be addressed. Since the survey is distributed online via social media platforms such as LinkedIn.com and Facebook.com, it will be expected to receive
more respondents that frequently use these portals. There are also no restrictions on the respondents who choose to respond to the survey.

From the demographic profile of the respondents, these are a very diverse group of people that may have vastly different experiences in using multiple online recruitment websites, therefore the responses may also be affected by their individual experience from using similar online services but on different platform providers. It is also apparent that there are a large number of students who responded to the survey and also skewed towards the younger age group, therefore their exposure towards the variables may be affected due to less experience in using online recruitment websites for active job-seeking purposes. On top of that, there is also a possibility that the result is affected by the respondents’ age group, being a majority in the 18 – 25 group, they may be more susceptible and knowledgeable in modern technology, and thus their intention to use online recruitment websites is not greatly affected by PEOU of the system.

Though, the outcomes of the study may provide some indications and insight of the job-seekers’ needs and expectations when using online recruitment portals, which can be used for the recommendation for future research purposes.

Conclusion

As discussed in the research limitations, the survey questionnaire is distributed via limited online social media channels using convenience sampling method and snowball sampling method, hence there may be limitations on the target population for results generalization. However, online recruitment website providers may still benefit from the result of this study as it provides some insight towards the expectations from the job-seekers’ point of view. They may run the same test on their own registered users and compare the results via the annual opinion survey to obtain a more holistic view on improvements that can be made on the online websites.

From the study, it is concluded that the Perceived Usefulness and Trust is directly related to job-seekers’ intention to use online recruitment websites for job-seeking purposes. By relooking into the current value-added benefits and online security features, online website providers may be able to attract more members to register with their websites by addressing the concerned issues. Organizations and human resource managers may also greatly benefit from this study by selecting an online website provider that can best cater to the needs and expectations of the users, as this will also enhance the image of the
organization by promoting a good first impression towards the applicants, which is crucial to attracting talents to join the organization.

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