

**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**



**THE DIMENSIONS OF E-RECRUITMENT THAT AFFECT FINAL YEAR  
STUDENTS' PERCEPTION AT UNIVERSITI TEKNOLOGI MARA (UITM),  
MELAKA CITY CAMPUS.**

**NOOR FADILLAH BINTI JAAFAR**

**2009603626**

**SHARMINE BINTI ISHAK**

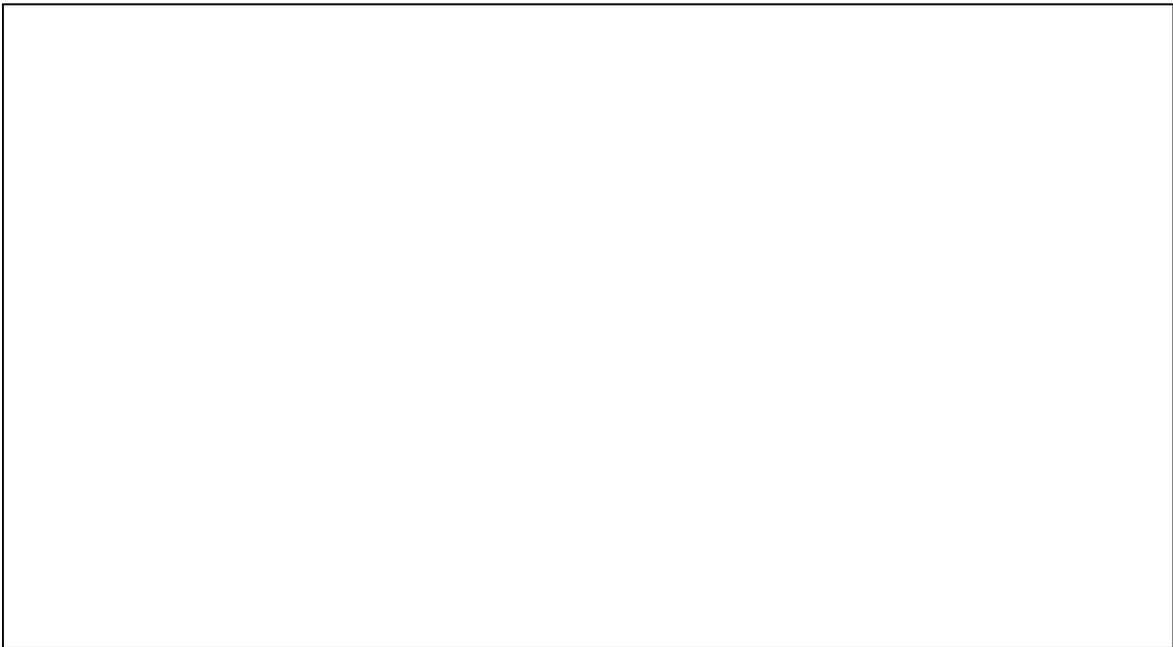
**2009635678**

**JULY 2012**

Supervisor's Comments

A large, empty rectangular box with a thin black border, intended for the supervisor's comments. It occupies the upper half of the page.

Moderator's Comments

A large, empty rectangular box with a thin black border, intended for the moderator's comments. It occupies the lower half of the page.

## **LETTER OF TRANSMITTAL**

Noor Fadillah Binti Jaafar  
Sharmine Binti Ishak  
Bachelor of Administrative Science (Hons.)  
University Teknologi MARA Melaka  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Madam Nurliyana Binti Mohd Shazali  
Supervisor of Applied Research (ADS 555)  
Faculty of Administrative Science and Policy Study  
University Teknologi MARA Melaka  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Madam,

### **SUBMISSION OF APPLIED RESEARCH REPORT**

Regarding to the above matter, we hereby submit our research report entitled ‘The Dimensions of E-Recruitment That Affect Final Year Students’ Perception at Universiti Teknologi MARA (UiTM), Melaka City Campus’. This final report is a requirement for the completion of Applied Research (ADS 555) subject, which is required by the faculty.

We have done through studies and analysis for preparing this final report. We believed that through this analysis and the findings that we obtained, it can contribute to the Faculty, UiTM itself and also for the people out there.

Therefore, we hope this report will fulfill the requirement of the Applied Research (ADS555).

We also would like to apologize for any mistakes or missions in doing this report.

Thank you.

Yours faithfully,

.....

(NOOR FADILLAH BINTI JAAFAR)

.....

(SHARMINE BINTI ISHAK)

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE  
SUPERVISOR**

[Madam Nurliyana Binti Mohd. Shazali]

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

-----  
(Madam Nurliyana Binti Mohd. Shazali)

Date:

## DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed

-----  
Noor Fadillah Binti Jaafar (2009603626)

-----  
Sharmine Binti Ishak (2009635678)

## ACKNOWLEDGEMENT

First and foremost, we would like to thank to Allah S.W.T. because with His bless we can finished our project work successfully. At the same we have a tough time and hectic work to comply the all tasks reated with our project.

We want to express and show our sincerest gratitude to the supervisor, Madam Nurliyana Binti Mohd. Shazali, who has supported us throughout the research project with all her patience and knowledge in finishing this project. She always asks us if we need her help or if we have any problem according the project that have been assign for us.

Moreover, we want to give our appreciation to all friends, because of their cooperation since we have to complete this project. They were very helpful and friendly in helping us in completion of this project that given by our supervisor.

We really hope that the reader can get benefit from the work that we have done. Any suggestion and criticism are mostly welcome. We also would like to express our greatest gratitude to those who have make correction on our mistake.

Thank you.

Noor Fadillah Binti Jaafar  
Sharmine Binti Ishak  
Bachelor of Administrative Science (Honours)  
Faculty of Admininstrative Science & Policy Studies  
Universiti Teknologi MARA, Melaka.

## ABSTRACT

The study had be carried out to identify the dimensions of e-recruitment that affect the final year students' perception at Universiti Teknologi MARA (UiTM), Melaka City Campus. The main objectives of this research were to examine whether internet familiarity among students affect their perception on e-recruitment, to analyze whether user friendliness influences the students' perception on e-recruitment, to examine the relationship between publicity and students' perception on e-recruitment, to identify whether student's attitudes affect their perception on e-recruitment and also to identify the most influential dimensions of e-recruitment among students' perception at Universiti Teknologi MARA (UiTM), Melaka City Campus. The sampling size taken from the University were 200 students. The sampling technique used was convenience sampling. The findings indicate user friendliness, internet familiarity, publicity and students' attitudes become dimensions that affect the students' perception on e-recruitment and the major factor that influence students' perception was publicity. This research provided significant information to the students, as a future reference for other studies, also to the UiTM Melaka City Campus administrators and the Faculty.

## TABLE OF CONTENTS

### Chapter 1: Introduction

|     |                              |      |
|-----|------------------------------|------|
| 1.1 | Introduction                 | 1-3  |
| 1.2 | Problem Statement            | 3-5  |
| 1.3 | Research Objectives          | 6    |
| 1.4 | Scope of the Study           | 6    |
| 1.5 | Significance of the Study    | 7    |
| 1.6 | Definition of Terms/Concepts | 8-10 |
| 1.7 | Limitations of the Study     | 11   |

### Chapter 2 : Literature Review & Conceptual Framework

|     |  |       |
|-----|--|-------|
| 2.1 | Literature Review                                    | 12-14 |
| 2.2 | Concept of E-Recruitment                             | 14-17 |
| 2.3 | Dimensions of E-Recruitment and Students' Perception | 17-18 |
|     | 2.3.1 Internet Familiarity and Students' Perception  | 18-21 |
|     | 2.3.2 User Friendliness and Students' Perception     | 21-23 |
|     | 2.3.3 Publicity and Students' Perception             | 24-26 |
|     | 2.3.4 Students' Attitude and Perception              | 27-29 |
| 2.4 | Conceptual Framework                                 | 30-32 |
| 2.5 | Hypothesis   | 32-33 |

### Chapter 3 : Research Methodology

|     |                             |       |
|-----|-----------------------------|-------|
| 3.1 | Research Design             | 34-35 |
| 3.2 | Sample Size                 | 35    |
| 3.3 | Sampling Technique          | 35-36 |
| 3.4 | Unit of Analysis            | 36    |
| 3.5 | Measurement/Instrumentation | 36-37 |
| 3.6 | Data Collection             | 37    |
|     | 3.6.1 Questionnaires        | 38    |
| 3.7 | Data Analysis               | 39-40 |

### Chapter 4: Findings and Discussion

|     |  |       |
|-----|--|-------|
| 4.1 | Introduction   | 41    |
| 4.2 | Reliability Analysis                                     | 41    |
| 4.3 | Descriptive Analysis                                     | 42    |
|     | 4.3.1 Respondents' Profile                               | 43-44 |
| 4.4 | Mean Analysis  | 44-45 |
| 4.5 | Inferential Analysis and Discussion                      |       |
|     | 4.5.1 Examination of Hypothesis (I) Internet Familiarity | 46-47 |
|     | 4.5.2 Examination of Hypothesis (II) User Friendliness   | 47-49 |

|       |  |       |
|-------|--|-------|
| 4.5.3 | Examination of Hypothesis (III) Publicity          | 49-50 |
| 4.5.4 | Examination of Hypothesis (IV) Students' Attitudes | 50-52 |

## **Chapter 5: Implications, Recommendations and Conclusion**

|     |                           |       |
|-----|---------------------------|-------|
| 5.1 | Implications For Practice | 53-56 |
| 5.2 | Recommendations           | 56-57 |
| 5.3 | Conclusion                | 57-58 |

|                            |        |
|----------------------------|--------|
| References                 | 59-66  |
| Appendix A [questionnaire] | 66-70  |
| Appendix B                 | 71-131 |
| List of tables             |        |
| List of figures            |        |

## **LIST OF TABLES**

|   |       |
|---|-------|
| Table 3.1: The Summary of Questionnaires Design   | 37    |
| Table 3.2: Sources of Questionnaire   | 38    |
| Table 3.3: The Summary of Research Objectives, Variables,<br>Variables Involved, Scale and Technique Analysis | 39-40 |
| Table 4.1: Reliability Analysis   | 42    |
| Table 4.2: Respondents' Profile   | 43    |
| Table 4.3: Mean of the Study  | 44    |
| Table 4.4: Guilford's Rule of Thumb   | 45    |
| Table 4.5: Correlation between Students' Perception and Internet Familiarity                                  | 46    |
| Table 4.6: Correlation between Students' Perception and User Friendliness                                     | 48    |
| Table 4.7: Correlation between Students' Perception and Publicity   | 49    |
| Table 4.8: Correlation between Students' Perception and Students' Attitude                                    | 51    |

## **LIST OF FIGURE**

|  |    |
|--|----|
| Table 2.1: Conceptual Framework of Study | 30 |
|--|----|

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

In the emerging global economy, everything through internet becomes a necessary component of business development and a strong catalyst for organization/company development. As can be seen, organizations around the world have been affected by technological growth which has implications on the social, cultural and business environment, consumer expectations and employee relations.

During this era, organizations concentrate on profit's growth, information's efficiency for the business purposes, capital management and moving forward for continued change. Therefore, organizations need to build new competencies to face new challenges. By having new competencies, they require new talents in the organizations. This is where recruitment is imperative to every organization in the world. Recruitment is the process of locating potential individuals who might join an organization and encouraging them to apply for existing or anticipated job openings (Snell & Bohlander, 2010). During this process, firms make an effort the applicant fully about the qualification they need for particular jobs and the career opportunities their organizations offer employees.

However, lately, there is growing evidence that organizations are using internet technology and the World Wide Web as a platform for recruiting and testing candidates. For example, the institute for employment studies (IES) survey of 50 organizations using e-recruitment reported that the primary drivers behind the decisions to pursue e-

recruitment were to improve corporate image and profile, reduce recruitment costs, reduce administrative burden and employ better tools for the recruitment team. E-recruitment, on the other hand can be defined as the process of personnel recruitment using electronic resources, in particular the internet (Crispin & Mahler, 2000).

The terms **online recruitment**, **internet recruitment**, and **e-recruitment** has been used and applied interchangeably but it still referred to the similar definition. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which job candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible (Richardson, 2002).

The increased competition between organizations has led to the transformation of recruitment from using job interview to the fast and cost-saving approach, e-recruitment. The importance of online recruiting is even more recognized by international companies, as for example recruiters from 96 out of the Fortune 100 companies are customers of at least one external e-recruiting service (Lee, 2005).

As technology already linked with human resource department through the e-recruitment mechanism, Malaysia, on the other hands still left behind from using this kind of application. America, India, Netherland, United Kingdom already ahead of Malaysia and had managed to use the e-recruitment system in most of their organizations. In addition, Malaysia is still lack of publicity on the concept of e-recruitment and unaware that this is one of the latest trend in the human resource world. Furthermore,

internet penetration or familiarity still low among us also one of the factor why e-recruitment not the first option by any organizations and also the job applicants.

In this study, the researchers intended to identify the perception of final year students on e-recruitment. The researchers also intended in finding out what factors that might affect their perception and to know whether they are aware about the e-recruitment or not.

## **1.2 Problem Statement**

E-recruitment is a means of using information technology (IT) to perform, speed up or improves this process (Tong & Sivanand, 2005). E-recruitment also falls under e-HRM which is an organization's e-business system that uses web-based technologies for human resource management practices and policies (Ruel , Bondarouk & Looise , 2007). The findings of the study also show that e-recruitment in Malaysia is still in progress work and even the big recruiting firms have not fully implemented this technology (Poorangi,Razavi & Rahmani, 2011).

The use of the system might require a greater change than just changing the technology. When dealing with an unseen of e-recruitment system, the company and the user of the system might question the effectiveness and efficiency of this system. Research evidence from public appointment service of Ireland suggests that e-recruitment is not without its problems. This is hardly surprising as the technology is still relatively new and many organizations will have experienced this kind of problems (Rooney, 2006). Previous research suggests that the principal areas of difficulty are the technical

and IT related problems, the generation of unsuitable applicants and the difficulty reconciling online and off line processes (Rooney, 2006).

The technical and IT related problems also one of the limitations of e-recruitment. One of them is e-recruiting sites have several limitations in comparison to other ways of job searching options (Jansen, Ettinger & Wilderom, 2009). Mohammad Al-Ali (2009) suggested that from the points of web-usability, it may turn-off candidates, particularly if the website is badly designed or technical difficulties are encountered. Lack of information also considered as a technical problem as it hinder the candidate from knowing the extensive information regarding the e-recruitment.

The generation of half-hearted applicants sometimes led to non-serious applicants. A lot of applicants forward their resumes just to know their market value. As personally the candidates are not checked thus whether they are serious is not known in leaving the current job (Al-Ali, M. 2009). At the time of interview the recruiter might realize that the candidate is not serious in but by that time some serious candidates might have been rejected. There are also other limitations that arise from it is own success, such as the generation of too many applications, as well as areas where organizations have not yet got to grips with all the options available. It is disadvantage to them because the huge database cannot be scanned in depth. Either first few candidates are called for interview or the resumes are screened based on some key words (Al-Ali, M. 2009). On the other hand applicants also face global competition when the other candidates hands their resume through online.

The difficulty reconciling online and off line processes are lied upon on the applicants themselves. There was a conducted survey been by University of Twente, Netherlands (2009) upon the limitations of e-recruitment on the applicant perspectives' is Firstly, e-recruitment has lack of personal communication and anonymity. It can be assumed as lack of personal contact, lack of face-to-face contact, lack of direct interaction or inability to steer the information exchange. This limitation is interpreted as the lack of personal communication. A second limitation was linked to the lack of applicant contact. These results indicate a difficulty for a company to wait for the applicants' response. In other research it has also been noted that the level of interactivity between applicants and future employers is a specific and important element for e-recruiting success (Breugh, 2000; Maurer, 2007).

Unfortunately, researches in the field of online recruitment in the Malaysian environment are scarce. The online recruitment environment in Malaysia is still in the initial stage. Many Malaysian companies only show their job vacancies in the websites and yet the job seekers cannot apply for the vacancies online. Nevertheless, the knowledge in online recruitment is essential for Malaysian companies as they are facing the hyper-competitions in the globalised recruitment. It is important for Malaysian companies to fully be aware of, understand and develop the right tools to configure the efficient online recruitment practice that would enhance their recruitment process ability (Al-Ali, M. 2009).

Therefore, in this study the researchers try to identify the dimensions of e-recruitment that affect the final year students' perception. Each dimension was explained and supported by literature reviews in the next chapter.

### **1.3 Research Objectives**

The research objectives for this study as the following:

- i. To examine whether internet familiarity among students affect their perception on e-recruitment.
- ii. To analyze whether user friendliness influences the students' perception on e-recruitment.
- iii. To examine the relationship between publicity and students' perception on e-recruitment.
- iv. To identify whether student's attitudes affect their perception on e-recruitment.
- v. To identify the most influential dimensions of e-recruitment among students' perception in Universiti Teknologi MARA (UiTM), Melaka City Campus.

### **1.4 Scope of The Study**

This study focused on final year students from Universiti Teknologi MARA (UiTM), Melaka City Campus. The respondents were about 200 people. The sampling method that chose was convenience sampling for this study. Data were collected using self-administered questionnaires. Data was analyzed using SPSS (Statistical Package for the Social Sciences).

## 1.5 Significance of The Study

This study is expected to provide the significance as follows:

- I) To the final year students of Universiti Teknologi MARA Melaka City Campus.
  - As a guideline for the students to find more information about e-recruitment and change negative perception towards e-recruitment as it is needed for job searching when they are graduated from university.
  
- II) To Universiti Teknologi MARA
  - It can be as the future reference for other studies to be conducted in the same field.
  
- III) To the service providers such as JobStreet.com, CollegeGrad.com and Electronic Labor Exchange
  - As a guideline for the service providers to improve their services on the e-recruitment, on how to attract users so that the users are more interested to find job through internet from their site.

## **1.6 Definition of Terms/Concepts**

There are some concepts need to be clearly defined for clear understanding in this study. This is to avoid any misconception and misunderstanding. The concepts that mostly used and to be understood in depth are:

### **I) Perception**

Perception can be defined as the process by which people translate sensory imitation into a rational and integrated view of the world around them. Though necessarily based on incomplete and unconfirmed (or unreliable) information, perception is ‘the reality’ and guides human behavior in general (Anonymous, 2010).

In this study, the researcher will determine the perception of the students towards e-recruitment via questionnaires. To relate with this study, the perception of students is capable to influence them whether to use e-recruitment or not. Thus, if the students perceived that e-recruitment is a convenient method, they will definitely use this method.

### **II) Dimension**

According to Kambayashi, Mohania & Tjoa (2000), dimension may be defined as dependent on the characteristics of a modeled sample. Different dimensions structured are required whereby the dimension can be defined as a part of a situation, especially when it influences the way someone

think about the situation. However, dimension for this study referred as the additional value in e-recruitment that could give an impact towards the students' perception. There are 4 dimensions which are internet familiarity, user friendliness, publicity and students' attitude than been pointed out in the e-recruitment as dependant variables.

In this study, the researcher evaluated the perception of the e-recruitment by the students via the dimensions stated above. In order to pinpoint whether the e-recruitment perception could really be alter by those dimensions, the questionnaires has been prepared to 200 potential respondents.

### **III) E-recruitment**

E-recruitment, also known within the literature as online recruitment, internet recruiting or cybercruiting refers to the practice of advertising job vacancies online, and the formal sourcing of information about jobs online (Galanaki, 2002). Within developed countries it is reported more than 75% of Human Resource professionals utilize Internet recruitment methods (i.e. internet job boards) in conjunction with more traditional recruitment methods, such as newspaper advertisements and employee referrals (Anonymous, 2000).

In this research, e-recruitment can be referred as one of the alternatives in job seeking. As can be seen, it provides a unique opportunity for job seekers through the company websites. From the system itself, the job seekers can constantly updated employment then post their resumes online in order to announce their availability to potential employers. By using 200 potential

respondents in this research, the researchers forecasted the dimension of e-recruitment that affect final year students' perception.

#### **IV) Final year student**

A student is a learner, or someone who attends an educational institution. In some nations, is reserved for those who attend university, while a schoolchild under the age of eighteen is called a pupil. In its widest use, student is used for anyone who is learning someone who goes to a university, college, or school. The final year student is the students who will be graduated soon approximately in about one year. (Anonymous, 2002). So, the final year students will become the target group in this research to know and determine about their perception on e-recruitment method as they will be seeking for a job after they graduated soon.

In this study, the researchers will choose the final year students in the university to determine about their perception towards e-recruitment. Thus, only the students who will graduate in about one year will answer the questionnaires given. To relate with this study, the perception of final year students is capable to influence them whether to use e-recruitment or not. Moreover, the researchers want to know whether the final year students in the university aware about e-recruitment or not and whether they choose this type of job seeking method nowadays.

## **1.7 Limitations of the Study**

Through this study, there are few limitations had occurred:

- I) The most significant limitation of this study is the use of a convenience sample. The result may therefore not be representative of the perceptions of the whole population of the students in Universiti Teknologi MARA, (UiTM), Melaka City Campus.
  
- II) The students are unwilling to give full cooperation to answer the questionnaire whereby some of the students felt that it is not so important as they are many other recruitment methods.

## CHAPTER 2

### LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

#### 2.1 Introduction

Perception is the sensory experience of the world around and involves both the recognition of environmental stimuli and actions in response to these stimuli (Cherry, 2008). Through the perceptual process, information about properties and elements of the environment that are critical to the survival can be gain. Perception is not only creates experience of the world around; it allows to act within people's environment. Thus, in this research paper will discussed about the perception of final year students on e-recruitment.

One of the example of recruitment methods is e-recruitment. In early-1990s, with the advancement of internet technology, many have witnessed the transformation of the conventional recruitment methods to online recruitment (Joyce, 2002). Some corporate companies even use their web sites to recruit people while others capitalized this change to become e-recruitment service providers (Dixon, 2000).

While e-recruitment seemingly paves the way to become future recruitment method, and is highly likely to become jobseekers platform for job search, it is logically to review the specific jobseekers perceptions and behaviours on this technology usage. As Peter (2001) pointed out that generally, there are two categories of jobseekers: active and passive. Passive jobseekers are those employed jobseekers that already have a good position, but will apply if they see another job of interest, whereas active candidates may

include the dissatisfied, less employable jobseekers and passive candidates are of higher quality than active candidates.

Most e-recruiters provide free services to applicants or jobseekers to post their resume's online in their databases (Galanaki, 2002). With this free posting, the growth of resume's is inevitable. Millions of resume's are posted to famous e-recruitment web sites, becoming a truemarket; uncontrolled and unconstrained by geography (Cappelli, 2001). The e-recruiting sites are expected to have extensive search functionality; sophisticated matching functionality; resume creation options; provide detailed vacancy, recruiter and company information; and aim for more personal and proactive contact between job seekers and recruiters (Jansen, Ettinger & Wilderom, 2009) .

The widespread availability and large number of e-recruiting services show that finding jobs online is an important asset for applicants who seek employment as well as for recruiters who aim to fill open positions as quickly as possible. In a recent study, internet search engines and websites ranked third as means for getting a job, just behind using personal networking and contacting professional recruiters. In the same study, the internet ranked second most helpful strategy for job hunting with personal networking taking the lead (Feldman & Klaas, 2005).

Moreover, internet has the capacity to provide unlimited amount of information about the job and the organization (Cober, 2000; Rozelle & Landis, 2002). The students' attitude may be affected by the useful information gained as when there is many additional information obtained by the applicant it indirectly could affect their assessment of fit to the job and their organization. In addition, student's or applicant interest in the

position was measured in the combined factors of perceptions of salary, opportunity to use abilities in the job and the job being challenging and interesting (Rynes, Bretz & Gerhart, 1991).

## **2.2 Concept of E-recruitment**

Method of e-recruitment identified by Chartered Institute of Personnel and Development (CIPD, 1999) is by having the addition of recruitment pages to the organization's websites. This method continuously increase in practice as the other recruitment method become inflexibility and resulted in high cost bear by the organization (Lee, 2005). The other mean is the use of specialized recruitment websites which act as a medium between organizations and potential applicants such as online job boards, job portals, job agencies and online recruiters. Last but not least, the use of media sites which involves placing an advertisement in a more traditional media such as newspaper which also has its own websites and post the same advertisement simultaneously on the websites, usually for free.

The evolution of job market has proven that traditional methods of recruitment are becoming inefficient. Internet has introduced a new way of managing human resources. Nowadays, job seekers can send their curriculum vitas (CVs) directly to companies (email) or to dedicated servers on the web. Recruiters, on the other side, can publish their job offers on the web with a significant reduction in cost and time (Boufaida & Prié, 2006). With advances in technology Internet recruitment has become a key medium for recruitment by employers and recruitment agencies (Glover, 2007). Since 1998 there has

been a significant increase in the number of organizations using their corporate website as a recruitment channel (Searle, 2006). It is estimated that the online recruitment business has grown to around £3.8 billion in 2005 (Taylor, 2001; cited in Pilbeam & Corbridge, 2006).

Internet recruitment is seen as an effective recruitment medium especially when recruiting graduates, IT and technical professionals and middle managers. E-recruitment, also known within the literature as online recruitment, internet recruiting or cybercruiting refers to the practice of advertising job vacancies online, and the formal sourcing of information about jobs online (Galanaki, 2002). Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web.

Development in internet technology, notably in the falling cost and increasing accessibility of broadband will result in an even greater impact on traditional recruitment techniques. This technology is seen as a pathway to improve external and internal interactions and communication between jobseekers, firms, employees, and other stakeholders, as well as to build data bases to store and recall data. According to the Internet Advertising Bureau, online recruitment represented 22.1% of all online advertising in 2005 (Networx, 2007).

In Malaysia, E-HRM is mainly intended to speed up traditional human resource management and e-recruitment is considered as a system to enable SMEs to deal with multi-cultural and multi-lingual working contexts and that improves communication and interaction with employees and job seekers. Executives of Malaysian company believes

that e-recruitment can lead them to a new competitive position mainly in Malaysia labor market due to the importance of knowledge workers and resource-based competition (Poorangi, Razavi & Rahmani, 2011).

Among job seekers, an estimated one in four have utilizes the internet to source job of opportunities (Smith, Bradley & Rafte, 2004). This indicated that popularity of internet as a medium of recruitment is rising. As a creative recruitment tools, e-recruitment provides a chance to build long term relationship between job seekers and organizations. Some of the key features of e-recruitment include the ability for organizations to initiate background checks, undertake interviews, create customized email notification for recruiters for passive and active candidates, provides multi language support, psychometric testing, interactive application forms and assessment tools (Bartram, 2000).

There are 5 assumptions associated with that been underlined under e-recruitment (Lievens & Harris, 2003), which are:

- i. E-recruitment is a field to attract the candidates to apply and accept job offers.
- ii. Internet makes the recruitment process quicker and far easier.
- iii. The substantial amount of information of the organization could be obtained by the candidates before they apply for the job.
- iv. The applicants can be induced to return to a websites (Lievens & Harris, 2003).

- v. The cost issue which they estimated less expensive than traditional methods.

As e-recruitment perceived with a lot of benefits like an easy-access of information regarding job opportunity, the reduction cost bear by firm on using traditional recruitment methods, the unlimited accessibility via websites by candidates and organizations, and last but not least, the last medium to attract high quality people who are not actively searching for a job also known as passive seekers. The impact of e-recruitment which is major concern can be seen as it will generate a high quantity application (Chyna, 2001). A large applicant pool can also have the negative effect of increasing costs in administering recruitment and selection systems (Carlson, Connerley & Mecham, 2002).

### **2.3 Dimensions of E-recruitment and Students' Perception**

The recruitment method is described as “the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organization can select each other in their own best short and long term interests”. In other words, the recruitment process provides the organization with a pool of potentially qualified job candidates from which judicious selection can be made to fill vacancies (Richardson, 2002). Either using external sources or internal sources, both deems is necessary to the organizations.

Most organizations utilize both mechanisms to effect recruitment to all levels. Organizations may seek recruits for base-level entry positions or to fill up the executives

levels. Once these candidates are identified, the process of selecting appropriate employees for employment can begin. This means collecting, measuring, and evaluating information about candidates' qualifications for specified positions (Bernthal, 2003). Organizations use these practices to increase the likelihood of hiring individuals who have the right skills and abilities to be successful in the target job.

In Malaysia, e-recruitment is one of the electronic services (e-services) applications, which is the fifth pilot project of e-government flagship application. (Rosita & Nadianatra, 2006). There are 5 dimensions of e-recruitment that are applicable in general into a recruitment system which are firstly, internet familiarity is more focus on the student's ability to access the internet and using the internet for job application. Secondly, the user friendliness of e-recruitment more focus on the system itself as the organization should publicize the websites which is easy, user-friendly and able to update from time to time. The third dimension is a publicity of e-recruitment is a part of student's knowledge on regards of this. It depends on how students get to know of it. The last dimension is the students' attitude towards e-recruitment system.

### **2.3.1 Internet Familiarity and Students' Perception**

Internet familiarity is whereby the user is having enough skills and knowledge on how to interact with internet. It is also known as internet literacy. Malaysia, however, still is a country with a high degree of computer illiteracy or non-access to a computer. The student that own personal computers and have internet access is considered as internet

literate. They will know how to utilize the internet to the very end and very familiar on how the internet worked (Marr, 2007).

A study conducted by Goodwin (1999) revealed that the use of internet to advertise a job and attract potential candidates has been shown to be less expensive than traditional recruitment techniques. The popularity of the internet as a recruitment source now sees a variety of positions being advertised in the internet, from traditionally blue-collar or trades type roles, to white collars and professional positions (Baxter, 2005). If there is internet familiarity that occurred students tend to know more about the e-recruitment by only surfing the internet. In the internet era, the traditional method of recruitment has also been revolutionized. Earlier, the newspaper advertisements were the only formal external way of posting a vacancy and attracting potential employees.

There were several studies examined the effect of website usability on viewers' organizational impressions. Braddy, Thompson, Wuensch & Grossnickle (2003) showed that the ease of navigation to a job advertisement on a company's website was related to positive general impressions of the hiring organization under investigation. Additional research investigating the effects of website usability on organizational attractiveness (Williamson, Lepak, & King, 2003) website attitudes or evaluations (Chen, 1999), and satisfaction with website use (Palmer, 2002) have been similarly supportive.

Analysis on variance by Syvla and Mol (2009) showed the significant effect for internet familiarity were more positive on perceived efficiency, internet selection image, process fairness, information provision, and overall process satisfaction compared with the respondents who rated themselves relatively low on internet familiarity.

The internet is a medium which connects the job seeker and the employer for the recruitment purpose virtually. E-recruitment takes care of the entire recruitment process, from placing the job advertisements to receiving the resumes and selecting the right candidate for the right job, online in a simplified and cost effective manner. Internet is a vast computer network linking smaller computer networks worldwide. The Chartered Institute of Personnel and Development (CIPD, 2007) mentioned that 84% of the organizations experienced recruitment difficulties related to consequences of tight labour market conditions, and the need to choose appropriate ways to access the labour market. With the development of internet recruitment, the already existing recruitment techniques augment. When the student tend to be familiarize with the usage of internet, they can search the job easier and thus it can change their perception on e-recruitment.

According to Dhruvakanth B Shenoy, Vice President-Marketing, Asia, Monster.com, India, the growth in the e-recruitment industry has been fuelled with the adoption of technology by prospective employers and internet penetration. Organizations have cut costs by almost 80 percent over traditional recruitment modes by moving over to the online recruitment process. So, when the applicant especially student aware and familiar with internet, they likely to know more about the e-recruitment process by only surfing the internet. Actually, familiarity with internet tools and techniques in searching and extracting information may also help to change perception of the students. Moreover, a student who is familiar with alternate ways of setting connected with the internet and able to identify, acquire and set-up the internet access tools for example www, archive and gopher may be more interested in e-recruitment system.

Hence, the student must familiarize with the internet usage so that they can know on how to use and search on e-recruitment website so that it can help in searching jobs through online which are easier and faster than traditional method. The student who rated themselves as highly familiar with the use of internet significantly has positive perceptions and high level satisfaction with the online application process (Chen, 1999). This implies that the use of online recruitment systems by organizations could lead to higher organizational attraction among job applicants who are highly familiar with the internet compared to the applicants who are less familiar.

### **2.3.2 User Friendliness and Students' Perception**

The usability of websites has traditionally been defined as the perceived ease with which applicants can access desired information from a website (Karat, 1997; Neilson, 2000). Today, organizations have their own sites or job postings are given in the placement sites. The candidates can visit the sites, post resume, and contact the company directly without any delay (Ghosh, 2009). However, the question may arise whether the websites really help the applicants in gathering the information about the job and apply it in the same time or is it fails to attract applicants as the websites lack of user friendliness aspect.

The viewers usually like to surf the website that provide easy navigation tools of the site and allows for direct access to the information (Hannon, Jelf & Brandes, 1998). The findings from Jansen, Ettinger and Wilderom (2009) implied that the e-recruiting sites are expected to have extensive search functionality; sophisticated matching

functionality; resume creation options; provide detailed vacancy, recruiter and company information; and aim for more personal and proactive contact between job seekers and recruiters.

The backbone of a highly useable e-recruiting site lies in its ability to support a multitude of correct matches between results and search terms that are up to date. Stanton and Rogelberg (2001) have also pointed out that attractive web pages have diverse designs, are intriguing to visitors, and provide an interactive experience. The simpler and easier the system is handled, the more useful it is perceived by the user.

In a research by Tyagi (2012) , the aim of a job advertisement is to attract interest, communicate quickly and to provide a clear response. Design should concentrate on clarity or text, layout, and on conveying a professional image. An effective job advertisement should clearly specify the job title, company profile, job description, qualification required and how to apply for the position. So, it must be user friendly to attract people to surfing their websites for job searching. In Malaysia the websites that may become an option to find job are JobStreet.com, Electronic Labor Exchange, StarJobs Online, JobsDB.com, and many more.

Most studies have revealed that applicants generally hold a positive attitude toward the use of internet for recruitment and selection purposes (Sylva & Mol, 2009). The differences in attitudes towards the use of computers and the internet point to a so-called digital-divide or e-loadedness (Sharf, 2000). The inequality of skills, computer experience, internet efficacy, and openness to experience are some examples of variables that may influence perceptions. (Anderson, 2003; Bartram, 2000). The user friendliness

that featured in e-recruitment websites is the indicator to decide whether people will go for the idea of using internet as a means of finding job or not (Sharf, 2000).

While research on Internet recruiting is still in its infancy, several studies have examined the effect of website usability on viewers' organizational impressions. Cober et al. (2003) demonstrated that favorable usability perceptions were associated with participants' increased inclinations to pursue a job with an organization and to recommend a prospective employer to their friends. Sinar, Reynolds and Paquet (2003) investigated the effects of system speed and website user-friendliness on job applicants' evaluations of company image after these job applicants completed the recruitment and selection process implemented by these companies. When the website about e-recruitment become user friendly, users especially final semester students likely to use the e-recruitment method to find job information through online which are more easier and fastest ways.

Hence, the website made by the service providers must be user friendly as students will be more attracted and likely to visit or surf and also find information on the jobs. For example, an international service providers like Jobstreet.com had a unique, attractive, and easy to handle and find information as needed and it may change students' perception towards e-recruitment.

### **2.3.3 Publicity and Students' Perception**

Publicity, defined as information about a product or service communicated through editorial media that are not paid for by the organization (Cameron, 1994), represents a highly effective means for enhancing product brand image (Aaker, 1991). Although such publicity is not under direct organizational control, organizations can positively influence the publicity they receive through press releases and public relations campaigns (Cameron, 1994).

The marketing literature suggests publicity influences brand images because consumers find it to be more credible (Schwarz, Kumpf, & Bussman, 1986) and memorable (Cameron, 1994) than paid advertisements. There must be more publicity about e-recruitment which is under Ministry of Human Resources. The government and NGO's must collaborated together to ensure that the users become more alert and aware about e-recruitment and thus may shape their perceptions about e-recruitment.

Recent trend of recruitment is e-recruitment or the internet recruitment or on-line recruitment, where the process of recruitment is automated. The automation began in 1980 but was systematized in 1990 with the release of Restrac's initial product (Ghosh, 2009). Restrac is one of the major competitors in the Resume Management, scanning and sifting marketplace. Online job search and recruitment activity have vastly expanded since the year 2000.

In 2003, it was reported that 45% of job seekers confirmed having consulted the Internet as part of their job search. By 2006, a survey conducted by the Society for Human Resource Management put the number of job seekers who used online resources

in their job searches at a staggering 96% (Younger, 2007). It appears that for a growing number of employees on the lookout for a new position, the concepts of job search and online job search are now virtually synonymous.

There are other ways to publicize the vacancy or position via internet. According to Ives (2009), the recent survey through Jobvite over 400 recruiters, 80 percent of companies use or are planning to use social networking to find and attract candidates this year. Jobvite is online service offering used by companies to manage their entire recruiting process and support their word of mouth job marketing. Ives explained that the CEO of Jobvite, Dan Finnigan created the applications that cover the complete hiring process from post to hire. It supports external recruitment, applicant tracking, employee referral and internet mobility with a single clean interface (Ives, 2009).

Jobvite also provide a career site, integration with social networking and custom reporting. Recruiters and employees can target job opportunities to qualify people in their network and spread the word virally through Jobvite. Through one of the most interesting features, employees can send personalized job invitation or Jobvites to contact in linkedIn, Facebook, Twitter as well as Outlook and other email programs (Ives, 2009). When you send a Jobvite to contacts in your social networks, matching technology recommends the appropriate people in your network for the job. From this, the social networking could be used to promote and advertise e-recruitment widely.

Other than company's effort and the power of social networking to empower e-recruitment, the government intervention upon the publicity of e-recruitment could set the method become popular. In the Welsh, United Kingdom, their local government already

steps in to embark the e-recruitment concept. The system is called a sign post job advertisement. A sign post job advertisement is placed in the newspaper in the normal way.

However, what is different is that it provides only the minimum information necessary to attract potential applicants (Freeman, 2006). This can be as little as the post title and reference, salary, closing date and contact details plus those elements that make up the authority's 'house style' e.g. logo, 'two tick' symbol, equalities statement etc. Interested applicants are then directed via the contact details to the local authority web site (Freeman, 2006).

Full details about the authority and the job can be displayed on the local authority website at little cost to the authority and at a relatively small cost per job compared to a conventional newspaper advertisement in the case of an alternative provider (Freeman, 2006). This makes job applications possible on a 24/7 basis. Due to this, the number of hits to the local authority web sites has vastly increased and many more applicants are applying via the web. By having this kind of intervention by government, the e-recruitment method could be established widely.

Hence, the student must alert about the exposure of e-recruitment via publicity by the media. The era of globalization enabled the students to get in touch with information through social networking, blog, online news paper and other information instruments. This implies that the more e-recruitment is publicized and promoted, the possibility of e-recruitment to be used by student can also increase.

#### **2.3.4 Students' Attitude and Perception**

An attitude is a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related (Allport, 1935). When searching for a job, the applicant may already have an attitude toward the organization through perceptions of the organization's reputation or their familiarity with the organization (Cober , Brown, Keeping & Levy, 2004). The applicants, in the first place, they already looked upon the information of the organization that they intend to apply the job with.

More than 90 percent of job applicants check out a company's web site before taking the job. The web helps bring qualified individuals together with corporations in need of talent. In general, practitioners reported very positive attitudes toward the use of both mechanisms for online recruiting, but reported that Employment Web Sites did a better job of motivating job seekers to want to work for their organization (Cober, Brown, Keeping & Levy, 2004).

The attractiveness and usability of organizations' websites did influence the attitudes of applicants towards using e-recruitment. Scheu, Ryan, and Nona (1999) confirmed the role of web site aesthetics. In their study, impressions of a company's web site design were positively related to intentions to apply to that company. It was also found that applicant perceptions of a company changed after visiting that company's web site.

To illustrate, a study conducted by Allen, Mahto and Otondo (2007) found that the richness of an organization's Web site was positively related to attitudes towards a

Web site and employment intentions. Research by Dineen, Ling, Ash and Del Vecchio (2007) suggested that when a Web site contains customized information and pleasing aesthetic features, lower-fitting individuals tend to be less attracted to the organization, ultimately influencing applicant self-selection behaviors.

A study by Gatewood, Gowen & Lautenschlager (1993) found that the image applicants formed about an organization, based on their recruitment brochures, accounted for 60 percent of the variance in decisions to apply for work. This finding clearly highlights the importance of early impression formation in the likelihood of pursuing employment. Through first impression, it could develop and influence attitudes on e-recruitment (Cober, 2001).

Web pages can influence the formation of these impressions, so they should be a primary concern of human resource departments. To relate with, some organizations are disadvantaged in their recruitment efforts, because negative perceptions exist regarding the organization (Cober, 2001). Such negative perceptions repel potential employees, leading them to exclude organizations from future employment consideration.

Despite all of this, there is serious concern issue over e-recruitment system which led to the bad attitudes towards the e-recruitment system. Those 2 issues is the privacy of applicants and identity thefts. Privacy in online hiring is an important issue that is raising concerns among job seekers (Lin & Stasinskaya, 2002).

The major concern is lack of assurance that private information on an individual's application form or resume will not be given or sold to a third party or used for other than hiring purposes (Borstoff, 2007). As the internet being available to essentially everyone,

the privacy of applying for a new job is jeopardized by the ability of someone's current employer being able to see their resume online (Borstoff, 2007).

Another potential online danger is identity theft. The Identity Theft Resource Center reports that job seekers may be at a slightly higher level of risk for identity theft (Foley, 2005). This issue might be the reason why students might turn away from using e-recruitment.

Hence, the student attitude is important to know what they perceive towards e-recruitment as a job searching method. The student can determine the reliability, the easiness and the satisfaction during using the e-recruitment websites. All of these characteristics will decide the impression and perception either good or bad towards e-recruitment website and the organization itself.

## 2.4 Conceptual Framework

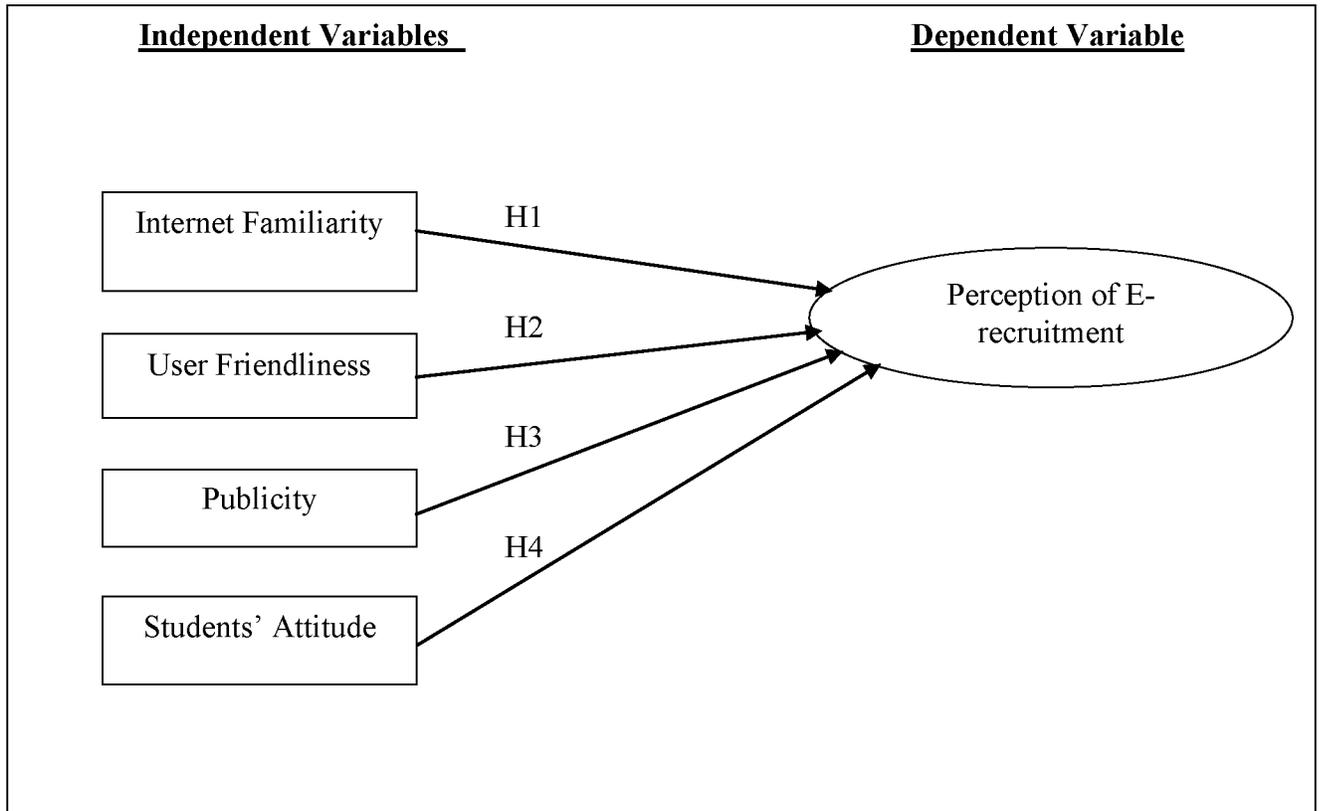


Figure 2.1 shows the relationship between independent variables and the dependent variables. Under the independent variables, there were internet familiarity, user friendliness, publicity, students' attitude and the dependent variable was the students' perception on e-recruitment.

### D) Internet Familiarity

This variable shows that the internet familiarity influences the student's perception on e-recruitment. It has been sustained that e-recruitment can bring the qualified candidates to the employers. From relevant literature, applicants through the Internet are mostly young, computer literate, educated and showing some interest in the recruiting company (Ganalaki, 2002; Zall, 2000). From i-Logo research in the year 1998

stated by Erica R.Marr (2007) in her article, internet helps company to attract applicants and Internet users tend to be better-educated and obviously more computer literate than non-users. Actually, internet familiarity happens when the user is having enough skill and knowledge on how to use and interact with internet. The student must be familiar with the internet usage as it may influence their perception on e-recruitment.

## **II) User Friendliness.**

Appropriate colors, font and graphics not only make a site more interesting, but also make it easy to use (Hannon, Jelf & Brandes, 1998). The usability of websites has traditionally been defined as the perceived ease with which applicants can access desired information from a website (Karat, 1997; Nielson, 2000). Stanton (2001) and Rosenberg (2001) have also pointed out that attractive web pages have diverse designs, are intriguing to visitors and provide interactive experience. The e-recruitment websites must be user friendly to the students so it may influence them as the final year students in Universiti Teknologi MARA (UiTM), Melaka City Campus for job finding.

## **III) Publicity**

Publicity can be defined as an act or device designed to attract public interest specifically, information with news value issued as a means of gaining public attention or support. Publicity is also known as information that attracts attention to a company, product, person, or event. A third party, usually from the media, is often employed to generate publicity. When there is more publicity made about e-recruitment, people will be more interested to know about this method. Thus, generally it may change

the user's perception and specifically on students' perception towards e-recruitment (Al-Ali, M. 2009).

#### **IV) Students' Attitude**

Attitude can be defined as a predisposition to experience, to be motivated by, and to act toward, a class of objects in a predictable manner (Smith, Bruner, & White, 1956). Warren (1934) defined attitude connotes a condition of readiness for a certain type of activity. On the basis of the students' attitude, the acceptance of e-recruitment could be forecast. For example, based on this research, the relationship between students' attitude and e-recruitment could be determined, when the students view the e-recruitment websites. It will form an attitude towards the websites. If the websites succeeded in attracting their attention towards using the e-recruitment system, then, the good attitude towards e-recruitment will be formed.

### **2.5 Hypotheses**

Hypotheses are made to know the significant relationship between the dimensions of e-recruitment and perception. The researchers suggest the hypotheses as below:

#### **H1 Internet Familiarity:**

H0: There is no significant relationship between internet familiarity and the students' perception.

H1: There is a significant relationship between internet familiarity and the students' perception.

**H2 User Friendliness:**

H0: There is no significant relationship between user friendliness and students' perception.

H1: There is a significant relationship between user friendliness and students' perception.

**H3 Publicity:**

H0: There is no significant relationship between publicity and the students' perception.

H1: There is a significant relationship between publicity and the students' perception.

**H4 Students' Attitude:**

H0: There is no significant relationship between student's attitude and the students' perception.

H1: There is a significant relationship between students' attitude and students' perception.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology that will be use to conduct this study and it also include the discussion of research design, unit of analysis, sample size, sampling technique , measurement / instrumentation, data collection and data analysis

#### **3.1 Research design**

The research design discussed briefly on the procedures to do the research that is used in analyzing the data in this research. A design is used to structure the research, to show how all of the major parts of the research project. The types of research design selected therefore depend upon the nature of the research claims (Anonymous, 2006). This study is regarding on the perception of e-recruitment in final year students from Universiti Teknologi MARA (UiTM), Melaka City Campus.

Research design details the procedures necessary for obtaining the information required in a research project. Research design may be broadly classified as exploratory or conclusive. The primary objective of exploratory research is to provide insights into, and an understanding of the problem confronting the researcher. The research process for the exploratory research is flexible and unstructured involving small and unrepresentative sample. The findings of the exploratory research should be regarded as input to further research. It is based on large representative samples, and the data are subjected to quantitative analysis (Mahaltora, 2004).

This study is a cross-sectional study in which data is gathered just once, perhaps over a period of days or weeks or months, in order to answer the research questions (Anonymous, 2009). Through the survey, its attempt to determined, described and analyzed about the students perception on e-recruitment among final year students from Universiti Teknologi MARA (UiTM), Melaka City Campus. It based on four dimensions which are internet familiarity, user friendliness, publicity and students' attitude. The best way to get the data directly from the respondents is by distributing questionnaires to them.

### **3.2 Sample Size**

The sample size was the final year students from Universiti Teknologi MARA (UiTM), Melaka City Campus .The respondents taken were about 200 students from the university.

### **3.3 Sampling Technique**

The sampling technique that had been chosen that to be used was through convenience sampling technique. According to Abdullah (2004), the convenience sampling procedures involves the selection of units that are easily accessible. Therefore, the selection is not dictated by chance. Students in the class, the customer who visited the internet cafe on Sunday, people at the mall, and teachers attending a training course etc. This sample is accessible but has many risks associated with it. Moreover, the

convenience sampling can be improved by pre determining the quota for various populations groups i.e. male-female, young-old, races, religion etc. This way the resulting sample will have some semblance or appearance to the general population (Abdullah, 2004).

### **3.4 Unit of Analysis**

The unit of analysis was the final year student from Universiti Teknologi MARA (UiTM), Melaka City Campus. This was referred as individual units.

### **3.5 Measurement / Instrumentation**

A set of questionnaire were designed to get the data and information needed for completing this research. In addition the purposes of doing this research were to investigate and described the characteristics of independent variables and also dependent variables. The questionnaires were divided into six parts which included part A to F.

In part A, there was demographic information consisted of 4 general questions. Part B is focused on students' perception towards e-recruitment. In part C, it was about students' perception in terms of the level of internet familiarity among students. In part D, it was about the level of user-friendliness that affected the students' perception. In part E, it was about publicity and student's perception itself. On the other hands, Part F focused on the attitude of students toward e-recruitment.

**Table 3.1**

The Summary of Questionnaires Design.

| <b>Section/ part</b> | <b>Classification of questions</b> | <b>Number of questions</b> |
|----------------------|------------------------------------|----------------------------|
| Part A               | Demographic Information            | 4                          |
| Part B               | Students' Perception               | 4                          |
| Part C               | Internet Familiarity               | 4                          |
| Part D               | User-Friendliness                  | 4                          |
| Part E               | Publicity                          | 6                          |
| Part F               | Attitude                           | 6                          |

Part B until Part F was measured on 5-point Likert scale, as the following:

1. Strongly Agree
2. Agree
3. Mixed Feeling
4. Disagree
5. Strongly Disagree

### **3.6 Data Collection**

This study conducted among the final year students at Universiti Teknologi MARA (UiTM), Melaka City Campus from various courses and the responses were collected through the Statistical Package for Social Science (SPSS 16.0). In fact, it can help in gathering quick response from the respondents which show their understanding.

### 3.6.1 Questionnaires

It can be defined as a form containing a set of questions where it can be submitted to people in order to gain statistical information (Anonymous, 1998). It is also known as pre-formulated written set of question where the respondents will records the answers, usually within rather closely delineated alternatives. It can be delivering to the respondents by hand, mail or others method. There are many types of questionnaires where we can know it as open ended questions, closely ended questions, scale questions and also listing or choice questions.

On the table of 3.2, the sources of questionnaire according to the classification of questions were shown below:

**Table 3.2**  
Sources of Questionnaire

| No | Classification of Questions                | No. of Question | Sources  |
|----|--|-----------------|--|
| 1  | Students' Perception on the E- Recruitment | 1-2<br>3-4      | (Anonymous,2010)<br>(GTI recruiting solution,2009)           |
| 2  | Internet Familiarity                       | 1-4             | (Handlogten,C., 2009)  |
| 3  | User-Friendliness                          | 1-2<br>3-4      | (Handlogten,C., 2009)<br>(Jansen,Ettinger & Wilderson, 2009) |
| 4  | Publicity                                  | 1-3<br>4-6      | (Marr, E.R, 2007)<br>(Anonymous,2010)                        |
| 5  | Attitude                                   | 1-6             | (Al-Ali, M. 2009)  |

### 3.7 Data Analysis

After the data was gathered through questionnaire from the respondents which were the final year students in Universiti Teknologi MARA (UiTM), Melaka City Campus, the data was analyzed through Statistical Package for Social Science (SPSS 16.0).

Table 3.3 summarizes the research objectives, variables involved, scale and technique that were conduct in this study.

**Table 3.3**

The Summary of Research Objectives, Variables Involved Scale and Technique Analysis.

| No | Objectives   | Variable                                      | Scale    | Technique                  |
|----|--|---|----------|----------------------------|
| 1. | To examine whether internet familiarity among students affect their perceptions on e-recruitment             | Internet Familiarity and Students' Perception | Interval | Correlation -Spearman rho  |
| 2. | To analyze whether the user friendliness of e-recruitment system itself can influence the student perception | User Friendliness and Students' Perception    | Interval | Correlation -Spearman rho  |
| 3. | To examine the relationship between publicity and student perception on e-recruitment                        | Publicity and Students' Perception            | Interval | Correlation - Spearman rho |
| 4. | To identify whether student's attitudes affect their perception on e-recruitment                             | Attitude and Students' Perception             | Interval | Correlation -Spearman rho  |

|    |   |   |          |      |
|----|---|---|----------|------|
| 5. | To identify the most influential dimensions of e-recruitment among students perception in Universiti Teknologi MARA (UiTM), Melaka City Campus. | Internet Familiarity, Publicity, User Friendliness and Attitudes. | Interval | Mean |
|----|---|---|----------|------|

## **CHAPTER 4**

### **FINDINGS AND DISCUSSION**

#### **4.1 Introduction**

This chapter presents the findings from the analysis of the question. All data received from the questionnaires was coded and entered into SPSS for analysis. Then, all the data are being analyzed and interpreted. Through this study, there were 200 copies of questionnaires distributed to the final year students as the respondents at Universiti Teknologi MARA (UiTM), Melaka City Campus to know about their perception on e-recruitment. SPSS Version 16.0 used to process all data collected and the result was presented in this chapter.

#### **4.2 Reliability Analysis**

The purpose of reliability analysis is to determine whether the instrument in this study is reliable or not. Moreover, it is to see the consistency of the questions asked in the questionnaire. Cronbach's Alpha is a reliability coefficient that indicates how well the item is a set of positively correlated to one and other. The closer Cronbach's Alpha to one (1.0), the higher the internal consistency reliability comes out ( Gliem & Gliem, 2003).

**Table 4.1**

Reliability Analysis

| Variables            | Cronbach's Alpha | No Of Items |
|----------------------|------------------|-------------|
| Perception           | 0.912            | 4           |
| Internet Familiarity | 0.912            | 4           |
| User Friendliness    | 0.859            | 4           |
| Publicity            | 0.919            | 6           |
| Students' Attitude   | 0.940            | 6           |

From Table 4.1, it showed that the question asked were reliable because the Cronbach's Alpha of each variable was more than 0.6. If the Alpha value was less than 0.6, it means that the instrument used in the research had low reliability value (Zaidatun & Mohd Salleh, 2003). Based on this reliability analysis, the Cronbach's Alpha for Perception and Internet Familiarity was 0.912. Next, the other variable for this study was User Friendliness. The Cronbach's Alpha for this variable was 0.859. Futhermore, for Publicity the Alpha value was equal to 0.919. Finally, the last variable was Students' Attitude. The Cronbach's Alpha for this variable was 0.940.

### **4.3 Descriptive Analysis**

Descriptive analysis was used to analyze the demography of the respondents or final year students in Universiti Teknologi MARA (UiTM), Melaka City Campus.

### 4.3.1 Respondents' Profile

It is normal to begin the questionnaire with a brief profile of the respondents. Respondents profile is important as the findings are usually very much influenced through this study.

**Table 4.2**

Respondents' Profile ( n=200 )

| Profile                                   | Frequency | Percentage (%) |
|---|-----------|----------------|
| Gender                                    |           |                |
| Male                                      | 59        | 29.5           |
| Female                                    | 141       | 70.5           |
| Age                                       |           |                |
| 18-25                                     | 194       | 97.0           |
| 26-30                                     | 5         | 2.5            |
| 30 and above                              | 1         | 0.5            |
| Race                                      |           |                |
| Malay                                     | 198       | 99.0           |
| Others                                    | 2         | 1.0            |
| Course                                    |           |                |
| Bachelor in Accountancy (Hons)            | 41        | 20.5           |
| Bachelor in Administrative Science (Hons) | 79        | 39.5           |
| Bachelor in Marketing (Hons)              | 33        | 16.5           |
| Bachelor in Finance (Hons)                | 16        | 8.0            |
| Bachelor in Human Resource (Hons)         | 6         | 3.0            |
| Bachelor in International Business (Hons) | 21        | 10.5           |
| Bachelor in Insurance (Hons)              | 0         | 0              |
| Bachelor in Office System (Hons)          | 4         | 2.0            |

Table 4.2 indicated that, there were 200 respondents or final year students in Universiti Teknologi Mara (UiTM), Melaka City Campus had answered the questions. 59 (29.5%) respondents were male and 141 (70.5%) were female. Besides that, among the

respondents, there were 194 (97.0%) respondents in the age of 18-25, 5 (2.5%) respondents ranged between 26-30 years old and respondent who was over 30 years old was only 1 (0.5%) person. In Table 4.2, there were 198 (99%) Malay respondents and 2 (2.0%) for other races (i.e. Bumiputera from Sabah and Sarawak). Finally, it was about courses that been offered in UiTM Melaka City Campus which were divided into eight courses. There were 41 respondents (20.5 %) for the Bachelor in Accountancy (Hons) who answered the questions, 79 (39.5%) students of Bachelor in Administrative Science (Hons), 33 (16.5%) students from Bachelor in Marketing (Hons), 16 (8.0%) students from Bachelor in Finance (Hons), 6 (3.0%) students from Bachelor in Human Resource (Hons) and 21 (10.5%) students from Bachelor in International Business (Hons). There were no students answered for Bachelor in Insurance (Hons). Last but not least, for Bachelor in Office System (Hons), there were only about 4 (2.0%) from the total population.

#### 4.4 Mean Analysis

**Table 4.3**

Mean of the Study

| Variables            | Mean    |
|----------------------|---------|
| Internet Familiarity | 8.7950  |
| User Friendliness    | 9.1050  |
| Publicity            | 13.4500 |
| Students' Attitudes  | 12.8650 |

Table 4.3 indicated mean for each variable, which were internet familiarity (8.7950), user friendliness (9.1050), publicity (13.4500) and students' attitude (12.8650).

Through all variable, it shows that publicity result contribute the highest mean value. It means that the most influential factor in this research was publicity.

#### 4.5 Inferential Analysis and Discussion

Inferential Analysis is where the examination of hypotheses was conducted. This part discussed about the output of this research. Through this research the correlation coefficient was used in order to find out the relationship between dimensions of e-recruitment and final year students' perception at Universiti Teknologi MARA (UiTM) Melaka City Campus. In terms of the strength of the relationship, Guilford's Rule of Thumb was referred as follows:-

**Table 4.4:** Guilford's Rule of Thumb

| Consistency             | Guilford's Rule of Thumb |
|-------------------------|--------------------------|
| Very Weak Correlation   | $r < 0.20$               |
| Weak Correlation        | $0.20 < r < 0.40$        |
| Moderate Correlation    | $0.40 < r < 0.70$        |
| Strong Correlation      | $0.70 < r < 0.90$        |
| Very Strong Correlation | $0.90 < r$               |

Source: (Azizi, Shahrin, Jamaludin, Yusof & Abdul Rahim, 2007).

#### 4.5.1 Examination of Hypothesis (I) Internet Familiarity

In order to look at the relationship between the final year students' perception and internet familiarity , the researchers stated the hypothesis below :

H0: There is no significant relationship between internet familiarity and the students' perception.

H1: There is a significant relationship between internet familiarity and the students' perception.

**Table 4.5**

Correlation between Students' Perception and Internet Familiarity

|                |     |                         | DV     | IVC    |
|----------------|-----|-------------------------|--------|--------|
| Spearman's rho | DV  | Correlation Coefficient | 1.000  | .700** |
|                |     | Sig. (1-tailed)         | .      | .000   |
|                |     | N                       | 200    | 200    |
|                | IVC | Correlation Coefficient | .700** | 1.000  |
|                |     | Sig. (1-tailed)         | .000   | .      |
|                |     | N                       | 200    | 200    |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The output confirms the results that a significant positive relationship exists between students' perception and internet familiarity (  $r = 0.700$ ,  $p < 0.05$  ). Since, the alpha value was less than 0.05, the researchers rejected the null hypothesis and accepted alternate hypothesis. The strength of relationship under rule of thumb was moderate relationship.

These findings was supported by some scholars. According to Marr (2007), students that own personal computers and have internet access will become internet

literate as they will become more familiar with how the internet works and know how to utilize the internet to the very end. Goodwin (1999) also said that the traditional method of recruitment is more expensive compared to the use of internet in job advertising in attracting potential candidates. As the students nowadays are familiar with the usage of internet, they are more likely to use internet as a medium for job finding.

Therefore, based on the studies that has been made at Universiti Teknologi MARA (UiTM), Melaka City Campus, it is proven that the internet familiarity and the students' perception that will affect the high level of final year students' perception. The findings was supported by previous researchers (Baxter, 2005; Braddy, Thompson, Wuensch & Grossnickle, 2003).

#### **4.5.2 Examination of Hypothesis (II) User Friendliness**

In order to look at the relationship between the students' perception and user friendliness, the researchers stated the hypothesis below :

H0: There is no significant relationship between user friendliness and students' perception.

H1: There is a significant relationship between user friendliness and students' perception.

**Table 4.6**

Correlation between Students' Perception and User Friendliness

**Correlations**

|                |     |                         | DV     | IVD    |
|----------------|-----|-------------------------|--------|--------|
| Spearman's rho | DV  | Correlation Coefficient | 1.000  | .662** |
|                |     | Sig. (1-tailed)         | .      | .000   |
|                |     | N                       | 200    | 200    |
|                | IVD | Correlation Coefficient | .662** | 1.000  |
|                |     | Sig. (1-tailed)         | .000   | .      |
|                |     | N                       | 200    | 200    |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The output confirms the results that a significant positive relationship exists between students' perception and user friendliness ( $r = 0.662$ ,  $p < 0.05$ ). Since, the alpha value was less than 0.05, the researchers rejected the null hypothesis and accepted alternate hypothesis. The strength of relationship under rule of thumb was moderate relationship.

Some scholars stated that user friendliness gives significant effect to the level of students' perception. According to Karat (1997) as quoted in Neilson (2000), the usability of websites is where the applicants can access desired information from a website with ease. The candidates can visit the companies' sites, post resume, and contact the company directly without any delay (Ghosh, 2009). Moreover, easy navigation tools provided in the websites has attracted the viewers to surf and get direct access to the information (Hannon, Jelf & Brandes, 1998).

Therefore, based on the study that that has been made at Universiti Teknologi MARA (UiTM), Melaka City Campus, it is proven that the user friendliness and the students' perception that will affect the high level of final year students' perception and

the findings was supported by the previous researchers (Tyagi, 2012; Stanton & Rogelberg, 2001).

#### 4.5.3 Examination of Hypothesis (III) Publicity

In order to look at the relationship between the students' perception and publicity, the researchers stated the hypothesis below :

H0: There is no significant relationship between publicity and the students' perception.

H1: There is a significant relationship between publicity and the students' perception.

**Table 4.7**

Correlation between Students' Perception and Publicity

| Correlations   |    |                         | DV     | VE     |
|----------------|----|-------------------------|--------|--------|
| Spearman's rho | DV | Correlation Coefficient | 1.000  | .632** |
|                |    | Sig. (1-tailed)         | .      | .000   |
|                |    | N                       | 200    | 200    |
|                | VE | Correlation Coefficient | .632** | 1.000  |
|                |    | Sig. (1-tailed)         | .000   | .      |
|                |    | N                       | 200    | 200    |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The output confirms the results that a significant positive relationship exists between students' perception and publicity (  $r = 0.632$ ,  $p < 0.05$  ). Since, the alpha value was less than 0.05, the researchers rejected the null hypothesis and accepted alternate hypothesis. The strength of relationship under rule of thumb was moderate relationship.

This findings was supported by Schwarz, Kumpf, & Bussman (1986) that said in order for consumer to find e-recruitment credible, there must be a publicity to influence brand images. Therefore, Ministry of Human Resources must be responsible in promoting e-recruitment in Malaysia. The government and NGO's must collaborated together in ensuring the users are more alert and aware about e-recruitment and thus may shape their perceptions about e-recruitment. In the other hand, organizations also must be involved in influencing the publicity they receive through press releases and public relations campaigns (Cameron, 1994).

In a nutshell, for the e-recruitment sites that provide good publicity has a more positive effect on the students' perception. Based on the study that that has been made at Universiti Teknologi MARA (UiTM), Melaka City Campus, it is proven that the publicity and the students' perception that will affect the high level of final year students' perception. The findings was also supported by the other researchers (Younger, 2007; Ives, 2009; Freeman, 2006; Aaker, 1991).

#### **4.5.4 Examination of Hypothesis (IV) Students' Attitude**

In order to look at the relationship between the students' perception and students' attitude, the researchers stated the hypothesis below :

H0: There is no significant relationship between student's attitude and the students' perception.

H1: There is a significant relationship between students' attitude and students' perception.

**Table 4.8**

Correlation between Students' Perception and Students' Attitude

**Correlations**

|                |    |                         | DV     | MF     |
|----------------|----|-------------------------|--------|--------|
| Spearman's rho | DV | Correlation Coefficient | 1.000  | .654** |
|                |    | Sig. (1-tailed)         | .      | .000   |
|                |    | N                       | 200    | 200    |
|                | MF | Correlation Coefficient | .654** | 1.000  |
|                |    | Sig. (1-tailed)         | .000   | .      |
|                |    | N                       | 200    | 200    |

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The output confirms the results that a significant positive relationship exists between students' perception and students' attitude (  $r = 0.654$ ,  $p < 0.05$  ). Since, the alpha value was less than 0.05, the researchers rejected the null hypothesis and accepted alternate hypothesis. The strength of relationship under rule of thumb was moderate relationship.

The applicant may already have an attitude toward the organization through perceptions of the organization's reputation or their familiarity with the organization when they are searching for the job (Cober , Brown, Keeping & Levy, 2004). The applicants usually have looked upon the information of the organization that they intend to apply the job with. According to Scheu, Ryan, and Nona (1999) the usage of e-recruitment by the applicants the has been influenced by the attractiveness and usability of organizations' websites. Hence, perception on e-recruitment as a job seraching method can be clearly determine from the students' attitude. The students can determine the reliability, the easiness and the satisfaction during using the e-recruitment websites. The

findings was supported by the previous researchers (Allen, Mahto & Otondo, 2007; Dineen, Ling, Ash & Del Vecchio, 2007; Gatewood, Gowen & Lautenschlager, 1993).

Therefore, based on the studies that has been made at Universiti Teknologi MARA (UiTM), Melaka City Campus, it is proven that the students' attitude and the students' perception that will affect the high level of final year students' perception. It means that there is a significant relationship between students' attitude and students' perception.

## CHAPTER 5

### IMPLICATIONS, RECOMMENDATION AND CONCLUSION

#### 5.1 Implications For Practice

This study explored the extent to the dimensions of e-recruitment that affect the students' perception. In doing this study, however there are some implications obtained by the researchers. All the implications given were related to the dimensions of the study which are the perception of the students, the internet familiarity, the user-friendliness, the publicity and the students' attitude.

First implication is the dealing of the various perceptions among the students toward e-recruitment. Perception is the sensory experience of the world around and involves both the recognition of environmental stimuli and actions in response to these stimuli (Cherry, 2008). In this study, the researchers determined the perception of the students towards e-recruitment via questionnaires. Thus, by empowering knowledge about e-recruitment to the students might help the students answer the questions very well. Through Students Clubs or Association at Universiti Teknologi MARA, Melaka City Campus, a program about e-recruitment can be organized for the students so that the exposure of students about it can be expanded. Aside from that, the JobStreet.com or JobsMalaysia Personnel or peoples could come and give a free lecture about the the e-recruitment and up to the extend, they could interact with the students about their organization and the strength and weakness when using the e-recruitment.

Second implication is the ambiguity among the students whether they are internet literate or not. Internet familiarity is whereby the user is having enough skills and knowledge on how to interact with internet. It is also known as internet literacy. Hence, the student must familiarize with the internet usage so that they can know on how to use and search on e-recruitment website so that it can help in searching jobs through online which are easier and faster than traditional method. In Universiti Teknologi MARA, Melaka City Campus, the CSC courses is a core subject in all programs. Through this course, the IT and computer illiterate can be reduced. Although the students might not have their own laptop, they know how to use the computer and also utilize the internet to get the information they wanted. In Addition, Universiti Teknologi MARA, Melaka City Campus through their IT body or clubs could organize a class for those who really weak in using the computer and has limited knowledge in using the internet.

Third implication is about user-friendliness of e-recruitment. The user friendliness that featured in e-recruitment websites is the indicator to decide whether people will go for the idea of using internet as a means of finding job or not (Sharf, 2000). Hence, the website made by the service providers must be user friendly as students will be more attracted and likely to visit or surf and also find information on the jobs. For the organizations that use e-recruitment to recruit the job candidate, they should improve their website time to time. If they not try improving, they will burden the ease of understanding of the system, and the effort required of applicants. The website must be filled with easy navigation, the interactive multimedia and in the same time should be simple. Every organization should build their website based on the characters listed to pursuit the high level of user-friendliness in their websites.

Fourth implication is the publicity of e-recruitment is too little and the students felt that there is no effort spared to emphasize e-recruitment by the government. Publicity, defined as information about a product or service communicated through editorial media that are not paid for by the organization (Cameron, 1994), represents a highly effective means for enhancing product brand image (Aaker, 1991). Hence, the student must be alert about the exposure of e-recruitment via publicity by the media. The era of globalization enabled the students to get in touch with information through social networking, blog, online news paper and other information instruments. The Ministry of Human Resource, the organization that used e-recruitment system such as the MRI network Malaysia or JAC recruitment and the mass media should cooperate in promoting and advertising e-recruitment. This effort should be expanded as the information must reach the unemployed, the final year students and the persons who are looking for a better job. Either using newspaper, website or the social networking, it is important to inform people that e-recruitment is possible now and everyone can use it.

Last implication is about the students' attitude on e-recruitment. An attitude is a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related (Allport, 1935). When searching for a job, the applicant may already have an attitude toward the organization through perceptions of the organization's reputation or their familiarity with the organization (Cober, Brown, Keeping & Levy, 2004). Hence, the student attitude is important as they want to know what they perceive towards e-recruitment as a job searching method. In order to get the right attitude out of students to form the positive perception upon e-recruitment is by distributing the brochure or

pamphlet regarding e-recruitment and the proof either statistics or graphs that quite number of people using the system has successfully got the job. It is somehow help to form the positive perception towards e-recruitments among the respondents.

## **5.2 Recommendations**

The study is limited to the final year students of Universiti Teknologi MARA, Melaka City campus. It is suggested that in the future, all the first, second and third year students will be taken into the study and their opinion is counted in the study.

The study is using the convenience sampling method. The results may limit the generalization for the study. It may or may not represent the perception of the students in Universiti Teknologi MARA, Melaka City Campus. Thus, it is optional for the researchers to use probability sampling method for the future study.

The study found that there is a lack of knowledge about e-recruitment among the students in Universiti Teknologi MARA, Melaka City Campus. Therefore it is recommended that that more emphasis should be laid on the e-recruitment program or information. It is to expose the students what is e-recruitment all about.

The study also found that e-recruitment services need an improvement as it has been emphasized most of the author in literature review. The system improvement should incorporate by finding the right method in this technology to attract them in the initial stage of recruitment process.

This study serves as an investigation of a unique combination of variables as part of the system of e-recruitment that impact student's perceptions and may influence the vital organizational outcomes. However, a continued research is needed to identify a more complete list of other dimensions or factors that will influence the good perception on e-recruitment.

### **5.3 Conclusion**

E-recruitment has been an issue of interest over a decade. Internet is considered as the most up-to-date tool in hiring. It is a new innovation spreading over the world of job hunting and hiring. The phrase online recruitment, e-recruitment, cybercruting, or internet recruiting, imply the formal sourcing of job information online. Online job search and recruitment activity have hugely expanded since the year 2000. Nevertheless, despite its popularity, research in this area has not as yet become as dominant as was expected by many researchers and practitioners.

In this study, the researchers find out that the respondent which is the students of Universiti Teknologi MARA, Melaka City Campus that majority of them knew about e-recruitment. The result given by their perceptions on e-recruitment is indicated as 'good'. The dimensions that been given which are Internet Familiarity, User Friendliness, Publicity and Students Attitude did affect their perceptions on e-recruitment.

The findings also stated that among four of the dimensions, the publicity is the highest factor that would led either positive or negative perception upon e-recruitment. It

is known that if student was familiar and knows about e-recruitment program, that means the publicity on e-recruitment is tremendously spreading as it no longer remain unknowns to the public. The conclusion of this study, the dimensions listed in this study can affect the student's perception towards e-recruitment. The perception is either negative or positive is belong to the students.

This study is an attempt to cover what type of dimension that affects the most on students' perception on the e-recruitment. This study can make a contribution towards the better understanding of e-recruitment for the students.

## REFERENCES

- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press
- Abdullah, H.S.(2004).Research Report Handbook, 2004/5, Universiti Teknologi MARA.
- Al-Ali, H.M.M (2009) Incorporating Users Trust In Building E-recruitment System. Faculty of Computer Science & Information System , Universiti Teknologi Malaysia.
- Allan H. Weis (2010)Commercialization of the Internet, Advanced Network & Services, Inc., Poughkeepsie, New York, USA.
- Allen, D.G., Mahto, R.V., and Otondo, R.F. (2007). “Web-Based Recruitment: Effect Of Information, Organisational Brand, and Attitudes towards a Website on Applicants Attraction”. *Journal of Applied Psychology*, 9, pp. 1696-1708.
- Allport, G. W. (1935). *Attitudes*. In C. M. Murchison (Ed.), *Handbook of Social Psychology*. Winchester, MA: Clark University Press.
- Anderson, N. (2003) Applicant and Recruiter Reactions to New Technology in Selection: A critical review and agenda for future research. *International Journal of Selection and Assessment*,11, (2/3), 121-136.
- Anonymous. (1998). SPSS 7.0 for Windows 95. SPSS. Inc., Chicago
- Anonymous. (2000). *Online Recruiting: What works, what doesn't*, IIR Focus, Iss 00-3
- Anonymous (2002). Final Year students of Human Resource. *Human Resource Focus*.
- Anonymous (2006).Making e-government a reality: White Paper-Executive Briefing. From [www.spss.com](http://www.spss.com)
- Anonymous (2009) An overview of all national vacancy sites,retrieved from <http://www.alle-vacatures.nl>.
- Anonymous (2010). Survey Questionnaire for E-recruitment. Chapter 4 research: methodology.

- Aurélie G., & Fallery B. (2009) *E-recruitment: New Practices, New Issues. An Exploratory Study*. University of Montpellier ,France.
- Azizi Yahaya, Shahrin Hashim, Jamaludin Ramli, Yusof Boon & Abdul Rahim Hamdan (2007), *Menguasai Penyelidikan dalam Pendidikan Teori, Analisis & Interpretasi Data*. Kuala Lumpur: PTS Professional Publishing Sdn. Bhd.
- Azrinah Hafizah Binti Abdul Aziz, H.A (2006) *Online Skill Based Assessment System in Recruitment and Selection for UiTM Networking Students in the Faculty of Information Technology and Quantitative Sciences (FTMSK) using Object Oriented Hypermedia Design Method (OOHDM)*. Faculty of Information Technology and Quantitative Sciences (FTMSK), Universiti Teknologi Mara.
- Barber, L (2006) *E-recruitment Development*. Institute For Employment Studies, University Of Sussex, United Kingdom.
- Bartram, D. (2000) *Internet Recruitment and Selection: Kissing Frogs to Find Princess*. International Journal of Selection and Assessment, 8, (4), 261-274.
- Baxter (2005), *Understanding Your Users: A Practical Guide to User Requirements Methods*, Morgan Kauffman Publishers
- Bernthal, Paul & Richard S. Wellins (2003)“*Retaining Talent: A Benchmarking Study Executive Summary.*” Development Dimensions International.
- Bodea C, Bodea V, & Zsolt M. (2003) *Human Resource Management in the Internet Age:e-recruitment and e-Selection Methods* .Economy Informatics. Academy of Economic Studies, Bucharest.
- Borstorff, Patricia c. (2007). *Online Recruitment Attitude And Behaviors Of Job Seeker*. Journal of Strategic E-Commerce.
- Boufaida Z ,Prié,Y & Yahiaoui, L, (2006) *Semantic Annotation of DocumentsApplied to e-recruitment*.
- Braddy, P. W., Thompson, L. F., Wuensch, K. L., & Grossnickle, W. G. (2003). *Internet Recruiting: The Effects Of Web Page Design Features*. Social Science Computer Review,21, 374-385.
- Braddy, P. W., Kroustalis, C. M., & Meade, A. W. (2004, March). *Online Recruiting: How Job Seekers Form Culture Impressions From Organizational Recruitment Websites*. Paper presented at the 25th annual Industrial Organizational, Organizational Behavior Graduate Student Conference, Tulsa, OK.

- Braddy, P. W., Meade, A. W., & Kroustalis, C. M. (2005, April). *Organizational Website Usability and Attractiveness Effects on Viewer Impressions*. Paper presented at the 20th Annual Conference of the Society for Industrial and Organizational Psychology, Los Angeles, CA.
- Breaugh, J.A., 2000. Research on Employee Recruitment: So Many Studies, So Many Remaining Questions. *Journal of Management*, 26(3): 405
- Cappelli, P. (2001), *Making the most of on-line recruiting*, Harvard Business Review.
- Cameron (1994) *The relationship between early recruitment-related activities and the application decisions of new labor-market entrants: A brand equity approach to recruitment*. *Journal of Applied Psychology*
- Cameron, J., & Pierce, W. D. (1994). *Reinforcement, reward, and intrinsic motivation: A meta-analysis*. *Review of Educational Research*, 64, 363-423.
- Carlson, K.D., Connerley, M.L., Mecham, R.L. III (2002). *Recruitment evaluation: The case for assessing the quality of applicants attracted*. *Personnel Psychology*, 55, 461-490.
- Chen, Q. (1999). Attitude Toward The Site. *Journal Of Advertising Research*, 39(5), 27-37.
- Cherry, K (2008). Person perception: how we form impression to other people. *Psychology guide*.
- Chyna J.T (2001). Recruiting Online. *Healthcare Executive*. Vol 16:52
- CIPD (1999). Recruitment, Retention and Turnover Survey, Chartered Institute of Personnel and Development.
- Cober (2000) Recruitment on the Net: *How Do Organizational Web Site Characteristics Influence* , *Journal of Management*.
- C.M. Jansen(2009),*Usability Study on Dutch e-Recruiting Services* :Limitations and Possibilities from the applicants' perspective.
- Cober ,Richard. T & et al. (2001) *The Quest For The Qualified Job Surfer: It's Time The Public Sector Catches The Wave*. *Public Personnel Management*, 29(4), 479-494. Department of Psychology ,University of Akron.
- Cober, R.T., Brown D.J., Keeping, L.M., Levy, P., and Cober, A.B. (2003) *Organizational Web Sites : Web Site Content and Style as Determinants of*

*Organizational Attraction*. International Journal of Selection and Assessment, 11, (2/3), 158-169.

Cober R.T., Brown D.J, Keeping L.M and Levy P.E (2004), *Form, Content And Function: An Evaluative Methodology For Corporate Employment Sites*, Human Resource Management, Vol. 43, pp.201-218.

Crispin, G. & Mehler, M (2000), *Behind the Front Lines at SHRM*, Las Vegas retrieved from <http://www.ere.net/author/gerrycrispin-markmehler/>

Dineen, B., Ling, J., Ash, S. and Del Vecchio, D.(2007), “Aesthetic properties and message customization: Navigating the dark side of web recruitment”, *Journal of Applied Psychology*, Vol. 9, No. 2, pp. 356-372

Dixon, P. (2000), *Job Searching Online for Dummies*, IDG Books Worldwide Inc., Boston, MA.

Evans C., Glover J., Guerrier Y., & Wilson c. (2007) *Effective Recruitment Strategies And Practices: Addressing Skills Needs And Gender Diversity Challenges In ITEC And Related Sectors*. School Of Business And Social Sciences, Roehampton University, London.

Feldman, D.C., Klaas, B.S., 2002. Internet job hunting: A field study of applicant experiences with on-line recruiting. *Human Resource Management*, 41(2): 175-192

Foley, L. (2005) *Fact Sheet 121: Identity Theft Prevention For Job Seeker*. Identity Theft Resource Centre.

Freeman, A. (2006). *Local Government Recruitment Advertising Expenditure*. Welsh Local Government Association. Idea Knowledge, United Kingdom.

Galanaki, E. (2002). ‘*The decision to recruit online :a descriptive study*’, *Career Development International*, vol. 7, no.4, pp. 243-251.

Gatewood, R. D., Gowen, M. A., & Lautenschlager, G. J. (1993). Corporate image, recruitment image, and initial job choice decisions. *Academy of Management Journal*, 36, 414-427

Ghosh, A. (2009). E- Recruitment: The Recent Trend of Recruitment Practices. Retrieved July 27, 2009, from <http://www.123oye.com/job-articles/business-corporates/e-recruitment.htm>

- Gliem J. A and Gliem R.R (2003), Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales.
- Glover, P. J. (2007). *Effective Recruitment Strategies and Practices*.
- Goodwin, Tom (1999), "Measuring the effectiveness of online marketing," *Journal of the Market Research Society*, (4), 403-406.
- Handlogten ,Carolien C. (2009) *Implementation Of E-recruitment: Enablers And Success Indicators*. Department Of Corporate Human Resource, University Of Twente, Netherland
- Hannon, J., Jelf, G., & Brandes, D. (1998). *Human resource information systems: Operational issues and strategic considerations in a global environment*. *International Journal of Human Resource Management*, 7(1), 245–269.
- Hella, S. & Stefan T.Mol (2009), *E-recruitment: A study into applicant perceptions of an online application system*, *International Journal of Selection and Assessment*.
- Ibrahim, Othman; Ithnin, Norafida; & Muslim, Noor Awanis, "*The Acceptance of Online Recruitment Users in Malaysia*".(2006). PACIS 2006 Proceedings.Paper 4S.
- Ives, B. (2009). *Jobvite Integrate Social Media And E-recruitment*. Web 2.0: Appgap Review.
- Jansen C.,Ettinger E. & Wilderom C. (2009) *Usability Study On Dutch E-Recruiting Services: Limitations And Possibilities From The Applicants' Perspective*. Department of Information Systems & Change Management, University of Twente,Netherlands
- Joyce, K. (2002). Lessons for employers from Fortune's "100 best." *Business Horizons*, 46(2).
- Kambayashi, Y., Mohania M. & Tjoa A.M.(2000) *Data Warehousing and Knowledge Discovery: Proceedings*. London, UK.
- Karat, J. (1997). *Evolving The Scope of User-Centered Design*. *Communications of the ACM*, 40(7), 33-38.
- Lau, T. Y., Aboulhosen, M., Lin, C., Atkin, D. J. (2002), Adoption of e-government in three Latin American Countries: Argentina, Brazil and Mexico", *Telecommunication Policy*, Vol.32, No.2, 2007, PP 88-100.

- Lee, I., (2005). Evaluation of Fortune 100 companies' career web sites. *Human Systems Management*, 24(2): 175-182
- Lin, B. & Stasinkaya, V.S (2002). Data warehousing management issues in online recruiting. *Human System Management*, vol 21.1-8.
- Lievens, F., & Harris, M.M. (2003). *Research on Internet Recruiting and Testing: Current Status and Future Directions*. *International Review of Industrial and Organizational Psychology*, vol. 16. 131-165.
- Mahaltora (2004). The Effect of Survey Mode and Sampling on Inferences about Political Attitudes and Behavior: Comparing the 2000 and 2004 ANES to Internet-Surveys with Non probability Samples, *Political Analysis*.
- Marr, E.R. (2007) E-recruitment: the effectiveness of internet as a recruitment source. School of management, faculty of business, queensland university technology.
- Maurer S.D & Liu Y. (2007) Developing effective e-recruiting websites: Insights for managers from marketers. *Business Horizons*, 50, 305–314
- Murphy, C. (2000), *Online job sites try to stand out of crowd*, *Information Week*, No.779, p. 184
- Networx. (2007). *Introducing the key benefits of e-recruitment to small and medium sized businesses the engine house wharf bank business centre*, Retrieved feb, 2009 from: [http://www.networxrecruitment.com/Client/pdf/networx\\_apoint.pdf](http://www.networxrecruitment.com/Client/pdf/networx_apoint.pdf)
- Nielsen, J. 2000. *Designing Web Usability*. Indianapolis, IN: New Riders Publishing.
- Palmer, J.W. (2002). Web Site Usability, Design, and Performance Metrics. *Information Systems Research*, 13 (2), 151-167.
- Peter , Kim (2001). 5 Keys To Effective Recruiting. *Ivey Business Journal*, London. Retrieved from [www. Proquest.umi.com](http://www.proquest.umi.com)
- Pilbeam, S. and M. Corbridge (2006) *People Resourcing*. Contemporary HRM in Practice, London: Prentice Hall.
- Piotrowski, C. & Armstrong, T (2006) *Current Recruitment and Selection Practices: A National Survey of Fortune 1000 Firms*. *North American Journal of Psychology*, 8, No. 3, 489-496.

- Poorangi, M.M, Razavi s.f, & Rahmani, N (2011) *An Evaluation of the Effectiveness of E-recruitment Practices for SMEs in Malaysia*. International Conference on Innovation, Management and Service, 14, 74-78
- Recruitsoft & iLogos Research (2000), Global 500 Web Sites Recruiting, 2000 Survey, available at [www.ilogos.com/en/ilogosreports/iLogosReport2000/secure/index.php](http://www.ilogos.com/en/ilogosreports/iLogosReport2000/secure/index.php)
- Richardson, A. (2000), Putting the Web to Work. South Africa Computing Magazine, 8(7), 56-59.
- Richardson, M.A (2002) Recruitment Strategies: Managing/Effecting The Recruitment Proces. Personnel Department, Government of the Republic of Trinidad and Tobago.
- Rooney, M ( 2006) E-recruitment Practices And Trend In Ireland. Public department services: research advisory panel, Dublin, Ireland.
- Rosenberg, M. J. (2001). E-Learning: Strategies for Delivering Knowledge in the Digital Age. McGraw-Hill Companies, Inc.
- Rosita Mohamed Othman and Nadianatra Musa (2006) E-recruitment Practice: Pros vs Cons, Universiti Malaysia Sarawak.
- Rozelle, A.L. & Landis, R.S. 2002, ' *An examination of the relationship between use of the Internet as a recruitment source and student attitudes*', Computer in Human Behavior, vol.18, pp.593-604.
- Ruel H J M, Bondarouk T V, Looise J C (2004), *E-HRM: Innovation or Irritation? An Exploration of Web-Based Human Resource Management in Large Companies*, Purdue University Press/Lemma Publishers, Utrecht.
- Rynes, S. L., Bretz, R. D. J., & Gerhart, B. (1991). *The Importance of Recruitment In Job Choice: A Different Way Of Looking*. Personnel Psychology, 44, 487-521.
- Scheu, C., Ryan, A.M., & Nona, F. (1999, April). *Company web sites as a recruiting mechanism: What influences applicant impressions?* Paper presented at the 14th Annual Conference of the Society for Industrial and Organizational Psychology, Atlanta, GA.
- Schwarz, Kumpf, Bussman (1986), *A more effective way to use advertising and publicity*, Journal of Advertising Research

- Searle, R.H. (2003) 'Organizational Justice in E-recruiting: Issues and Controversies', *Surveillance and Society*, 1:2, 227-231 [online] (cited 31 May 2006) Available from [http://www.surveillance-and-society.org/articles1\(2\)/recruiting.pdf](http://www.surveillance-and-society.org/articles1(2)/recruiting.pdf)
- Sharf, J.C.(2000) As if 'G-Loaded' Adverse Impact isn't Bad Enough, Internet Recruiters can Expect to be Accused of 'E-Loaded' Impact. *The Industrial, Organizational Psychologist*, 38,156.
- Sinar, E.F., Paquet, S.L., & Reynolds, D.H. (2003). Nothing but net? Corporate image and webbased testing. *International Journal of Selection and Assessment*, 11, 150-157.
- Smith, M. B., Bruner, J. S., & White, R. W. (1956). *Opinions and personality*. New York: John Wiley.
- Smith, B., Bradley, K., & Rafter, R. (2004). *Personalization techniques for online recruitment services*. *Communications of the ACM*, 45(5),39-40
- Snell, S. A. & Bohlander, G. W. (2010). *Principles of Human Resource Management*. 15th Edition, Ohio: Thomson South-Western.
- Stanton, J.M., & M.D. Coovert (2001), Guest editors' note: Turbulent waters: The intersection of information technology and Human Resources, *Human Resource Management*, Vol. 43, No. 2/3, P. 121-125
- Sylva, H., and Mol, S.T. (2009). E-recruitment: A Study into Applicant Perceptions of an Online Application System. *Journal of Selection and Assessment*, 17(3), 311-323.
- Tyagi, A. (2012), *Effective Talent Acquisition Through E-recruitment: A Study*, *International Journal of Multidisciplinary Research*.
- Veger M. (2006) *How does Internet recruitment have effect on recruitment performance?.4th Twente Student Conference on IT*. Faculty of Electrical Engineering, Mathematics and Computer Science, University of Twente,
- Verhoeven H. & Williams s. (2008) Advantages and Disadvantages of Internet Recruitment: A UK Study into Employers' Perceptions *International Review of Business Research Papers* Vol.4 No.1 Pp.364-373.
- Victor,L (2004) *The Use Of Computer-Based Management Information Systems As A Recruitment Tool: An Assessment Of The Attitudes Of Recruitment Agents In A Selected Area Of The Western Cape*. Faculty of Arts,University of Port Elizabeth.
- Warren, H. C., (1934). *Dictionary of psychology*. Boston, Hughton Mifflin.

- Williamson, I. O., Lepak, D. P. & King, J. (2003). The effect of company recruitment web site orientation on individuals' perceptions of organisational attractiveness. *Journal of vocational behaviour*. 63, 2, 242 -263
- Yoon Kin Tong, D. (2009) *A Study Of E-recruitment Technology Adoption In Malaysia*. *Industrial Management & Datasystems*. Emerald Insight. Vol. 109 No. 2, Pp. 281-300
- Yoon Kin Tong, D & Sivanand, C.N (2004), *E-recruitment Service Providers Review*, International and Malaysian, Faculty of Business and Law, Multimedia University
- Younger, J (2007). *Online Job Recruitment: Trends, Benefits, Outcomes and applications*. Retrieved from [ezinearticles.com](http://ezinearticles.com)
- Zaidatun Tasir & Mohd Salleh Abu (2003), *Analisis Data Berkomputer (SPSS 11.5 for Window)*, Venton Publishing Sdn. Bhd.
- Zall, M.(2000) "Internet Recruiting", *Strategic Finance*, Vol. 81, No.12, pp.66-72

# **APPENDIX A (QUESTIONNAIRE)**



اَوْبُورِ سِيْمِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA CITY CAMPUS**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

Questionnaire

“The Dimensions of E-recruitment That Affect Final Year Students’ Perception at  
Universiti Teknologi MARA (UiTM), Melaka City Campus.

Ladies and gentlemen,

This survey question is CONFIDENTIAL and intended for purely academic research. It is hoped that you will spare about 10 minutes to answer this survey. Thanks for your cooperation.

Yours Truly,

Noor Fadillah Binti Jaafar

Sharmine Binti Ishak

Students in Bachelor of Administrative Science (Hons)

**SECTION A-Background of Respondents**

**Please tick (/) in the answer space provided.**

1. Gender  Male

Female

2. Age  18-25 years old

26-30 years old

31 and above

3. Race  Malay

Others (please state) : \_\_\_\_\_

4. Course

|                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Bachelor in Accountancy (Hons)            |
| <input type="checkbox"/> | Bachelor in Administrative Science (Hons) |
| <input type="checkbox"/> | Bachelor in Marketing (Hons)              |
| <input type="checkbox"/> | Bachelor in Finance (Hons)                |
| <input type="checkbox"/> | Bachelor in Human Resource (Hons)         |
| <input type="checkbox"/> | Bachelor in International Business (Hons) |
| <input type="checkbox"/> | Bachelor in Insurance (Hons)              |
| <input type="checkbox"/> | Bachelor in Office System (Hons)          |
| <input type="checkbox"/> | Others (please state):<br>_____           |

**SECTION B-Perception**

**Please circle one answer only**

|                |       |               |          |                   |
|----------------|-------|---------------|----------|-------------------|
| Strongly Agree | Agree | Mixed Feeling | Disagree | Strongly Disagree |
| 1              | 2     | 3             | 4        | 5                 |

| No | Question  |   |   |   |   |   |
|----|---|---|---|---|---|---|
| 1  | I know that e-recruitment is important for job and position application nowadays. | 1 | 2 | 3 | 4 | 5 |
| 2  | I think e-recruitment is a convenient method to apply job.                        | 1 | 2 | 3 | 4 | 5 |
| 3  | I think e-recruitment is a time-saving process.                                   | 1 | 2 | 3 | 4 | 5 |
| 4  | I think e-recruitment is a cost effective than traditional method.                | 1 | 2 | 3 | 4 | 5 |

**SECTION C-Internet Familiarity**

**Please circle one answer only**

|                |       |               |          |                   |
|----------------|-------|---------------|----------|-------------------|
| Strongly Agree | Agree | Mixed Feeling | Disagree | Strongly Disagree |
| 1              | 2     | 3             | 4        | 5                 |

| No | Question   |   |   |   |   |   |
|----|--|---|---|---|---|---|
| 1  | I think more applicants tend to apply jobs via the internet.                     | 1 | 2 | 3 | 4 | 5 |
| 2  | I think in the internet, there is a lot of website that featured e-recruitment.  | 1 | 2 | 3 | 4 | 5 |
| 3  | I can easily access e-recruitment sites from anywhere in the world via internet. | 1 | 2 | 3 | 4 | 5 |
| 4  | I prefer using online application to apply jobs.                                 | 1 | 2 | 3 | 4 | 5 |

**SECTION D-User friendliness**

**Please circle one answer only**

|                |       |               |          |                   |
|----------------|-------|---------------|----------|-------------------|
| Strongly Agree | Agree | Mixed Feeling | Disagree | Strongly Disagree |
| 1              | 2     | 3             | 4        | 5                 |

| No | Question   |   |   |   |   |   |
|----|--|---|---|---|---|---|
| 1  | E-recruitment should be aligned with user-friendliness concept so it can attract applicants to utilize the system. | 1 | 2 | 3 | 4 | 5 |

|   |  |   |   |   |   |   |
|---|--|---|---|---|---|---|
| 2 | Most of the e-recruitment system by company fails to provide user-friendliness feature in their website.   | 1 | 2 | 3 | 4 | 5 |
| 3 | The user-friendliness based web site will help the applicants to apply job through e-recruitment.  | 1 | 2 | 3 | 4 | 5 |
| 4 | The features user-friendliness of the e-recruiting websites is easy to handle, simple and 24 hours available to redo or recheck the applicant information. | 1 | 2 | 3 | 4 | 5 |

**SECTION E-Publicity**

**Please circle one answer only**

|                |       |               |          |                   |
|----------------|-------|---------------|----------|-------------------|
| Strongly Agree | Agree | Mixed Feeling | Disagree | Strongly Disagree |
| 1              | 2     | 3             | 4        | 5                 |

| No | Question   |   |   |   |   |   |
|----|--|---|---|---|---|---|
| 1  | Mass media is the instrument to enforce e-recruitment widely.  | 1 | 2 | 3 | 4 | 5 |
| 2  | The company will use its website to advertise their e-recruitment program.   | 1 | 2 | 3 | 4 | 5 |
| 3  | There should be more publicity on e-recruitment to expand the familiarity of the program.  | 1 | 2 | 3 | 4 | 5 |
| 4  | There are many programmes organized by Ministry of Human Resources and mass media in order to promote e-recruitment.                                 | 1 | 2 | 3 | 4 | 5 |
| 5  | Career and Industrial Relation Expo 2012 is one of the programmes used to promote e-recruitment among fresh graduates.                               | 1 | 2 | 3 | 4 | 5 |
| 6  | JobsMalaysia (formerly known as job clearing system in ELX) is an automated online job matching service provided by the Ministry of Human Resources. | 1 | 2 | 3 | 4 | 5 |

**SECTION F-Students' Attitude**

**Please circle one answer only**

|                |       |               |          |                   |
|----------------|-------|---------------|----------|-------------------|
| Strongly Agree | Agree | Mixed Feeling | Disagree | Strongly Disagree |
| 1              | 2     | 3             | 4        | 5                 |

| No | Question   |   |   |   |   |   |
|----|--|---|---|---|---|---|
| 1  | I think e-recruitment is suitable to apply in our country.   | 1 | 2 | 3 | 4 | 5 |
| 2  | I think e-recruitment bring easiness to job seekers.   | 1 | 2 | 3 | 4 | 5 |
| 3  | I think e-recruitment should be held widely in every organization.   | 1 | 2 | 3 | 4 | 5 |
| 4  | I think e-recruitment may succeed, but it takes time to implement it in the organization.                                  | 1 | 2 | 3 | 4 | 5 |
| 5  | I think company should establish user-friendliness websites to assist the job applicant who's using e- recruitment system. | 1 | 2 | 3 | 4 | 5 |
| 6  | I think media establish and publicize the e-recruitment system via their medium.   | 1 | 2 | 3 | 4 | 5 |

**Thanks for the given cooperation.**

