THE PERCEIVED USEFULNESS OF E-RECRUITMENT AMONG THE JOBSEEKERS IN MALAYSIA

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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDAR RAYA MELAKA

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Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT

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"DECLARATION OF ORIGINAL WORK"

I, <u>ERNIE SYAZANA BINTI NOOR</u>, (I/C Number: <u>850603-14-6430</u>)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.

- This project paper is the result of my independent work and investigation, except where otherwise stated

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:——————————   Date: ———————————

LETTER OF SUBMISSION

19TH OCTOBER 2009

Madam Siti Normah Bt Awang Tuah

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project title 'THE PERCEIVED USEFULNESS OF E-RECRUITMENT AMONG THE JOBSEEKERS IN MALAYSIA' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara, Kampus Bandaraya Melaka.

Thank you.

Yours sincerely

ERNIE SYAZANA BINTI NOOR

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Bachelor of Business Administration (Hons) Marketing

TITLE: THE PERCEIVED USEFULNESS OF E-RECRUITMENT AMONG THE JOBSEEKERS IN MALAYSIA

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1ST ADVISOR: PN JUMALEEYA BT JOGERAN

2ND ADVISOR: PROF DR HJ ARSHAD BIN HASHIM

ABSTRACT

In this current economic climate, many people are searching for jobs from Internet-based (online) recruitment service providers. Online recruitment has become an effective way to reach the majority of candidates globally. The purpose of this paper is to determine the perceive usefulness of e-recruitment services among jobseekers in Malaysia and to test whether the behavior intention towards E-recruitment services. A survey was conducted pertaining to the objective of these research in perceived usefulness of E-recruitment services and the pattern of behavior intention among the jobseekers .A framework was drawn to linkage between the perceived usefulness and ease of use towards the behavior intention. This paper's conceptual model and specific objective were tested using a sample of 50 respondents from the jobseekers in the area of Kuala Lumpur. This study will benefit the recruitment service providers or other business organizations in improving their recruitment website hence the users would have positive perception towards online recruitment system.

Types: Mode B (research)