



**APPLICANT PERCEPTION ON E-RECRUITMENT CONTENT
AND USABILITY IN MALAYSIA A STUDY CASE AMONG
UNDERGRADUATE STUDENT AT UiTM KAMPUS
BANDARAYA MELAKA**

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ABSTRACT

Due to emergence of using internet as a medium to recruit new applicant, e-recruitment today has become the most effective medium applied by any organization in this world today as their recruitment tool. This practice already proves as competitive advantages to those organization use e-recruitment as their practice. This purpose of this research is to measure the applicant perception toward e-recruitment based on perceived efficiency, user friendliness, fairness perception, information provision and internet selection image. Around 254 questionnaire was distributed to the undergraduate student that selected by a program that available at Universiti Teknologi Mara Kampus Bandaraya Melaka. Overall the research finding shows that the relationship between the element of application perception undergraduate student toward content and usability of e-recruitment become more attractive.

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