



**CUSTOMER SATISFACTION TOWARDS  
E-RECRUITMENT SERVICES**

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## **ABSTRACT**

It is important for an organization to provide a high level of customer satisfaction to its customer. It is considered as one of the way to fight against competitors. This research is conducted to determine if the e-recruitment website users are satisfied with the service provided. The website is a place where job seekers can apply for job in the government sector.

From the findings, it is obvious that most [www.e-recruitment](http://www.e-recruitment) users are satisfied with the website where most of them will recommend the website to other user and will return using it again. This shows that customers still have confidence for the website despite facing a few problems when they were trying to fill in the application form. Customer satisfaction is very important for the e-recruitment developer in order to be more competitive and able to provide excellent service to the public. By this way, they will be able to provide the service for many years to come.

## INTRODUCTION

Sarawak government has move one step further in embracing IT in its administrations.

The government has a few websites for the public to get to know the administration of the state. Government website that can be visited by the public are [www.sarawak.gov.my](http://www.sarawak.gov.my).

From this website, there will be many other links to other ministries, local authorities and statutory bodies. E-recruitment is also one of the projects of local government in order to serve the people much better.

### 1.1 E-recruitment

Back in the old days, looking for a job in the state Civil Service involved thumbing through the local newspaper and scanning notices displayed at Government offices.

Initiated by the ICT Unit in March 2003, working together with Suruhanjaya perkhidmatan Awam Negeri Sarawak (PSC) and Human Resource Management Unit (HRM) of the Chief Minister's department, the e-recruitment application system was developed to enhance the job recruitment process in the Civil Service.

It is a Sarawak state Government Online Job Application System that allows agencies to manage the entire recruitment process electronically and also to enable the public to apply for vacancies over the internet.

## **LITERATURE REVIEW**

### **2.1 Customer Satisfaction**

Customer as defined in Oxford Dictionary means a person or organization that buys something from a shop or business.

Satisfaction means a feeling of pleasure because one has something or has achieved something as defined in Oxford Dictionary.

Beside that, according to Philip Kotler (2000), satisfaction is a person's feelings of pleasure or a disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

Beside that, according to Phillip Kotler and Gary Armstrong, customer satisfaction refers to the extend to which a product's perceived performance matches a buyer's expectation. If the product's performance falls short of expectations, the buyer is dissatisfied. If the performance matches or exceeds expectations, the buyer is satisfied or delighted.

Customer satisfaction is defined as the result of a cognitive and affective, where some comparison standard is compared to the actual perceived performance. If the performance is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customer will be satisfied. However, if the perceived expectations are met with performance, customers are in indifferent or neutral state.