

Theoretical Framework for Factors Influencing Job-Seekers' Intention to Use Online Recruitment Websites

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DOI: 10.6007/IJARBSS/v7-i11/3487 URL: <http://dx.doi.org/10.6007/IJARBSS/v7-i11/3487>

ABSTRACT

This conceptual paper focus on addressing the issues on using websites for an online recruitment. Looking at the current trends on demographic profiles of Gen Y and millennials, it is the right time for most of employer embark on online recruitment. It's just so much ease compared to traditional recruitment. More potential employees that the employer can acquire and they also technology savvy. With that, the number one focus for this study is to look at the gaps on what are the factors influencing job-seekers' intention to use online recruitment websites and proposed the right framework that can be further explored to find what factors influence the job-seekers' intention to use online recruitment websites, and explain the understanding of theoretical or conceptual framing, including provisionally defining some key terms. Three final theories found through extensive review of literature and derived from it is the theoretical framework proposed for further study on factors influencing job-seekers' intention to use online websites. The finding of this study is the theoretical framework that consists of three independent variables (IVs) such as perceived usefulness, perceived ease of use and trust towards dependent variables (DV) intention to use. This will help the employer to easily manage their potential employees and have a good record keeping the information for current and future used in employment.

Keywords: Online recruitment, theoretical framework, qualitative research, perceived usefulness, perceived ease of use, trust and intention to use.

INTRODUCTION

The concept of this study is referred from several published journals, focusing on perceived usefulness, perceived ease of use, trust and ultimately examining how the factors influence job-seekers' intention to use online recruitment websites to assist in their job-searching activities.

According to Internet World Stats (March 2017), Malaysia has approximately 21 million Internet users as of March 2017. Compared to only 3.7 million Internet users in 2000, there is a staggering 69.6% of Internet penetration throughout the population in the year 2017. With the extreme Internet penetration and online user statistics, e-service quality is becoming increasingly important, especially for online websites to market their goods and services to the

general public. However, while there are high demands for e-services such as online banking, online shopping and online booking, just to name a few, not much attention is paid to another form of online service, which is online recruitment.

Nonetheless, statistics have shown that online recruitment is a highly active industry in Malaysia, with numerous online websites to cater to recruitment services. Popular employment and social network provider, LinkedIn.com has reported that Malaysian users had surpassed two million members in the database as of 2015 (Digital News Asia, 2015). Highly-acclaimed career and recruitment website, Jobstreet.com has also reported two million members registered in the database as of 2012 (Jobstreet.com Annual Report, 2012). With such high user statistics of online recruitment websites, this study aims to propose the factors influencing job-seekers' intention to use online recruitment websites, by investigating if e-service qualities such as perceived usefulness, perceived ease of use and trust plays an important role in influencing job-seekers' behavioral intention to use online recruitment websites.

OBJECTIVES OF THE STUDY

The objectives of the study are:

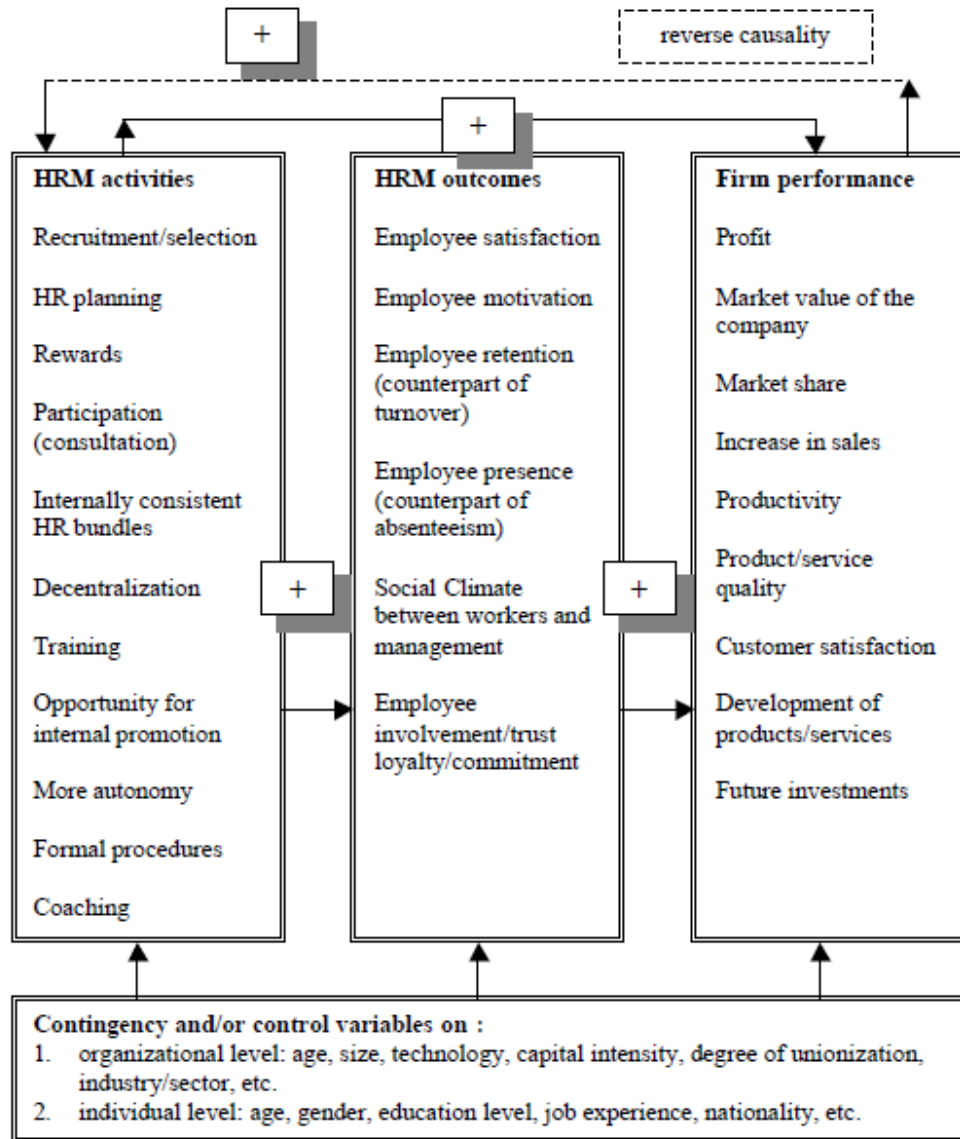
1. To explore the theories related to factors influencing job seekers' intention to use online recruitment websites.
2. To propose the theoretical framework for factors influencing job seekers' intention to use online recruitment websites.

LITERATURE REVIEW

Paauwe and Richardson (1997) have published their research by linking good HRM practices such as recruitment/selection of positive HRM outcomes such as employee satisfaction, involvement and retention, which in turn contributes to positive business performance outcomes such as an increase in sales and productivity. In this model, recruitment and selection is seen to play an important role as part of an organization's HRM activities that lead to positive HRM outcomes that are essential for high productivity, increased profits and also for future organizational growth.

As discussed in earlier chapters, traditional recruitment practices such as newspaper advertisements and staff referrals are now slowly being replaced by online recruitment services, which offer more convenience and higher efficacy for both employers and job-seekers. As reported by Simphal (2004), there are more than 3 million job websites around the world, offering online recruitment services, and the numbers are only growing each day. Hence, it is beneficial for both the online recruitment websites and organizations have an insight into job-seekers' ever-changing perceptions and preferences towards the e-services provided by saying online recruitment websites, in order to serve them better.

Figure 2.1 HRM activities in relation to HRM outcomes and business performance



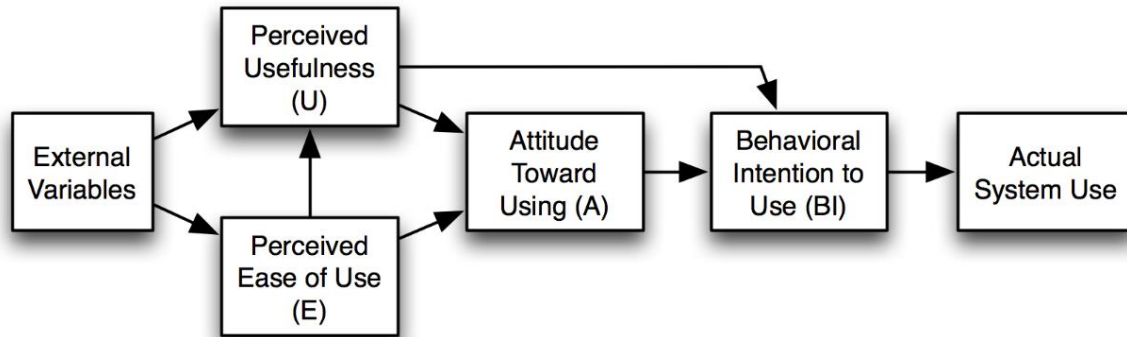
Source: Paauwe, J. and Richardson, R. (1997). Introduction Special Issue on HRM and Performance, the International Journal of Human Resource Management, 8 (3), June, p. 260.

Due to the high impact of online recruitment websites on the recruitment environment, this study is conducted to examine the factors influencing online job-seekers' intention in using online recruitment websites for their job-seeking activities. In order to do so, a few models and concepts will be incorporated into this research in the interest of obtaining a more holistic view of the factors influencing job-seekers' intention towards using online recruitment websites.

The Technology Acceptance Model (TAM) by Davis et al. (1989) is a widely cited information system theory on how users come to accept and use a particular system or technology. As the research and model were published in 1989, many other researchers have modified, simplified,

adopted and revised the model accordingly to suit the ever-changing Information Technology (IT) environment.

Figure 2.2 Technology Acceptance Model

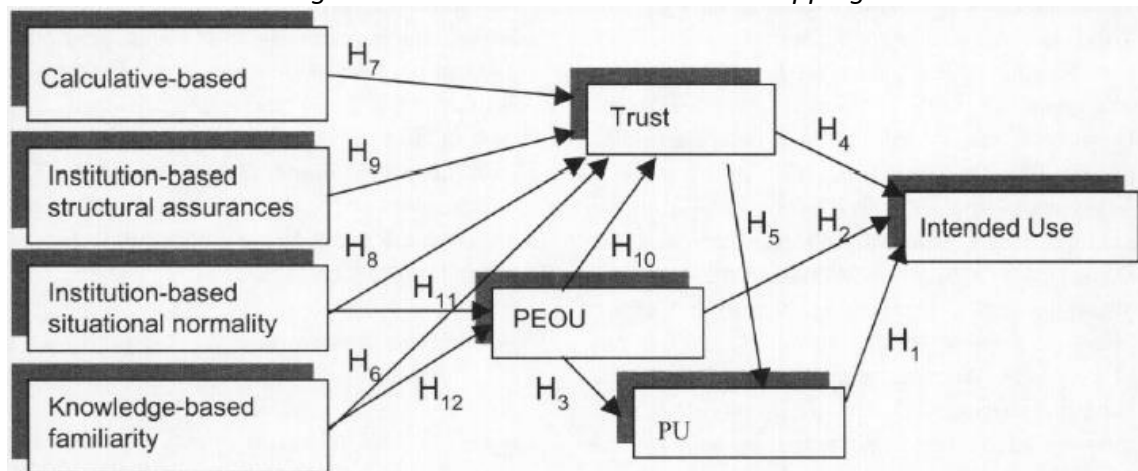


Source: Davis, F. D., Bagozzi, R. P. and Warshaw, P. R. (1989), 'User acceptance of computer technology: A comparison of two theoretical models', Management Science, 35: 982, p. 1003.

For the purpose of this study, two independent variables from the TAM which are Perceived Usefulness and Perceived Ease of Use will be used in the study, leading to users' Behavioral Intention to Use as the dependent variable.

However, despite the comprehensiveness of the TAM, the concept of technology risk and exposure remains on the forefront of using online technology systems nowadays. Gefen et al. (2003) published their research that includes Trust as an extension towards the TAM model, which will also be adopted for the purpose of this study to form a more complete structure in relation to understanding the factors influencing job-seekers' intention towards using online recruitment websites.

Figure 2.3 Trust and TAM in Online Shopping



Source: Gefen, D., Karahanna, E. and Straub, D. W. (2003), 'Trust and TAM in online shopping: An integrated model', MIS Quarterly, March, 27 (1): 51-90, p. 53.

Relationship between Independent Variables and Dependent Variable

Perceived Usefulness and Intention to Use

Tong (2009) has conducted a study to examine employed job-seekers' perceptions and behaviors of third party e-recruitment technology adoption in Malaysia. In the study, it is found that Perceived Usefulness (PU) of e-recruitment technology is deemed important for employed job-seekers as it indicates that detailed job information would lead to better decision-making. In another study by Kucukusta et al. (2015) pertaining to the research on Hong Kong online users' intention to book online tourism products, perceived usefulness is a strong predictor of behavioral intention when it comes to online booking for tourism products, suggesting that functionality, efficiency and effectiveness of the Internet encourages users to make more online bookings. Following the research done by Kashi and Zheng (2013) on extending TAM to the e-recruitment context in Iran, the authors also found that PU is positively related to applicant's intention to apply for jobs online.

Therefore, the hypothesis will be:

- H₀: There is no significant relationship between Perceived Usefulness with job-seekers' intention to use online recruitment websites.
- H₁: There is a significant relationship between Perceived Usefulness with job-seekers' intention to use online recruitment websites.

Perceived Ease of Use and Intention to Use

The study done by Kucukusta et al. (2015) similarly found that Perceived Ease of Use (PEOU) to have a significant relationship towards users' intention to book online for tourism products. However, when compared to PU, PEOU produced a slightly lower score, indicating that the users perceive usefulness to be slightly more important than ease of use. In another study conducted by Amin et al. (2014) to investigate user satisfaction with mobile websites, PEOU is also found to have a positive relationship towards mobile users' satisfaction. This finding is supported by Chen et al. (2009) in their study to explain users' continuance intention towards self-service technologies, and have concluded that PEOU is a significant influence factor on satisfaction, which subsequently leads to individuals' continuous use of self-service technologies.

Therefore, the hypothesis will be:

- H₀: There is no significant relationship between Perceived Ease of Use with job-seekers' intention to use online recruitment websites.
- H₂: There is a significant relationship between Perceived Ease of Use with job-seekers' intention to use online recruitment websites.

Trust and Intention to Use

In the study done by Harris and Goode (2004) to determine if perceived value, satisfaction and trust lead to customer loyalty from two surveys of online customers, it is found that there is a positive and direct association between trust and loyalty of both books-purchasers and online flight booking users. Amin et al. (2014) have also found that a trust be an important factor when it comes to user satisfaction with mobile websites. On the other hand, Pavon and Brown (2010) found that trust has no significant influence on usage intention by job-seekers in South Africa, as trust is normally more associated with financial transactions rather than job-seeking. Nevertheless, due to the increasing importance of data privacy and online security risk measures, it is deemed necessary to include trust as a factor influencing job-seekers’ intention to use online recruitment websites.

Therefore, the hypothesis will be:

H₀: There is no significant relationship between trust with job-seekers’ intention to use online recruitment websites.

H₃: There is a significant relationship between trust with job-seekers’ intention to use online recruitment websites.

METHODOLOGY

The methodology for this study employed a review secondary sources from the website on online recruitment. More than one website have been referred in order to get more information related to online recruitment. Examples of among the websites referred are Jobstreet. Com or Monster.com, and Job Search. There is a conducive literature review conducted for this study to focus from the year 1989 to current trends of online recruitment. What are the advantages and disadvantages of having online recruitment, the strength and weakness also been highlighted. From the literature review, the study ended having three referred theories and derived it into a conceptual framework for future use.

FINDINGS

Proposed Conceptual Framework

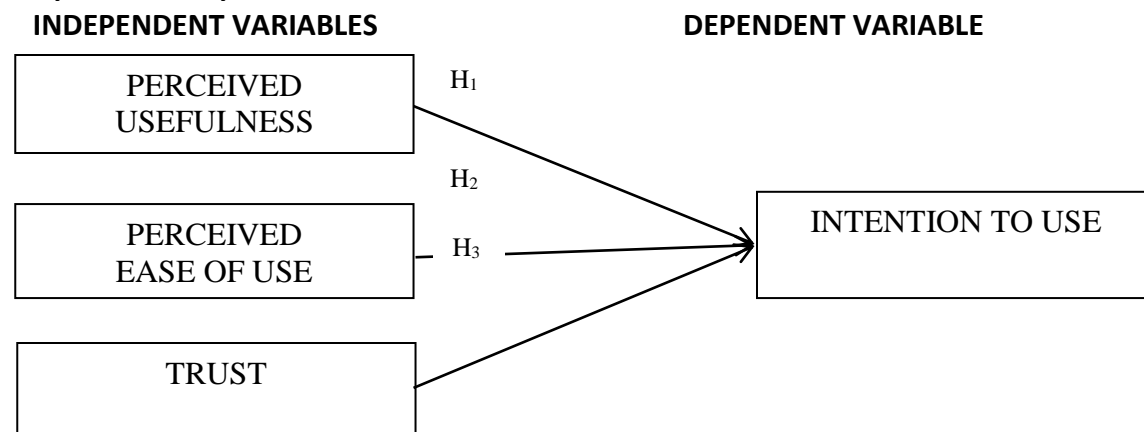


Figure 2.4 Proposed Conceptual Framework – Factors Influencing Job-seekers’ Intention to Use Online Recruitment Websites for Job-seeking Purposes

DISCUSSIONS

Independent Variables

In this study, the independent variables consist of Perceived Usefulness, Perceived Ease of Use and trust.

Perceived Usefulness

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

Perceived Ease of Use

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

Trust

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

Dependent Variable

In this study, dependent variable focus on job-seekers’ intention to use online recruitment websites. According to Kucukusta et al. (2015), intention to use refers to the users’ attitude towards intended action to use, to continue using, and recommending others to use a particular system or service. Therefore, this research is looking to evaluate the factors, influencing job-seekers’ intention to use online recruitment websites, with the hope that the recruitment portals and organizations that want to use online recruitment websites for their recruiting purposes will be able to make use of the information gathered from the study to enhance user experience when using online recruitment websites for job-seeking activities. For

the purpose of this study, information pertaining to users' attitude towards intended action to use, continue using, and recommending others to use online recruitment websites is gathered.

CONCLUSIONS

With such high user statistics of online recruitment websites, this study aims to explore the related theories and propose the framework on the factors influencing job-seekers' intention to use online recruitment websites, by investigating if e-service qualities such as perceived usefulness, perceived ease of use and trust plays an important role in influencing job-seekers' behavioral intention to use online recruitment websites.

As discussed in earlier sub-topics, traditional recruitment practices such as newspaper advertisements and staff referrals are now slowly being replaced by online recruitment services, which offer more convenience and higher efficacy for both employers and job-seekers. As reported by Simphal (2004), there are more than 3 million job websites around the world offering online recruitment services, and the numbers are only growing each day. Having such online recruitment websites will enhance the individual motivation to apply the job online and trusted the website in secure the information safely. Motivation will keep pushing the job seekers to apply online. This study contribute to the larger community in telling them that is ok to use online recruitment. Its help the people to get their job faster if they apply online and they are sure that they will keep the information safe. Hence, it is beneficial for both the online recruitment websites and organizations have an insight into job-seekers' ever-changing perceptions and preferences towards the e-services provided by saying online recruitment websites, in order to serve them better.

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