

Perceptions towards Intentions to Use E-Recruitment Services among International Students in a Private University, Klang Valley

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The aim of this study was to determine the significant relationship of factors including: perceived ease of use, perceived usefulness and perceived credibility, towards intentions to use e-recruitment services among international students from a private university in Klang Valley. Simple random sampling was used to collect 114 respondents and analysed using a descriptive analysis to get the overview of the respondents and further, multiple regression analysis was conducted to analyse the relationship of perceived ease of use, perceived usefulness and perceived credibility towards intentions to use e-recruitment services. The findings showed there was a significant relationship between perceived ease of use and intentions to use e-recruitment services but perceived usefulness and perceived credibility were not significant towards intentions to use e-recruitment services.

Key words: *E-recruitment, perceptions, international students, private university.*

Introduction

Since the vast and rapid development of technology, human resource management practice has altered as well as the strategies to attract, recruit, retain and manage employees (Moghaddam, Rezaei & Amin, 2015). Recruitment through the medium of the internet is known as online recruitment or e-recruitment. E-recruitment is the process of hiring employees through the medium of the internet or any other electronic resources. There are numerous benefits of e-recruitment; it improves the efficiency of job seekers, it saves the job

seekers the process costs and time, the potential employee can also contact the employer across borders. E-recruitment helps eradicate complexities, waste and paperwork and provides sound workflow systems and reliable data applications. With the help of an e-recruitment service, job seekers have a greater chance of improving their prospects when in search of job opportunities. Job seekers are able to post their resumes online and also inform employers about their availability towards future job opportunities (Ahmed, Tahir & Warsi, 2015).

As global competition persists and industries become more skill intensive, the recruitment of talented workers becomes essential and attracting the right applicants at the right time becomes more complicated than ever. The use of conventional recruitment methods is no longer timely enough to attract a sufficient pool of qualified applicants. Many organizations have adopted sophisticated recruitment strategies or combined various recruitment methods to attract competent working employees (Malik & Mujtaba, 2018).

Furthermore, with the power of the internet, human resources are not only able to increase productivity but also be more time and cost effective. E-recruitment services provide time flexibility in regard to the duration a job can be posted online, as well as increasing the chances of attracting passive job seekers who are the best suited employees for the job. Also, resumes are made available to the employers more quickly and a decision can be made more efficiently as compared to traditional methods of recruitment which results in overall efficiency. Another advantage of this valuable recruitment service is that the jobs are posted online for an indefinite time and can be viewed by the interested applicants at any time. By attracting a large number of talented applicants, businesses are able to gain a competitive advantage in their industry.

Moreover, graduates students rely on such websites for e-recruitment opportunities as websites are the significant tool for job searching purposes and the recruitment process. Additionally, e-recruitment websites use the best designs and applications to attract undergraduates through the recruitment process in a competitive environment (Ahmed, Tahir & Warsi, 2015; Fengyang, 2018).

Literature Review

E-Recruitment

E-recruitment is the process of hiring employees using electronic resources, mainly the internet (Kaur, 2015). The process of e-recruitment is also referred to as online recruitment and is the practice whereby with the help of the internet companies are able to assess, interview and hire personnel. E-recruitment is becoming more attractive to most public and private organizations as well as job seekers (Ghazzawi & Accoumeah, 2014).

After the internet revolution, recruitment processes are today carried out with great efficiency where jobseekers are no longer obliged to meet or go to the organisation directly and can find jobs online instead of buying physical dossiers to discover job vacancies. Due to e-recruitment services, both jobseekers and organisations are able to benefit from e.g. low cost, time saving and fitting the precise needs for all parties (Brahmana & Brahmana, 2013). Also, recruiters are able to extend their reach for appropriate job seekers in wider geographical locations at any time. Subsequently, e-recruitment provides jobseekers with career information that could lead job seekers to better career development (Teoh, Tan & Chong, 2013).

E-recruitment services also create an opportunity to build long-term relationships between the jobseekers and the organizations. Some key features that e-recruitment includes are the ability for the organization to initiate background checks, undertake interviews, create customized emails from recruiters for active and passive candidates, provide multiple language support, conduct psychometric tests, interactive application forms and also other assessment tools (Marr, 2007). Furthermore, recruitment is an essential factor for organizations as its function is to bring valuable resources to the organization and its strategic aim is to provide the company a competitive edge by recruiting the best skilled workers (Ghazzawi & Accoume, 2014).

Companies that recruit through the internet have two primary avenues to attract jobseekers. Firstly, the organization can take the help of third-party e-recruitment companies that advertise for job openings and post these jobs on their website. Secondly, the company can create an official website for itself that is able to present job advertisements and also additional information regarding the company. When using an e-recruitment system the recruiter must ensure that the candidate is able to meet with the goals and characteristics set by the company for its employees (Ghazzawi & Accoume, 2014). In Malaysia there are three internationally known online job portals, Monster.com, CareerBuilder.com, and HotJobs.com also there are three Malaysian job portals, including JobStreet.com, JobLinkAsia.com and JobDB.com, these job portals are considered to be quite attractive and popular to Malaysian graduate students (Moghaddam, Rezaei & Amin, 2015).

Literature Review of the Variables

Perceived Ease of Use

Perceived Ease of Use (PEOU) is “the degree to which a person believes that using a particular system would be free of effort” (Davis, 1989). Perceived ease of use reflects the extent of difficulty in understanding, learning or applying technology. Additionally, it also illustrates the extent to which a new technology is perceived as better than the substitutes (Ma

& Ye, 2015). Similarly, the degree to which a technology could be easy to understand or use is also considered as perceived ease of use (Jahangir & Begum, 2008). Perceived ease of use refers to the perceptions of the users towards the final outcome of the process (Ma & Ye, 2015; Ferinia, Yuniarsi & Disman, 2016). Also, perceived ease of use is a fundamental element of a successful online job portal to attract job seekers, the usability of web pages and the convenience of job portals are related to each other (Moghaddam, Rezaei & Amin, 2015).

Perceived ease of use indicates whether the job seeker found the job-search website easy to operate. As a complex Internet-based system, a job-search website may be avoided if it is difficult to use. To prevent the problem of a useful system remaining “underused”, job-search websites need to be easy to learn and to operate (Brahmana & Brahmana, 2013).

Relationship between Perceived Ease of Use and E-Recruitment

Past literature has found that the perceived navigational usability of e-recruitment websites affects the intentions of graduate students in Malaysia to use e-recruitment services. Although, numerous Malaysian e-recruitment websites were found to be having low and poor usability (Teoh, Tan & Chong, 2013). Studies have also found perceived ease of use to be linked to the characteristics of a website, this includes the effective completion of an online application during the e-recruitment process, a pleasant interface with layouts that include attractive text, colour, image, photo usage, the availability of functions and capabilities that are expected by job seekers in the navigation of the website (Teoh, Tan & Chong, 2013).

On the other hand, it has been found that a favourable navigational perception was associated with the participants increased chances of pursuing the job with an organization and recommending a prospective employer to their friends. On the other hand, poor perceived ease of use regarding a website would cause applicants to have a negative perception towards internet recruitment (Teoh, Tan & Chong, 2013). Also, perceived ease of use refers to the perception of job seekers that an e-recruitment website offers them an efficient and effective way to search for job opportunities and also perceived ease of use refers to the quality attribute that gauges how easy the user interfaces are to use (Teoh, Tan & Chong, 2013).

Numerous previous studies have reported that perceived ease of use has influenced the behavioural intention of the user either directly or indirectly (Sentosa et al., 2011). In contrast, some studies have also found that there is no significant relationship between perceived ease of use and the intention to use e-recruitment services (Tangaza et al., 2017).

Perceived Usefulness

Perceived usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989). In the organizational context, a system that is rated high in perceived usefulness is one that the user believes will have a positive use-performance relationship (Nor Redzuan et al., 2016). Perceived usefulness was found to have positively influenced the behavioral intention to use a computer system (Suki et al., 2011).

Perceived usefulness describes the extent to which e-recruitment users believe that using e-recruitment system is beneficial and will enhance their daily activities than conventional system of recruitment (Tangaza et al., 2017). Selden and Orenstein (2011) describe perceived usefulness in regard to e-recruitment as the extent to which e-recruitment users believe it would be beneficial for them as compared to the traditional system of recruitment. Although, an e-system is considered to be useful when the users can reduce costs of operation, can access the services anywhere and anytime of the day and gain convenience.

Relationship among Perceived Usefulness and E-Recruitment

A study conducted to examine the employed job-seekers perceptions in Malaysia, found that perceived usefulness is deemed important for employed job-seekers as it indicates that detailed job information would lead to better decision making (Tong, 2009). For example previous literature studied perceived usefulness pertaining to online users' intention to book online tourism products in Hong Kong and found that functionality, efficiency and effectiveness of the internet encourages users to make more online bookings (Tangaza et al., 2017).

Although, a majority of previous studies have shown a positive relationship between perceived usefulness and the intention to use an online system, some studies have suggested that perceived usefulness does not have a direct influence on behavioural intention to use a particular system (Tangaza et al., 2017).

Perceived Credibility

Credibility has been defined as the “perceptions of the accuracy, appropriateness and believability of the information” (Allen, Scotter & Otondo, 2004). Perceptions of credibility are primarily driven by perceptions that the source is qualified to provide information and is helpful, attractive, and similar to the receiver. In this way, individuals can more easily identify with the source of information (Zamparini, Calegari & Lurati, 2010). A few researchers focus on “information credibility” to indicate more specifically the credibility of the information content. On the other hand, information credibility has also been found to be highly related to source credibility (credibility of the provider) (Metzger & Flanagin, 2013).

Furthermore, there is a positive link found between information and source credibility (Gao, Tian & Tu, 2015). In general, potential applicants seem to prefer obtaining information from credible sources (Van Hoye & Lievens, 2005).

Perceived credibility can also be presumed to be known as trust while finding the behavioural intention to use an e-system as it shares two main characteristics of trust which are security and privacy (Sentosa et al., 2011).

Relationship among Perceived Credibility and E-recruitment

Past literature has found that there is a major shortcoming of e-recruitment as the perceptions about credibility and job-related information posted in recruitment websites may have a significant impact on the job-seekers' preference to apply for a job through these websites rather than other media such as personal channels, newspaper ads and job fairs (Zusman & Landis, 2002). In another study, jobseekers were significantly more attracted to organizations when the information source/communication was perceived to be credible (Walker et al., 2009)

Past literature has reported companies that provide realistic information, rather than information that exclusively supports their position, will be more likely to be perceived as trustworthy. In contrast, companies that communicate only positive information are more likely to be considered as lacking credibility (Zamparini, Calegari & Lurati, 2010).

Previous studies also support the supposition that the credibility of the information provider is a mediator affecting a jobseekers' decision to adopt the advice of a source (Luo et al., 2013). In addition, particularly within a website context, credibility is affected by organizations' attention to privacy issues, protection of personal data, and updated web content (Zamparini, Calegari & Lurati, 2010). On the other hand, 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, whether they feel secure from potential fraud, and whether users perceive their privacy is at risk when accessing online recruitment websites (Mahmood & Ling, 2017).

Previous studies have found that e-recruitment lacks the same level of believability and credibility which is associated with traditional recruitment in order to gain the trust of the job-applicants (Banerjee & Tiwari, 2013).

Method

114 questionnaires were distributed among International Students from various Private Universities in Klang Valley using the simple random sampling technique. Descriptive analysis was used to describe and extract the demographics of the data that was collected from the respondents such gender, education level, ethnicity and others. Descriptive Frequency, percentage and cumulative percentage were used to interpret the findings. In the study, multiple regression analysis were used to examine the relationship of intentions to use e-recruitment services among international students from a private university in Klang Valley.

Analysis and Interpretation

The demographic profile of the 114 respondents includes 56 males (49.1%) and 58 females (50.9%). From a total of 114 respondents, 24 respondents (21.1%) are aged in the range of 18-20 years old, 88 respondents (77.2%) are aged in the range of 21-30 years old whereas only 2 respondents (1.8%) were in the range of 31-40 years old. Furthermore, the survey on the educational level showed 34 respondents (29.8%) to have completed their High School qualification, 20 respondents (17.5%) have completed their Diploma, and 58 respondents (50.9%) have completed their Bachelor's degree, while 2 respondents (1.8%) have completed their Master's Degree. Out of 114 respondents, 12 respondents (10.5%) have 4-5 years internet experience, 37 respondents (32.5%) have 6-7 years internet experience, and 65 respondents (57%) have an internet experience of more than seven years.

A multiple regression analysis has been carried out to test the variables in the study in order to examine the hypotheses. The value of R^2 is 0.348, which indicates 34.8% of the total variance in the dependent variable (intentions to use e-recruitment services) is explained by the total independent variables (perceived ease of use, perceived usefulness and perceived credibility). So, the remaining 65.2% might be accounted by other variables that are not included in this research. The arrangement of strengths among the independent variables (perceived ease of use, perceived usefulness and perceived credibility) that contributes to the dependent variable (intentions to use e-recruitment) are perceived ease of use ($B=0.409$), perceived usefulness ($B=0.190$) and perceived credibility ($B=0.49$). The significance value of each variable indicates whether the hypothesis should be accepted or rejected. If the significant value is lower than 0.05 the hypothesis is accepted. In contrast, the hypothesis is rejected if the significance value is 0.05 and higher.

Hypotheses	Significant	Result
H ₁ : There is a significant relationship between Perceived ease of use and intentions to use E-Recruitment services.	.000	Accepted
H ₂ : There is a significant relationship between Perceived Usefulness and intentions to use E-Recruitment services.	.131	Rejected
H ₃ : There is a significant relationship between Perceived Credibility and intentions to use E-Recruitment services.	.603	Rejected

Conclusion

In conclusion, there was a significant positive relationship between intentions to use e-recruitment service and perceived ease of use. However, the perceived usefulness and perceived credibility did not have a significant relationship with the intentions to use e-recruitment. Further research of this nature should be conducted outside of Klang Valley and add more factors to study the relationship between the factors.

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