The Impact of Online Recruitment on Applicant's Interest to Apply for Jobs via Online

[1]Rajendran Muthuveloo, [1]Teoh Ai Ping and [2]Vickneswary Devadas
[1]Graduate School of Business, Universiti Sains Malaysia, USM 11800, Penang, Malaysia
[2]School of Education, Taylor's University, Subang Jaya, Selangor, Malaysia

Abstract: As a way of reducing hiring costs and reaching a wide variety of qualified candidates, many organizations have turned to online recruitment as a resources for filling job vacancies. Online recruiting enable employers to advertise vacant positions to potential candidates fast and easy. This research focused on the applicant's or job seeker's interest to apply for jobs via online. The research was conducted among individuals working in Malaysia. The data were gathered through a structured questionnaire of likert scale with sample size of 120. The final results indicated among the four variables comprises of real time information, corporate websites, convenient and placement of advertisement examined only real time information has significant influence on applicant's interest in using online recruitment.

Key words: Online recruitment, applicant's interest, real time information, corporate website, convenience, advertisement, Malaysia

INTRODUCTION

E-recruitment or online recruitment is a process of using technology to match people to the right job by finding, attracting assessing interviewing and hiring. It is a transformation of traditional recruitment from paper and mail to screen and online submission. The internet helps to advertise the vacant position of an organization on public job sites or in their corporate websites. Online recruitment process in Asia is going at a steady pace and built the assumptions that bring easiness and effective in finding a suitable job. It helps the HR of particular organizations to serve a better recruitment trend in their organizations. Eventually, the online recruitment process gives more choices of finding a job and the same goes off more choices of candidates. The applicants are able to submit their application immediately as the job goes live literally. Thus, online recruitment process cut down the cost and gives a playing floor for employers and job seekers.

In the current changing world, organizations must able to change their business according to the demand. Excellent personnel perform tasks well and will significantly impact team effectiveness (Stone *et al.*, 2006). It is important to find a right candidate for a suitable position at the right time or the efforts invested will be wasted.

Due to the economic growth and dynamic world, most of the jobseekers at this era are using online recruitment to reach the target organization and the job vacancy. While, the recruiter usually uses the own company website, third party job site, resume database, social media or search for engine marketing as part of the hiring process. The online recruitment gives bigger audience from all levels of people, background and age group. The employers have the most choice to choose the people they want for and match it to the right person. Those are the advantage of being user of online recruitment and which attract the applicants to pursue for jobs.

This study aims to examine the reasons behind the applicant's interest to use online recruitment in applying for jobs. The research designed to assess the relationship between recruitment sources and jobseeker's intention to pursue the jobs. Therefore, various reasons tested for with particular focus on the impact of the online internet sources. Those reasons were real time information, company corporate website, convenience and placement of advertisements.

The significance of this research has been viewed from the perspective of practitioners and academician. This study attempts to address the relationship between applicant's interest and intention to apply for jobs by online. Using online recruitment helps in many ways such as reduce unemployment rate, reduce turnover, improve

---

Corresponding Author: Rajendran Muthuveloo, Graduate School of Business, Universiti Sains Malaysia, USM 11800, Penang, Malaysia

employee productivity, more choices of applicants, enhance the right employee to the organization and help organization performance to achieve self-development. The finding of this research provides practitioners more insight into the interest of applicants on using online recruitment and also assist organization to improve the online recruitment method that will be beneficial to their organization.

Literature review and hypotheses development: Previous study found that neither the formal nor the informal job search channel dominates individual job search behaviors in practice (Shen, 2015). The competitive individual job seekers who possess both certifiable and non-certifiable qualifications are more likely to jointly use formal and informal job search methods. Potential job candidates are more interested in searching and applying for job openings through the internet (Galhenaa and Liyanageb, 2014). Online recruitment is found to be effective in terms of saving the cost of recruitment and selection (Kaur and Shri, 2014). E-recruitment is the latest trend in the recruitment process and it has been adopted in many organizations from large to small sized companies (Verhoeven and Williams, 2008). Many companies use online recruitment to post jobs and accept resumes on the Internet and correspond with the applicants by e-mail. Online networking is cost effective and efficient method which help to target and recruit a wide range of communities, young people and adolescent's population (Ryan, 2013).

Recruitment through internet has grown rapidly over the past ten years and widely adopted medium by both recruiters and job seekers across the world (Parry and Tyson, 2008).

In this research, the researcher attempt to understand the input of online recruitment in using online access to apply for jobs based on TAM. The Technology Acceptance Model (TAM) is considered the most influential and extensively applied theory for understanding e-Commerce (Ma and Liu, 2004). TAM provides a theoretical basis of why applicants become more user of online recruitment. TAM helps us to understand why technology is adopted and the theory lies behind it and function of a variety of factors including. TAM is used to explain the acceptance of technology and which people likely to adopt the use of technology. Thus, TAM is a reasonable model of the acceptance of online recruitment platform and used as the underpinning model that supports the research theoretical framework of this study (Fig. 1).

Perception towards internet recruitment has been operationalized in ways of its characteristics (Teoh *et al.*,
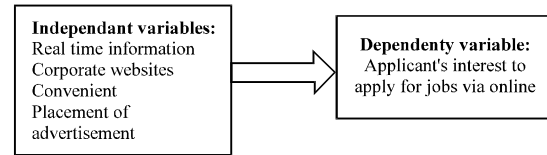

Fig. 1: Research theoretical framework

2013). The internet recruitment allows any prospective candidate to obtain a satisfying view of their future career possibilities:

- H_1: There is a significant relationship between real time information and applicant's interest to apply jobs through online
- The recruitment sources effects may be due to individual differences in such factors motivation, ability and perceived ease of movement (Breaugh and Starke, 2000). There are several factors that may explain why recruitment sources have been hypothesized to be associated with certain work outcomes
- H_2: There is a significant relationship between convenient and applicant's interest to apply jobs through online

Firms with more positive reputations tends to attract more applicants than the one is less positive reputations (Teoh *et al.*, 2013). The reputation was positively related to the number of applicants attending the information session, number of applicants bidding for an interview with a firm and average points bid for the company (Kaur and Shri, 2014). Firm reputation and product knowledge plays an important role while image influences perspective applicants for receiving the job offers which in turn predict intentions to apply for openings (Kaur and Shri, 2014). The role of organizational images in influencing applicant's expectations for receiving job offers has received scant research attention.

- H_3: There is a significant relationship between corporate websites and applicant's interest to apply jobs through online

The implementation of effective recruitment methods needs integration of these technological tools into the recruitment process and corporate system takes time and needs adaptations (Breaugh and Starke, 2000). The number of uninteresting candidates can be avoided by choosing the tools and job which attracts the interesting profiles and willing to accept the cultural change.

- H₄: There is a significant relationship between placement of advertisement and applicant's interest to apply for the job

MATERIALS AND METHODS

In this research, the unit of analysis are individuals. The sample size was 120 people from different levels of job position that consists of fresh graduates and job seekers in Malaysia. The data are collected from respondents via online surveys carried via internet and social medias.

The data collected were analyzed using Statistical Packages for the Social Science (SPSS). Factors analysis and reliability analysis are carried to ensure the goodness of data and reliability of the questionnaires, respectively. Descriptive analysis carried to understand the demographic profile of the respondents and the respondent's interest in this research by observing the mean value of each variable tested. Finally, multi regression analysis is carried to answer the research questions while confirming whether the hypotheses are supported.

RESULTS AND DISCUSSION

This study found that the composition of gender of the respondents are well represented where 70 (58.3%) and 50 (41.7%) were male and female respectively. It clearly indicates that the age group between 21-38 constitute of 98 (81.7%) of the respondents. With respect regards to the race, the respondents that participated in the research were classified into four groups. The 16 (13.3%) constituted of Malays, 14 (11.7%) of Chinese and 85 (70.8%) of Indians and 5 (4.2%) from others.

In addition, the respondents were classified into four groups of academic qualification. The above table shows that the majority of the respondents were above the SPM level. The biggest respondents were degree holders which constitute of 69 (57.5%). Use of the internet, meaning how much are the respondents are exposed to the using of the internet. It shows that 107 (89.2%) and 12 (10%) of the respondents are exposed to the use of internet and not exposed to the use of the internet, respectively.

KMO value for the dependent variable of applicant's interest is 0.891. The KMO values for the four independent variables comprises of real time info, corporate web, convenient and advertisement were 0.931, 0.926, 0.903 and 0.898, respectively. Since, the KMO values for all the variables were above 0.6 and the sigma value is 0.000, the goodness of the data collected were excellent. As the alpha value for both dependent and independent variables are above (0.8), the reliability of the questionnaires used were good. The mean of all the variables are basically above 3. The mean of the dependent variable is 4.089. The mean for the four independent variables comprises of real time information, corporate websites, convenient and placement of advertisement are 3.867, 3.892, 3.998 and 4.091, respectively.

The multiple regression shows that there is a relationship between the use of internet and applicant's interest. The sigma value of the dependent variable is 0.000 ($p<0.005$) and the t-value is 8.830 (>1.960). The R^2 value indicated that the use of the internet approximately has 15% on applicant's interest in applying job online. Durbin Watson tests value of 2 indicates that are no autocorrelation among the variables. Hence, it shows that on the whole, the use of internet has significant influence on applicant's interest in applying job online. Thus, the linear equation for the above correlation can be summarized as: $y = 1.442+0.385$ (applicant's interest). Among the four independent variables tested only real time information ($t = 6.224$, $p = 0.000$) has significant influence on applicant's interest in using online to apply jobs. Thus, the linear equation for the above correlation can be summarized as:

$$y = 1.324+0.650 \text{ (M-RTI)}+0.169 \text{ (M-CW)}+ 0.239\text{(M-C)}+0.006 \text{ (M- POA)}$$

The research found that the applicant's interest to use the internet have an influence on the applying jobs via online. The statistical findings approved that there is a relationship between the internet uses to apply jobs via online namely real time information, corporate websites, convenient and placement of advertisements with the dependent variable called applicant's interest to use online. The data analysis has provided findings on the factors that influence applicant's interest in using online. The results approved that internet use has influences in applicant's interest. The research found that among the four independent variables tested only real time information has significant influence on internet uses to apply jobs via online. Hence, it is important for the organizations keep updated provision information about their activities and real time openings. This will help the organizations to get more potential applicants to apply for the vacancies available through online.

This finding are in line with previous research findings where information provision is significantly related to the perceptions of University students towards internet recruitment and information provision appears to be the influential one. The reason behind is as the most of job applicants comes from are generation Y. Besides that the respondents find it less cumbersome and cheaper to apply jobs online compare to the earlier generation like the

baby boomers. Thus, organizations and companies can utilize the online platform to post information pertaining about the vacancies in order to be more cost effective and efficiency in filling the vacancies.

However, it was surprising that the other three variables tested are not supported in this study. This could be due to corporate websites are still not elaborate and user friendly enough. It a hassle for applicants to submit their applications. In addition, due to slow or no response from the potential employees, applicants lose confidence that they can secure job through online application. Convenient is also not supported by the study because busy working people have very limited time to spend on internet to apply for job. They instead choose to go through the head hunters as head hunters will simplify the application processes for them. Placement of advertisement is also not supported by the study of the research. This could be that the advertisement advertised are not updated regularly, the potential applicant could be feel that something is wrong with the organization or the job itself as no one has been recruited for a long time. In addition as in many cases online advertisement does not provide sufficient details on important factors such as salary, job reporting and description, potential applicant might not be sure that the job advertised could be a right one for him/her. Thus, only real time information has significant influence on applicant's interest to apply for jobs via online.

CONCLUSION

The research indicated to the academicians that only the real time information has significant impact on applicant's interest in using online to apply for jobs. Thus, the academicians can investigate further on what was the reason for this finding in depth while why the other three variable have no significant impact on applicant's interest in using online to apply for jobs. Since, using online recruitment helps to increase the gross domestic productivity and economic development of the country through employee career development, practitioners can utilize the findings of this research to formulate an effective recruitment strategy. Practitioners should put in more effort in providing real time information to encourage more applicant to apply and fill the vacancy available in their organization.

In nutshell, the findings of this research proved that the applicant's interest to apply jobs via online is crucial to the organization's recruitment process. The results show that the applicant's interest to apply jobs via online is influenced by the use of the internet. Furthermore, the results indicate that real time information is the strongest contributor factor in the impact of online recruitment on the applicant's interest to apply for jobs. Therefore, it is important for the organization to be able to give provision information to increase the level of applicant's interest to apply for jobs via online. It will be favorable for the organization to know the factors and improve their online system. It can be developed by the information technology department of the organization with hands together with human resources department.

ACKNOWLEDGEMENT

REFERENCES

Breaugh, J.A. and M. Starke, 2000. Research on employee recruitment: So many studies, so many remaining questions. J. Manage., 26: 405-434.

Galhenaa, B.L. and D.M. Liyanageb, 2014. Effect of E-recruitment on behavioural intention of candidates: Empirical evidence from management undergraduates in Sri Lanka. Proceedings of the 3rd International Conference on Management and Economics (ICME) 2014, February 26-27, 2014, University of Ruhuna, Matara, Sri Lanka, ISBN:978-955-1507-30-5, pp: 277-284.

Kaur, I. and C. Shri, 2014. Value based recruitment through social media. Values Based Manage., 4: 33-43.

Ma, Q. and L. Liu, 2004. The technology acceptance model: A meta-analysis of empirical findings. J. Org. End User Comput., 16: 59-72.

Parry, E. and S. Tyson, 2008. An analysis of the use and success of online recruitment methods in the UK. Hum. Resour. Manage. J., 18: 257-274.

Ryan, G.S., 2013. Online social networks for patient involvement and recruitment in clinical research. Nurse Res., 21: 35-39.

Shen, J., 2015. A third type of job search behavior: The use of the formal-informal joint channel in matching individual qualifications with hiring requirements in urban China. J. Chin. Sociology, 2: 1-21.

Stone, D.L., E.F. Stone-Romero, K. Lukaszewski, 2006. Factors affecting the acceptance and effectiveness of electronic human resource systems. Hum. Resou. Manage. Rev., 16: 229-244.

Teoh, W.M.Y., S.C. Tan and S.C. Chong, 2013. Factors influencing perceptions of university students towards internet recruitment. Asian Acad. Manage. J., 18: 123-142.

Verhoeven, H. and S. Williams, 2008. Advantages and disadvantages of internet recruitment: A UK study into employers perceptions. Int. Rev. Bus. Res. Pap., 4: 364-373.