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ONLINE JOB SEARCH AMONG MILLENNIAL:
THE CASE OF MALAYSIAN TECHNICAL UNIVERSITY (MTUN)

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THE CASE OF MALAYSIAN TECHNICAL UNIVERSITY (MTUN)

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CONFIRMATION OF SUPERVISOR

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“I admit this report is a product of my own work except the citation for each of which I have mentioned the sources.”

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DEDICATION

I would like to dedicate the appreciation to my family members especially my parents who supported me from spiritually and financially, beloved supervisor and panel who guided me throughout the research, housemates and course mates that assisted me through the journey of research. Most importantly, may all the glory be to God.

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ABSTRACT

With the speedy growth of the online job search websites, this has develop alternative way for jobseekers to look for jobs, and way for companies make recruitment. However, little is known of the effectiveness of the labour market. Job seekers, particularly university graduates, who are tend to be technology-savvy, are continuously exposed to new trends and methods of online job search. This research studied to determine the factors influenced online job search among millennial students in MTUN. The research model adopt the factors have been widely used by researchers such as user perception (Hu,et al., 2014), smartphone technology (Bort-Roig,et al., 2014), social networking sites (Nikolaou, 2014) was adapted in this study. Based on the findings of this research, the knowledge of this study generates will contribute in two ways: in terms of theory, this study provides an empirical understanding on the factors of enhance online job search among millennial students; and in terms of practice, strategic implications presented in this study and directions for the development of online job search service in Malaysia.

Keywords: Online Job Search, User Perception, Smartphone Technology, Social Networking Sites, Millennial

ABSTRAK

Laman sesawang telah diggunakan secara meluas untuk pencari kerja mendapatkan peluang perkerjaan dan syarikat dapat merekatkan perkerjaan. Kajian ini dikaji untuk menentukan faktor-faktor yang mempengaruhi pencarian kerja dalam talian di kalangan pelajar milenium di MTUN. Model kajian oleh persepsi pengguna (Hu, et al., 2014), teknologi telefon pintar (Bort-Roig, et al., 2014), laman rangkaian sosial (Nikolaou, 2014) telah disesuaikan dalam ini pengajian. Berdasarkan dapatan kajian ini, pengetahuan kajian ini menjana akan menyumbang dalam dua cara: dari segi teori, kajian ini memberi kefahaman empirikal kepada faktor meningkatkan pencarian kerja dalam talian di kalangan pelajar milenium; dan dari segi amalan, implikasi strategik dibentangkan dalam kajian ini dan arahan untuk pembangunan talian perkhidmatan carian pekerjaan di Malaysia.

*Kata kunci: Talian Carian Kerja, Persepsi Pengguna, Smartphone
Technology, Rangkaian Sosial, Milenium*

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LIST OF SYMBOLS/ ACRONYMS

| | | |
|------|---|--|
| MTUN | = | Malaysian Technical University Network |
| OJS | = | Online Job Search Enhancement |
| ST | = | Smartphone Technology |
| S | = | Social Networking Sites |
| P | = | User Perception |

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Moving toward the second decade of the 21st century, the use of the Internet has become an integrated and vital tool in today's business world. (Melanthiou, Pavlou, & Constantinou, 2015). The volume of the Internet subscribers in Malaysia is predicted to achieve the 25 million mark in the next three years according to The Economic Report 2013/2014 that was announced in year 2012. The represents approximately 23 percent increase over the eighteen (18) million estimated subscribers for year 2012 (Internet World Stats, 2014). In fact, the Internet has significantly changed the job application process and improved the channels of communication between employers and job-seekers (Suvankulov, 2010).

1.1 Background of the Study

As dot-coms proliferated and at-home Internet use sky-rocketed, many economists began to speculate on how this new technology would change the labor market (Job et al., 2008). The use of conventional job search methods no longer suffices to seek job. Thus, online job search gradually turned to an essential method for job seekers. (State.gov, 2009).

There are some benefits that have been found in online job search (OJS). Firstly, the OJS may reduce the cost of acquiring information about jobs both by impacting how workers learn about job openings and how they respond to openings (Job et al., 2008). Secondly, OJS provides more detailed information than traditional recruitment in newspapers and magazines (Mang, 2012). Thirdly, through OJS the jobseekers can access more job vacancies in more places more rapidly than by using conventional job search channels (Mang, 2012). Next finally, use of the Internet can facilitate the exchange of info between employers and job seekers, while at the same time reducing the cost of finding out information about job opportunities and applying for jobs (Green, et al., 2011).

Nevertheless, the impact of OJS on the functioning of labour markets explored in several previous studies (Kuhn & Mansour, 2014a). (Kuhn & Skuterud, 2004) is one of the pioneer papers to study the characteristics of online jobseekers. They analyse the demographic and socio-economic profile of US unemployed online searchers and then estimate the effect of the OJS. They found out that a lower unemployment duration for individuals who use the Internet for job search. The study also has found out that this effect is entirely explained by workers: Internet job searchers are younger, better educated, previously worked in occupations with lower unemployment rates, and have several attributes associated with shorter unemployment duration.

In Malaysia, a few researches conducted have also conducted on online job search. (Suki, et al., 2011) has done "Job searches via social networking sites: employed job seekers intentions" while (Romli, et al., 2012) has done the survey on "UUM student perception on the use of job search website in Malaysia".

From the researches mentioned above, one of the researches that carried out by (Suki et al., 2011) is to support explanation on job searching among employed job hunters through the social networking sites. 190 survey questionnaires were spreaded to employed job hunters who have adopted online social networking sites through the snowball sampling method. The outcomes validated that that perceived usefulness and perceived enjoyment are confidently and significantly associated to the behavioral intention to adopt online social networking sites as a job search tool, whereas perceived

ease of use is not positively and significantly related. The developers of online social networking sites need to provide supplementary beneficial tools in the online social networking sites to aid users of social networking site with their job searches.

1.2 Problem Statement

The expansion of the World Wide Web (Web) and, in particular, the second generation of websites, the so-called Web 2.0 technologies, has led to a vast amount of user-generated contents being created in various forms such as blogs, podcasts, wikis, twitters, etc. Instead of investing a lot of time and energy in using more traditional methods for collecting data such as interviews, surveys and focus groups, a researcher may now be able to just download data from the Web without the need to engage with users (Kim & Kuljis, 2010).

Thus, both employers and researchers have raised concerns about the overall effectiveness of the Internet in the labor market. For instance, the reduction in application costs may overload the online marketplace with excess and inappropriate applicants per position. This problem may lead to an increase in screening costs for firms or a higher investment by high-skill jobseekers to separate themselves from low-skill workers (Autor, 2001).

Therefore, understanding the individual determinants of OJS is important both to clarify the effects of the Internet on job search processes, and to design public policies aimed at promoting Internet usage or reducing search frictions in labor markets (Kuhn & Mansour, 2014b). Additionally, it may help to detect an unequal pattern of online job search among individuals – for instance, job seekers reveal whether these determinants vary along the diffusion process of OJS usage (Campos, et al., 2014).

1.3 Research Questions

1. What are the factors influenced the use on online job search among millennial students in MTUN?
2. What are the job-search practices of millennial students in MTUN?
3. What are the effect of online job search among millennial students in MTUN?

1.4 Research Objectives

1. To determine the factors influenced the use on online job search among millennial students in MTUN.
2. To identify the job-search practices of millennial students in MTUN.
3. To investigate the effect of online job search among millennial students in MTUN.

1.5 Scope, Limitation and Key Assumptions of the Study

This research is focused on MTUN final year students. Limitation was that, the fact that the study mainly covered a population generation is millennial (Generation Y).

The different location in each of the university (Universiti Teknikal Malaysia Melaka, Universiti Tun Hussein Onn Malaysia, Universiti Malaysia Pahang, Universiti Malaysia Perlis) has selected to ensure the representativeness of the study's population.

There are also several assumptions that made purposely for this project. First, this research is assume all the respondents are answering with honestly. Second, this study was only focuses on respondents' behavior and does not take into account environmental or economic factors.

1.6 Importance of the study

The knowledge this study generates will contribute in two ways: in terms of theory, this study provides an empirical understanding on the factors of enhanced the use on online job search among millennial students; and in terms of practice, strategic implications presented in this study and directions for the development of online job search service in Malaysia.

1.7 Summary

This chapter is structures as the introduction of whole research. It introduces the topic of the study including the background, the problem statements, the research questions and research objectives, scope of limitation of study as well as importance of research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter deals with the assessment of literatures which relate to the topic the OJS. Several literatures would be selected and relevant areas would be reviewed and evaluated. This chapter also discussed about the definition of user-perception, perceived ease of use, social networking sites, website content, smartphone technology , self-efficacy, intention to use and millennial. This chapter provides information about aspect of previous works which relate to this study. In view of this, a number of presentations culled from various sources are under review here.

2.2 User Perception

Most define perception as the process of recognizing (being aware of), organizing (gathering and storing), and interpreting (binding to knowledge) sensory information. Perception deals with the human senses that generate signals from the environment through sight, hearing, touch, smell and taste(Shah & Miyake, 2005).

In another words, perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world (Kotler, 2001). Each users perceives the world differently, and perceptions are manifested as attitude. For instance, customers may perceive the Chinese food as

flavorful when they consume. One's attitude may feel the foods delicious, while another person may view the foods unhealthy. Their perceptions may or may not valid, but it is important to remember that perceptions are the way an individual see the world (Kotler, et al., 1999).

In addition, (Hill & Steven ,2008) explained that perception as "the process of attending to, interpreting, and organising information". Perception involves three characteristics: (1) awareness of the object being perceived; (2) belief in the existence of the perceived object; and (3) the immediate acceptance of the perceived object (Shockley, 2007).

Moreover, perception considered as the sixth sense of human beings since almost all-cognitive life functions rely on it. Perception is also an important cognitive function at the subconscious layers that determines personality. At the same time, personality is a faculty of all subconscious life functions and experience cumulated via conscious life functions. It is recognized that a crucial component of the future generation computers known as the cognitive computers is the perceptual engine that mimic the natural intelligence (Wang & Wang, 2006).

Some of the research has shown that prior domain knowledge is a critical attribute that influences the way in which users interact with a system and further impacts their perceptions (Frias-Martinez,et al.,2007). It has been revealed that domain expertise enhances search performance (Paper & Pu, 2015). Expert users with a higher level of domain knowledge tend to find information in a more flexible and efficient way (Frias-Martinez ,et al., 2007). Summary of research on user perception is shown as below (Table 2.1).