

IMPACT OF JOBSTREET.COM FEATURES ON CHARACTERISTICS OF
POTENTIAL GRADUATES'

GRACE SUGIN ANAK JELANI

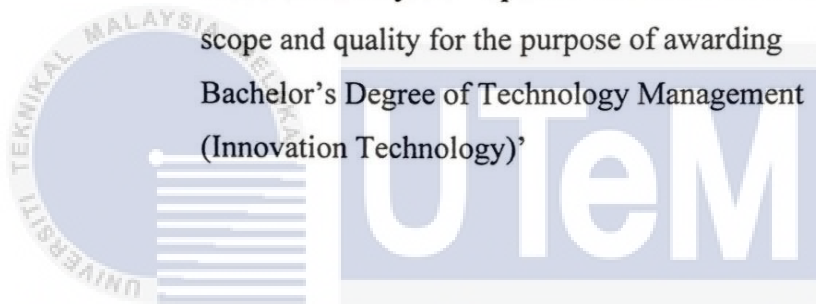


FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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SUPERVISOR AND PANEL DECLARATION/APPROVAL

'I/We* hereby admit that we have read this
thesis and in my/our* opinion this thesis meet the
scope and quality for the purpose of awarding
Bachelor's Degree of Technology Management
(Innovation Technology)'



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DECLARATION OF ORIGINAL WORKS

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DEDICATION

Every challenging job requires self-effort and guidance
as well as strength from God as well as parents. My humble efforts
I dedicate to: God, respected lecturers, mothers, sisters, friends, and seniors
who provided guidance, strength, and skills to the researcher in completing this
thesis.

اونيورسيتي تيكنيكل مليسيا ملاك

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ABSTRACT

The COVID-19 outbreak has affected many sectors of organizations around the world, especially in the employment sector. During this pandemic, traditional recruitment immediately shifted to online recruitment. For example, graduates often look for jobs on websites like Jobstreet.Com. However, some graduates are not employed by employers because the rank or wages set in the resume does not match their abilities or education. With Jobstreet.com features, it can access all jobs based on categorize or a job seeker's capabilities in terms of academic or technical skills. Therefore, it also makes it easier for graduates to choose jobs according to field or ability. The objective of this research is to analyse significant relationship between impact of Jobstreet.com features and its characteristics of potential graduates, examine correlation between the impact of Jobstreet.com features variables and to verify the most dominant impact of Jobstreet.com features on characteristics of potential graduates. The independent variables in this research framework are informative contents, job matching, and job by specialization, while the dependent variables are communication, personality, problem solving skills, image, and adaptability. The research methodology that the researcher uses in this research is the quantitative method, and the researcher used Krejcie and Morgan (1970) in determine the sample size, so the total of sample size that researcher used to obtain data was 379 individuals. For the data analysis, the researcher uses descriptive, reliability, Pearson Correlation, and linear regression analysis to analyse the data.

ABSTRAK

Wabak COVID-19 telah menjejaskan banyak sektor organisasi di seluruh dunia, terutamanya dalam sektor pekerjaan. Akibat daripada pandemik ini, pengambilan pekerjaan secara tradisional segera beralih kepada pengambilan dalam talian. Sebagai contoh, graduan telah menggunakan internet untuk mencari pekerjaan seperti laman web Jobstreet.Com. Walau bagaimanapun, sesetengah graduan tidak diambil bekerja oleh majikan kerana pangkat atau gaji yang ditetapkan dalam resume tidak sepadan dengan kebolehan atau pendidikan mereka. Dengan adanya ciri Jobstreet.com, ia boleh mengakses semua pekerjaan berdasarkan kategori atau keupayaan pencari kerja dari segi kemahiran akademik atau teknikal. Justeru, ia juga memudahkan graduan memilih pekerjaan mengikut bidang atau kemampuan. Objektif penyelidikan ini adalah untuk menganalisis hubungan yang signifikan antara kesan ciri Jobstreet.com dan ciri-ciri terhadap bakal graduan, mengkaji korelasi antara kesan pembolehubah ciri Jobstreet.com dan untuk mengesahkan kesan paling dominan ciri Jobstreet.com terhadap ciri-ciri bakal graduan. Pembolehubah tidak bersandar dalam rangka kerja kajian ini ialah kandungan bermaklumat, padanan kerja, dan pekerjaan mengikut pengkhususan, manakala pembolehubah bersandar ialah komunikasi, personaliti, kemahiran menyelesaikan masalah, imej, dan kebolehsuaian. Metodologi kajian yang digunakan pengkaji dalam penyelidikan ini ialah kaedah kuantitatif, dan pengkaji menggunakan Krejcie dan Morgan (1970) dalam menentukan saiz sampel, maka jumlah saiz sampel yang digunakan pengkaji untuk mendapatkan data ialah 379 individu. Bagi analisis data, pengkaji menggunakan analisis deskriptif, kebolehpercayaan, Korelasi Pearson, dan regresi linear untuk menganalisis data.

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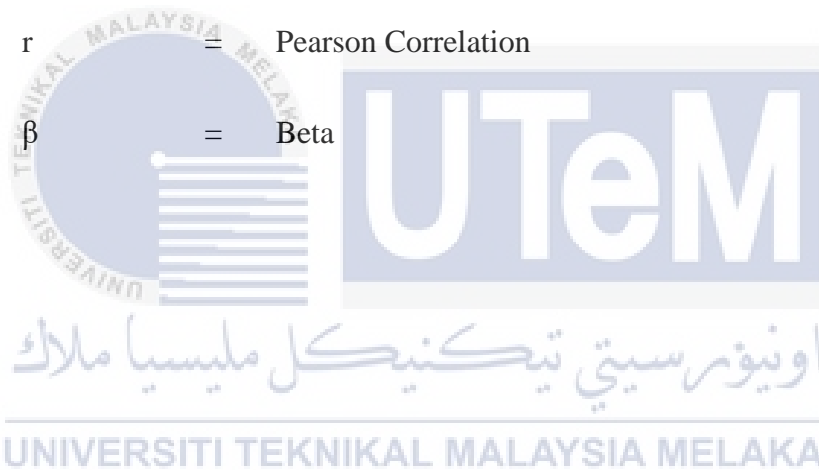
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LIST OF SYMBOLS

SYMBOL

α	=	Cronbach's Alpha
y	=	the predicted value of dependent variable
β_0	=	y-intercept
$\beta_1 X_1$	=	regression coefficient of the last independent variable
e	=	model error



CHAPTER 1

INTRODUCTION

1.1 Introduction

The information regarding the research topic impact of Jobstreet.com features on characteristics of potential graduates is included in this chapter. Researcher also explain about what Jobstreet.com is and characteristics of graduates. Researcher also believe that this research can help graduate in find the job by upload their resume through that e-recruitment websites. Apart from that, this chapter discusses about the background of study, problem statement, research questions, research objectives, significance of study and scope of study.

1.2 Background of study

Human resource management techniques are needed to help a firm achieve a robust and complete solution through technology support (Klett, 2010). Digital transformation of human resource management also can be seen as technology evolves, then the businesses will also change based on the way it manages human resources (Zehir et al., 2020). During this evolution, various developments have emerged to make HRM meet different demands, especially in the business world. In an increasingly vibrant digital world, artificial intelligence-based on "machine learning" technology promises to improve human resource departments at various levels, such as career management, recruitment, training, mobility, and benefits, to attract talent and check the profile or position suitability (Berhil et al., 2020).

According to Al-Jedaiah et al. (2020), strategic human resources management influences the organizational excellence part, with recruitment being the most significant contribution to managerial excellence in technology use product quality and competitiveness. Recruitment is an essential aspect of the Human Resource Management Process (HRM). It can contribute to organizational performance and directly causes the human resources department to be under pressure to keep up with technological advancements (Alsultanny & Mona, 2015).

In modern human resource management, firms can use information from social media to recruit employees (Bohmová et al., 2020). An organization uses new or digital technology trends such as E-recruitment, especially in human resource management (Jayabalan et al., 2019). A company must adapt to internet technology to survive in a competitive market, especially in hiring suitable employees to fill a position in the company (Fattiyah & Annisah, 2021). Therefore, E-recruitment is essential because it can bring people into an organization. E-recruitment can describe as online recruiting, internet recruiting, or social recruiting (Mindia et al., 2018).

E-recruitment can be referred to as virtual organisations where tasks are completed by using technology and human agents, which can facilitate free cooperation, interaction, and time. (Holm & Anna, 2012). It is also the technique of utilizing technology, particularly web-based resources, in locating, reviewing, interviewing, attracting, and hiring new employees (Singh & Sneha, 2017). Most organizations have begun to use their e-recruitment strategies by marketing social media as a platform to communicate or attract employee talent (Van Esch et al., 2018). One of the most important routes for job seekers is now through online recruiting web platforms like Monster, Indeed.com, Jobstreet.com, and others (Mendez et al., 2021). E-recruitment platforms like Jobstreet.com are one of the solutions for people to apply for jobs online more quickly.

1.3 Jobstreet.com

Jobstreet.com is a job portal founded in 1997 in Malaysia, and today, the portal is the largest online job company in Southeast Asia (Bakri et al., 2017). JobStreet.com is a regional leader in online hiring with a significant presence in Malaysia, Singapore,

the Philippines, India, Japan, Hong Kong, Indonesia, and Thailand (Hussain & Anwar, 2021). It is also one of the most popular job search engines for job seekers, with thousands of jobs already available on the website by various companies (Bakri, et al., 2017). Having an online job search portal like this will facilitate or speed up the recruitment process in every stage, from employee placement to accepting applications and directly to the interview (Mendez et al., 2020). All these services are available to all users and are free of charge. These job sites are highly customer-focused, and they strive to efficiently address most of the challenges that job searchers confront (Rahman et al., 2020).

Other than that, Jobstreet.com also offers a wealth of information and labor suggestions that align with the company's principles (Zahra et al., 2021). Graduates typically look for work by creating profiles on job search websites like JobStreet.com (Kamaruddin et al., 2019). Jobstreet.com is a significant source of information in Asia, and it can connect job seekers and employers in Malaysia, Indonesia, the Philippines, Singapore, and Vietnam (Triyanto et al., 2018).

With the availability of online recruitment tools, recruitment officers find that using these tools is beneficial as they can check applications from their office facilities. At the same time, job applicants can also apply for jobs efficiently and quickly (Grimaldo et al., 2020). According to Kamaruddin et al. (2019), before accessing Jobstreet.com portal, users must log in to get more information about firm profiles, which can aid them in selecting the most suitable career path and they can also create or upload a resume through the portal.

This recruitment system also has a unique feature where a 3-minute self-explanatory video must be uploaded by the candidate so that the recruiter can screen the candidate's language and interpersonal proficiency at a glance without bothering to invite the candidate for an interview. It can also show the marketability of graduates (Sivabalan et al., 2014). Getting a suitable job in e-recruitment like Jobstreet.com is becoming more difficult as graduates must compete for vacant positions (Kamaruddin, et al., 2019). So, graduates must be proficient in academics and prepare with the necessary personal qualities that will add to their ability to enter the job market (Amuthan et al., 2017).

1.4 Characteristics of Graduates

Characteristics of graduates can be defined as the skills and knowledge that can increase an individual's chances of becoming safer and prosperous in their field of employment and help themselves, society, and the economy (Majid & Faizah, 2018). Employability has known as a set of skills, knowledge, and personal characteristics that can assist graduates in finding work and succeeding (Gang et al., 2020). According to a JobStreet.com survey in 2018, 41% of businesses are unsure about recruiting graduates, 35% are open about not having graduates in their companies, 24% are willing to hire, and the most hesitant to hire graduates are SMEs (Awi et al., 2021). It shows that the employability of graduates is essential to enter the job market, whether through e-recruitment or traditional recruitment methods. Employability in the workplace or employment market refers to the likelihood that an organization will employ graduates because of their competencies that match the demands and expectations of prospective employers (Ghani et al., 2020). Therefore, graduates must adjust their demanding attitudes while developing more employable skills to secure job placement (Hossain et al., 2018).

1.5 Problem Statement

Jobstreet.com is a helpful website for people looking for jobs related to their interests. An online job marketplace like Jobstreet.com is a marketplace that connects employers who are looking for workers and applicants who are looking for work (Dicky et al., 2020). This type of e-recruitment is simple, cost-effective, responds quickly, and has precise targets in any field of interest (Maree et al., 2019). Most jobs obtained using e-recruitment are 30 percent faster than traditional recruitment methods, which can directly increase international recruitment opportunities. However, the effectiveness of online recruitment like Jobstreet.com depends on the website's attractiveness (Teoh et al., 2013). Statistical analysis of SME executives' perspectives states that e-recruitment, such as Jobstreet.com, is one of the sub-functions of e-HRM, and it also is seen as a valuable technology in improving activities, especially in managing human resources (Poorangi et al., 2011).

However, statistics show that as more graduates have entered the workforce over the past ten years, the graduate unemployment rate has increased. (Kadir et al., 2020). On the other hand, e-recruitment also does not have the same level of reliability and credibility as traditional recruitment methods (Selvanathana et al., 2019). Job mismatch also contributes to unemployment issues among graduates, such as mismatch between education and employment, job-qualification mismatch that often occurs between graduates, and the occurrence of mismatch between field of study and field of employment when graduates are looking for work (Kadir et al., 2020).

Apart from that, unrealistic wages by graduates are a major factor in companies rejecting applications, especially for those that are not comparable to the criteria set by the employer (Kadir et al., 2020). Based on Simon Si (2017) in a research paper, the Regional JobStreet.com Head of Communications, the request likely stemmed from financial support from parents exposing graduates to a high standard of living throughout the year of study. In the manufacturing sector, service sector and agriculture sector needed people who possess to the right soft skills but acquiring graduates in this field with that quality has been quite difficult (Noor Azina, 2011).

The Covid-19 pandemic has caused HR managers to use virtual recruitment plans to hire quality people to work in their companies (Rathee et al., 2020). Based on those issues, a quantitative study is proposed to determine the impact of Jobstreet.com features on characteristics of potential graduates. For this case, the selected respondents are individuals who graduated from the university in Malaysia. Therefore, it is essential to know the new findings in this research topic where it can explain the impact of job portal features like Jobstreet.com and characteristics of potential graduates.

1.6 Research Questions

The purpose of this research is to investigate the impact of Jobstreet.com features on characteristics of potential graduates. Therefore, the researcher comes out with the following research question to be defined in the research below:

1. Is there a significant relationship between impact of Jobstreet.com features and its characteristics of potential graduates?
2. Is there any correlation between the impact of Jobstreet.com features variables?
3. Is there a dominant impact of Jobstreet.com features on characteristics of potential graduates?

1.7 Research Objectives

This research focusing on the impact of Jobstreet.com features on characteristics of potential graduates. There are three objectives were set up for addressing the purpose of this research which are.

1. To analyze significant relationship between impact of Jobstreet.com features and its characteristics of potential graduates.
2. To examine correlation between the impact of Jobstreet.com features variables.
3. To verify the most dominant impact of Jobstreet.com features on characteristics of potential graduates.

1.8 Significant of Study

This research aims to investigate the Impact of Jobstreet.com Features on the Characteristics of Potential Graduates among the students who graduate from Universiti Teknikal Malaysia Melaka (UTeM). Therefore, this study is expected to introduce important guidelines for graduates to seek employment commensurate with their abilities. This study can also introduce e-recruitment platforms such as Jobstreet.com to graduates or job seekers, where it can be used as general knowledge

when stepping into work. This study can also reveal the benefits of online hiring, which helps job seekers and employers hire employees (Triyanto et al., 2018).

1.9 Scope of Study

The study has few scopes that may directly or indirectly influence its finding. Data collected was limited to individuals or students who had graduated. The study location chosen is Universiti Teknikal Malaysia Melaka because it can help researchers obtain more information about this study. Researchers also face transportation problems, so questionnaires such as Google forms will be used to get information and distribute it using social media. As a result of these factors, the study may have difficulty maintaining a smooth research procedure, affecting the planned timing.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter primarily focused on the study's independent variables and dependent variables. The data for both variables came from the earlier literature reviews, which included the relevant articles, especially in journals on human resources management and the transformation of traditional ways of recruitment into online systems, Jobstreet.com websites, newsletters, and recruitment bulletins. After the previous theories and models were carefully studied, only reasonable arguments from the article were selected. The author then used the same method to determine the critical variables items for creating research survey questionnaires. In addition, the article was mixed with critical reviews where the author tried to give an opinion to enlighten the discussion further. Finally, all the inputs will be translated into a theoretical framework that reflects the poorly studied relationships of independent and dependent variables and will be used for analysis in Chapter 3. The hypotheses outlined should be based on assumptions about relationships between variables.

2.2 Impact of Jobstreet.com Features

This online recruitment service has proven to be one of the most popular and successful internets. These websites usually offer job seeker or graduates a comprehensive database with job categories, a dedicated search engine, and the ability to upload resumes and apply for jobs online (Sivabalan et al., 2014). All websites have sections for career opportunities where applicants can see and research in advance of

employment before using or providing information to their friends and family (Abd Malik et al., 2021). Online reviews can be valuable for job searchers who want to know where they will work (Laheba & Timothy Rey, 2021). Online job career portals supply e-recruit features, such as Jobstreet.com. The portal uses criteria such as experience, skills, education, and preferences or all these combinations (Ting et al., 2018). It is also intended to enable employers to advertise job openings, conduct employment reviews, and provide career counselling (Hussain & Anwar, 2021).

For this study, there are three independent variables for the impact of Jobstreet.com features which is informative contents (Purwati et al., 2013), job matching (Tan, et al., 2017) and interactive data visualization (Bakri et al., 2017).

2.2.1 Informative contents

For prospective applicants, content defined as job information that can easily accessed about available job openings, development opportunities, and organizational culture (Purwati et al., 2013). The content of the messages is important because applicants may see this as a sign of how good an employer is (Lyons et al., 2011). Content structures that provide diverse types of information, especially about employment, become a critical institutional feature in employment portals (Loh et al., 2021). Using internet recruitment such as Jobstreet.com allows job seekers to gather more relevant information about companies (Moghaddam et al., 2015). Therefore, informative contents comprise three variables which are easily understand (Selvanathana et al., 2019), attractiveness (Grimaldo et al., 2020), and credibility of information (Selvanathana et al., 2019).

2.2.1.1 Easily understand

Information provided by e-recruitment website is easy to understand (Selvanathana et al., 2019). This study conducted to investigate the perception of job seekers in world especially Malaysia, several researchers found that the perception of the usefulness of job portals is considered important to job seekers because it shows detailed and easy-to-understand job information. This allows job seekers or graduates to make better decisions (Tong, 2009).

2.2.1.2 Attractiveness

In recruitment, message content can create a good impression toward the employer, better understand the organization, and escalate organizational attractiveness (Lyons & Marler, 2011). Based on Moghaddam et al. (2015) research paper stated that the attractiveness of web advertisements for company vacancies also influences applicants' attitudes towards the company. Apart from that, the usability of online tools like E-recruitment has its appeal as it can attract a potential workforce and job seekers, especially young people who are also becoming more comfortable with the internet to find jobs (Grimaldo et al., 2020)

2.2.1.3 Credibility of information

Credibility is defined as perceptions of the veracity or believability of the information (Allen et al., 2004). A source that is qualified to deliver correct information and indirectly assist users is one that is perceived as having high credibility (Selvanathana et al., 2019). It enables people to determine the source of the information, particularly when it comes to jobs (Zamparini et al., 2010). In fact, some studies emphasise the "trustworthiness of information" to refer to the information's credibility in more detail (Selvanathana et al., 2019).

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2.2.2 Job Matching

Jobstreet.com features job matching involving the process of similarities between job placements and employee seeker profiles based on the employer's requirements in the portal (Siraj et al., 2011). According to Mendez et al. (2020), job matching techniques are commonly used to assist users in identifying and selecting qualified applicants who satisfy the organization's needs. The system has also used a matching feature called LiNa to automatically compare job seeker criteria such as skills, place, and environment with prospective employers (Hui et al., 2016). Jobstreet.com also provides a wide range of job options available, and the existence of job matching features in the portal has made it possible to find jobs that meet the needs of job seekers (Bakri et al., 2017). Therefore, job matching includes three variables

which are work environment (Majid et al., 2020), salary matching (Nasron et al., 2018), and locations of choices (Gutiérrez et al., 2019).

2.2.2.1 Suitable work environment

Suitable work environment is where employees do activities daily (Majid et al., 2020). Therefore, having a pleasant work environment is essential as job applicants will see the working environment in the company first before applying for it. According to Hui et al., (2016), Jobstreet.com designed to match job seekers with prospective employers automatically by entering the expected qualifications and work environment they want.

2.2.2.2 Salary adequate

Salary information has been presented on job adverts since the launch of the Jobstreet.com Richer Job Ad in the fourth quarter of this year, and this can help job seekers in making better selections when applying for jobs (Jobstreet, 2021). Most job search platforms have filtering options that help job seekers identify jobs based on types and expected salary (Hui et al., 2016). A feature called 'LiNa Daily Jobs' allows users to adjust job options, including job salary, and if there is a job match according to the wage set by the job seeker, then the feature will let them know through the website (Nasron et al., 2018).

2.2.2.3 Locations of choices

Jobstreet.com also has a map feature that shows the location of available jobs (Gutiérrez et al., 2019). Utilizing the internet for recruitment has allowed businesses to connect with the right job searchers in more places (Selvanathana et al., 2019). According to Moghaddam et al. (2015), Jobstreet.com also lists job openings by country and location. So, it will be easier for job seekers of graduates to choose a company location based on the applicant's interests.

2.2.3 Interactive data visualization

Users of the employment portal can filter interactive data to find all jobs that fit their criteria and receive a summary of each one (Bakri et al., 2017). The "Labor Market Explorer" is an interactive dashboard that enables job seekers to interact with a diverse collection of job recommendations based on their user profile, such as competences and abilities, according to the study article by Gutierrez et al. (2019). Users now interact with data differently thanks to interactive data, which has also improved job seekers' ability to identify the states with the highest employment opportunities (Abu Samah et al., 2021). It also provides explanations of the job recommendations, including needed competencies of jobs that match the profile of the job seeker (Gutierrez et al., (2019). Interactive data includes three variables, namely job by specialization (Bakri et al., 2017), suitable job positions (Dewi et al., 2020), and work experience (Constante et al., 2019).

2.2.3.1 Job by specialization

Jobs by Specialization is a collection of all live job postings on Jobstreet.com or an overview of all jobs. (Jobstreet, 2020). The existence of features such as Job by Specialization makes it easier for users or job seekers to find a job that is equivalent to the applicant's ability at once (Constante et al., 2019). According to Jobstreet (2020), through these features as well, job seekers can also find out whether the listed industry or Specialization has high demand or not. Apart from that, JobStreet.com only allows job filtering by specialization and state (Bakri et al., 2017).

2.2.3.2 Suitable job positions

Job seekers search for suitable positions and job opportunities in different companies through the internet. According to Dewi et al. (2020) stated that job applicants can view some of the offered by the company through this feature (Jobstreet, 2021). Typically, a company will advertise its vacancy on a specialist website like Jobstreet.com and then the website will use a commercial job board for recruitment (Mondal et al., 2011).

2.2.3.3 Work experience

According to Bee et al. (2015) to choose a suitable job advertisement on Jobstreet.com must have skills or work experience. In employment portals such as Jobstreet.com, employers will select employees based on skills, academics or work experience whether working part-time or full-time in any field (Manogharan et al., 2018).

According to Perera et al. (2018) stated, the job search can be done more effectively if using the right technology, including knowledge of various sources of recruitment, both conventionally and contemporary. In a research paper, a study by Manai (2011) found that graduates can use self-marketing tools to create their image through social media to pursue a career. For example, most graduates take steps to achieve a goal by creating a profile on a job portal like Jobstreet.com and try to prove themselves by stating a set of skills or knowledge on a professional networking platform. As many as 77.61% of graduates support that the tool effectively proves their potential or abilities to employers (Perera et al., 2018).

2.3 Characteristics of potential graduates

According to the National Graduate Employability Action Plan (2012-2017), Malaysia has enough graduates with technical talents, especially in information, knowledge, or communication technology (ICT), business, engineering, and other disciplines (Amuthan et al., 2017). In a survey by Jobstreet.com, 51% of employers prefer character as the main criteria for selecting employees (Ting et al., 2018). In the era of the Fourth Industrial Revolution, most employers did not only look at the academic qualifications of a graduate because they preferred soft skills and the right attitude (Gang et al., 2020). There are five elements of dependent variables, which are communication skills (Amuthan et al., 2017), personality (Perera et al., 2018), creative problem-solving skills (Osmani et al., 2019), image (Gorbatov et al., 2019), and adaptability (Tomlinson et al., 2020).

2.3.1 Communication skills

Communication skills is one of the characteristics of potential graduates and it's related to a person's ability in writing, listening, speaking, or reading, and graduates also need to be proficient in all these areas for them to be successful in the field of employment (Suarta et al., 2017; Krishnan et al., 2019). Most employers prefer to choose graduates who have an excellent means of communication as it can improve their organization's performance (Ab Rahman et al., 2020). Through a study by the Federation of Malaysian Employers, 68% of employers concluded that the ability to communicate is a critical requirement in applying for a job (Amuthan et al., 2017). Based on the survey conducted by researchers, all respondents thought that being able to speak English is a necessary skill for finding work (Succi et al., 2020). According to Cervantes et al. (2019), graduates' communication abilities also influence graduates' employability.

2.3.2 Personality

Personality is the most significant aspect in deciding on a professional path. According to Ting et al. (2018) personality includes the job applicant's background, education, and skills. In the research paper, based Perera et al. (2018) stated personality determines behavior, goals, or identity. If graduates know their personality traits, it can help them get their dream job.

2.3.3 Problem solving skills

Creative problem solving is where graduates use intelligence, and it is supported by logical methods and analysis to suggest solutions and supply innovative ideas (Osmani et al., 2019). In addition, marketability also plays a specific role in the workplace where it requires a combination of different transferable skills, such as having the nature of working in a team to solve any problem (Wimalasiri, 2015; Kadhila et al., 2018). Creative problem solving can be categorized into generic skills (Azmi et al., 2018). These skills are also fundamental skills that enable graduates to

be more productive in various fields to complete tasks efficiently and in an orderly manner (Azmi et al., 2018).

2.3.4 Image

In general, image promotes the strengths and uniqueness of an individual to a target audience (Sullaivan et al., 2005). Graduates can also use personal branding to show a reputation and credibility and build self-confidence (Pathmanathan et al., 2018). According to Gorbato et al. (2019), image can lead to higher job satisfaction, mediated entirely by perceived employability. According to Pathmanathan et al. (2018) found that unique image, personal identity, and position impact employability, and personal branding also links all of these with the marketability of a graduate.

2.3.5 Adaptability

Employers look for well-organized and efficient employees to complete assigned work correctly, as well as be adaptable in dealing with a variety of scenarios (Nicolescu & Paun, 2009). According to Fugate et al. (2004), personal adaptability is a part of employability. Personal adaptability refers to adapting to new situations and contributing to career success (Lodi et al., 2020). Based on Tomlinson et al. (2020) research paper, graduates must be flexible and adaptable to manage the industry and labor market's unavoidable changes.

2.4 Theoretical Framework

After the explanation from the relevant articles, especially in journals on human resources management and the transformation of traditional ways of recruitment into online systems, Jobstreet.com websites, newsletters, and recruitment bulletins. Figure 1 shows the theoretical framework that researcher found.

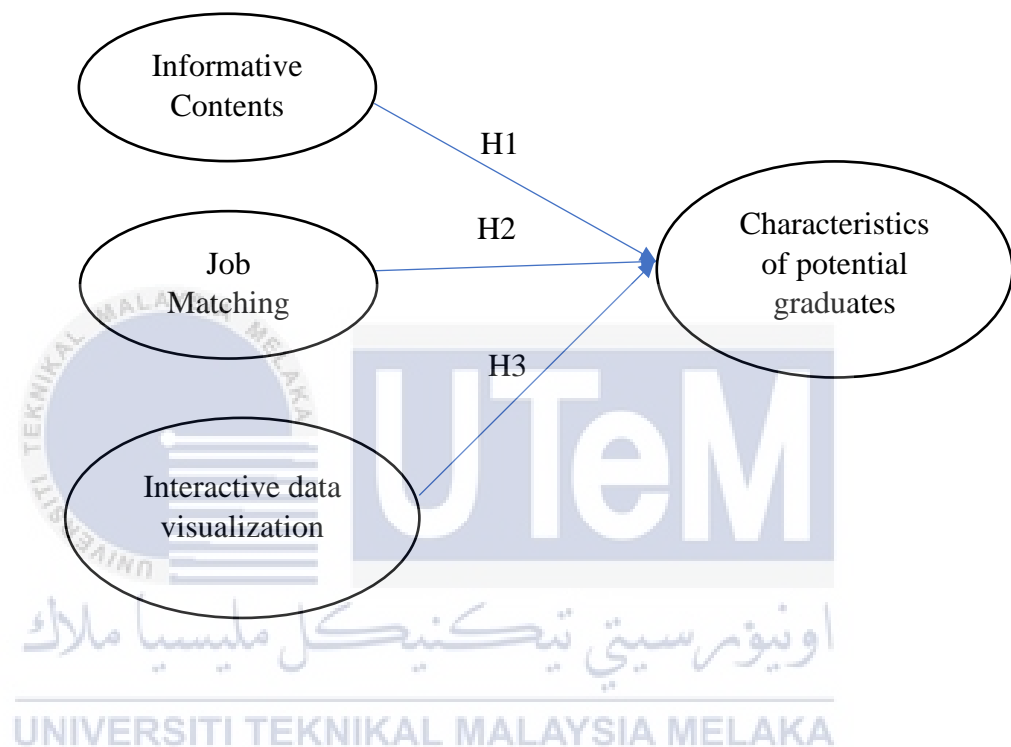


Figure 2.1: Theoretical Framework

(Bakri et al., 2017; Perera et al., 2018)

2.5 Research Hypotheses

H1: There is a significant relationship between informative contents and characteristics of potential graduates.

H2: There is significant relationship between job matching and characteristics of potential graduates.

H3: There is a significant relationship between interactive data and characteristics of potential graduates.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter covers the procedures, steps, and samples the researcher used to gather the data for this study. In addition, this research also seeks to understand the methodology used to collect the data on the Impact of Jobstreet.com Features on the Characteristics of Potential Graduates. The term method can be referred to as a method for collecting and evaluating data, and the sample of data can be taken either through quantitative or qualitative methods. Apart from that, the researcher also believes it is essential to have a basic understanding of the research methodology to apply it in the research.

3.2 Research Design

The research design is the study's skeleton since it emphasises the steps that will be taken to put its results into practise (Okechukwu & Worlu, 2017). Research design is a technique for using empirical data to respond to research questions (Shona McCombes, 2021). A carefully considered research design can guarantee that the researcher's methods align with the objectives of the study and that the researcher can apply the appropriate type of analysis for the data (Shona McCombes, 2021). The phrase "research design" refers, in the words of Inaam Akhtar (2016), to "an organisation of settings for data collecting and analysis to connect the relevance of research aims with economics and processes." Research design uses empirical data as one of the strategies to answer research questions (Shona McCombes, 2021).

A research strategy is a step-by-step action plan that guides researchers' cognitive processes and helps them conduct research systematically and on time (Ashni Walia & Priya Chetty, 2020). This strategy aims to introduce the main components of the study, such as research topics, fields, key emphases, research design, and research methods. In the design of this study, the first step that the researcher needs to consider is the goals and approach. Before the researcher designs research, the researcher should have a clear idea of the research question. According to Shona McCombes (2021), the researcher's aims and priorities should guide study design choices, and then the researcher should think carefully about what they want to accomplish. The first decision that the researcher must make is whether the researcher uses a qualitative or quantitative method in research. In addition, it's also essential to think about practicality and ethics if the study involves humans. The researcher should consider the following research ethics: how long does it take to collect data and prepare a research paper or is it possible for researchers to obtain the necessary data, such as studying in a particular location.

The second step is to choose the type of research design, whether quantitative or qualitative designs. There are four types of quantitative methods, which are experimental and quasi-experimental techniques, where the researcher can examine cause-and-effect linkages. In contrast, descriptive and correlational designs are also quantitative designs that can quantify variables and characterize correlations between them (Shona McCombes, 2021).

Apart from that, the types of qualitative design are phenomenological, ethnographic, grounded theory, and case study. Phenomenological are studies about the human experience through the description. Respondents are asked to describe the experience according to the respondent's perceptions through an interview (Lissie Hoover, 2021). Next is ethnographic research is gathering and analyzing information on cultural groupings, and grounded theory is inductively developing an approach by studying or analyzing qualitative data carefully. A case study, on the other hand, is a thorough research into a particular subject, such as a place, an organisation, or an event, with information gathered from several sources or approaches (Shona McCombes, 2021).

The third step is to identify the population and the sampling method used by the researcher. The research design should state who or what the researcher is studying and how the researcher will select participants or subjects. The population in research can be anything the researcher wants to explore, and usually, it refers to a group of individuals. The fourth step is to choose the appropriate data collection method. In this research, the researcher chose the survey study design because it serves to answer the questions and objectives of the study. The survey design examines a population sample to produce a quantitative or numerical description of attitudes, trends, or opinions. The researcher also makes statements about the population based on the sample results obtained. Apart from survey research, researchers can also use secondary data to get more data to conduct the study (Shona McCombes, 2021).

The fifth step is to plan a data collection procedure. The researcher must carefully arrange the utilized methods to acquire consistent and accurate data. This planning is critical, especially in quantitative research, because the researcher must accurately identify the variables and guarantee that the measurements are accurate and dependable. The final step is to determine the researcher's data analysis strategy. In quantitative data analysis, the researcher will use some form of statistical analysis because it can further summarize the sample data, test hypotheses, and make estimates. Apart from that, researchers can use quantitative research methods for descriptive purposes because, in descriptive research, researchers can seek an overall summary of study variables (Pritha Bhandari, 2020).

3.2.1 Descriptive Research

Descriptive research is the type of research method used to describe an existing phenomenon, identify, and obtain information about the characteristics of a particular issue, such as a community, group, or person (Inaam Akhtar, 2016). According to Shona McCombes (2019), descriptive research is also a type of research that focuses on describing the features of the variables being investigated. This methodology focuses on answering questions on the "what" of the study topic rather than the "why." Instead of focusing on the "why," descriptive research focuses on merely describing the characteristics of the demographics under investigation. A survey is a method that researchers use to conduct descriptive research. In the survey research, respondents

answered through surveys, polls, or questionnaires, and the survey also can be used online or offline. Additionally, the descriptive study can help indicate areas where more research is needed and links between variables that need further investigation.

3.3 Methodological Choices

Researchers' most important methodological choices are based on qualitative and quantitative data. Furthermore, qualitative data is presented in words and images, while quantitative data is presented as a list of items. In this study, researchers choose the quantitative method. The quantitative method involves gathering numerical data from primary or secondary sources.

3.3.1 Data Collection

Data collection is acquiring and evaluating the information on variables of interest in a systematic manner that allows researchers to answer research questions, test hypotheses, and assess outcomes (Syed Muhammad Sajjad Kabir, 2016). In statistical analysis, data collecting is significant (Oluwatosin Victor Ajayi, 2017). There are two types of data collection methods: primary data and secondary data.

3.3.1.1 Primary Data

The term "primary data" refers to information obtained for the first time by the researcher (Oluwatosin Victor Ajayi, 2017). Sources for primary data are limited, and it may be challenging to get such data due to lack of population or lack of cooperation from respondents (Syed Muhammad Sajjad Kabir, 2016). Researchers used some examples of primary data sources in research, such as surveys (Syed Muhammad Sajjad Kabir, 2016). The term "survey data" refers to information collected from a sample of respondents who participated in a survey. This information is also compiled from the target audience on specific issues to conduct research. Feedback and opinions from a sample of respondents were required to be collected using various channels. For example, researchers used multiple data collection methods, including online questionnaires or telephone surveys, to conduct the study. A questionnaire is an

observational technique in which respondents are presented with a set of items in written form and asked to respond in writing. Respondents were given a list of written things that they would answer by simply marking what they believed or could accept. According to Syed Muhammad Sajjad Kabir (2016), questionnaires are open-ended or closed- ended questions to which respondents respond.

3.3.1.2 Secondary Data

Secondary data collection refers to information gathered by researchers from previously published research publications (Jameel et al., 2018). Secondary data may not be as good as primary data. However, it still has value when the researcher can't get preliminary data, and secondary sources can help the researcher get the information needed (Syed Muhammad Sajjad Kabir, 2016). A few methods for gathering secondary data include journals, internet articles, magazines, newspapers, and books (Melissa, 2017).

3.4 Location and Time Horizon

This study aims to determine The Impact of Jobstreet.com Features on Characteristics of Potential Graduates among graduates at the University of Teknikal Malaysia Melaka. This university is located at Jalan Hang Tuah, 76100 Durian Tunggal, Malacca. Next, a cross-sectional study is a time horizon used by researchers in this study where data can be collected only once, sometimes over days, weeks, or months. According to Julia Simkus (2021), a cross-sectional study is an observational study that involves analyzing information about a population at a specific point in time. These strategies are often used to make inferences about possible relationships or collect preliminary data to assist in subsequent research and experiments (Kendra Cherry, 2019).

3.5 Sampling Design

Sample design is a predefined method of selecting items for a sample from a particular population. It can also refer to the strategy or approach used by the

researcher to choose items for the sample. To draw a valid conclusion, the researcher needs to carefully decide how the researcher selects a sample that represents the group as a whole (Shona McCombes, 2019). Therefore, there are two types of sampling methods: probability sampling, which involves random selection, and non-probability sampling, which involves non-random selection. Probability sampling is when the researcher picks a group of people at random, which allows the researcher to make solid statistical inferences about the whole group. There are also four main types of probability samples: Stratified sampling, cluster sampling, simple random sampling, and systematic sampling. It is simpler for the researcher to gather data by using non-probability sampling, which involves non-random selection based on facilities or other criteria. In exploratory and qualitative research, non-probability sampling approaches are commonly used. This type of study aims to gain an early understanding of a tiny or understudied community rather than to test a theory about a large population. There are four types of non-probability sampling methods: convenience sampling, voluntary response sampling, purposive sampling, and snowball sampling (Shona McCombes, 2019).

3.5.1 Sampling Technique

When a researcher researches a group of people, the researcher should select a sample first. A sample refers to a group of individuals who participated in the research. There are five steps that researchers use in the sampling technique. The first is that the researcher will determine the target population. The target population refers to the group of individuals or objects. The second is that the researcher chooses a sampling frame. Sampling frame lists involve all the elements in the population from where the sample will be taken or a collection of units that can be sampled. In this study, the researcher selected graduates from the University of Teknikal Malaysia Melaka as a sample to conduct the study.

The third is to state the sampling technique. This sampling can be done with various probability (random selection) or non-probability (non-random) processes. Random selection can be used to select a sample if the sampling frame is approximately the same as the target population specified by the researcher however if the sampling frame does not represent the target population so the researcher can

choose a non-random selection that can give at least a picture of the people in the surrounding area. The researchers in this study used a simple random sampling technique to draw samples at random. According to Shona McCombes (2019), each member of the population has an equal probability of being chosen in a simple random example. Researchers can also utilize random number generators or other completely chance-based ways to conduct this type of sampling.

The fourth is to determine the sample size. To select the size of this sample, the researcher will look at many factors such as time, cost, and even the facilities used. In general, a larger sample is good, but it also requires a lot of resources. In this study, the researcher has used the method of Krejcie & Morgan (1970) to determine the sample size as shown in the table 1. Based on Krejcie & Morgan (1970), the formula for determining sample size has been briefly discussed because it has given the same sample size in all studies where the researcher only adjusted the t-value based on population size (cited in Ahmad et al., 2017). Apart from that as the total graduates in University of Teknikal Malaysia Melaka is 31 518 individuals so, the sample size total to obtain the data in this research is 379 individuals as shows in Table 3.1 below.

Table 3.1: Sample size of a known population

Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size

Source: Krejcie & Morgan, 1970

(Source: Krejcie & Morgan, 1970)

3.5.2 Sampling plan

A sample plan specifies which measurements will be made when, on what material, and in what manner. Sampling plans should be created so that the generated data contains a representative sample of the parameters of interest and allows for the answers to all the goals' queries. The researcher also stated that the setting of the sample in this study is through calculations, tables and descriptions for each data obtained.

3.6 Pilot Study

When it comes to instrument validation, the questionnaire should be examined with the intended audience to see if it can be made better or altered (Kasunic, 2005). According to Doody et al. (2015), pilot studies are typically used to test the feasibility of methodologies, procedures, questionnaires, and interviews and how they work together in a particular context. It can also reveal ethical or practical issues that prevent this study from being conducted. If researchers want to modify the survey method in pilot tests, they need to change it based on these test components. The first component has a precise sample size; the research goals should be aligned with the study objectives, measurement tools, and data analysis to interpret the information obtained. (Fraser et al., 2018). According to some researchers, the pilot study sample size should be 10 - 20 people (Hopkins, 2017). In this research, 20 sample were collected by the researcher for the pilot study using SPSS.

3.7 Questionnaire Design

Questionnaires are written questions used to collect standardized information about people's ideas, preferences, experiences, intentions, and behaviors (Bryn Farnsworth, 2021). It is also an essential part of the research. In this study, the questionnaire depends on the type of information the researcher wants to obtain. Apart from that, studies to collect valuable data should have good survey questions and a balanced combination of open-ended and closed-ended questions. In this study, data collection will be done by the survey where the researcher will distribute this questionnaire through Google Form.

The respondent in this study are students who graduated from Universiti Teknikal Malaysia Melaka who accessed the Jobstreet.com website to identify the characteristics of potential graduates. There are two sections to the questionnaire for this study. To gather demographic data about the respondents which is Part A. The gathering of this information enables researchers to distinguish between respondents' variations in particular factors (Kasunic, 2005). Part B was designed to use the established structures and items to test the research technique for the study. This section concentrated on the effects of Jobstreet.com on the traits of prospective graduates based on the suggested research model (see Figure 1, pages 16). From the data obtained from these sources, the researcher prepared a survey questionnaire that was distributed to the respondents.

Nominal and ordinal scales were both used to measure the scales. Most of the surveys are scored on an ordinal scale, with the exception of the respondent's personal information, which was evaluated on a nominal basis. In analyzing the questionnaires items in this research, researcher used Likert scalling method that was shown in the Table 3.2 below.

Table 3.2: Likert Scale

Likert Scale					
Stage	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Scale	1	2	3	4	5

(Source from Roxana Elliott, 2021)

3.8 Data Analysis

The most important aspect of each study is data analysis. Data analysis can help researchers further summarize the information collected through survey methods. It also involves interpreting data obtained using analytical or logical reasoning to

identify patterns, correlations, and trends (Jake Franken Field, 2021). Data analysis is defined as the process of cleansing, transforming, and modelling data to find information that can use to make research decisions. This data analysis also aims to extract useful information, and researchers will make decisions based on it.

There are several steps that researchers use to analyze data. The first is to identify the data. In this first stage, the researcher will identify what research to do in detail. The second is where the researcher will collect the data needed to conduct the study. In this stage, the researcher will determine the information used and how the researcher will use that information. Data collection can be done using quantitative surveys or secondary data. Third, once the researcher collects the required data, the researcher should clean up the collected data and make it ready for analysis because not all the data collected will be used in this research as there are some data not according to the suitability of the study. The last is to analyze and interpret the data. In this stage, various techniques, such as regression, statistical analysis, reliability, etc., are used to analyze and manipulate the data to facilitate the researcher's conclusion. In this research, the researcher chooses descriptive analysis, reliability analysis, Pearson Correlation analysis, and linear regression analysis to analyze the data.

3.8.1 Descriptive Analysis

Descriptive analysis can be known as statistical analysis. Statistical analysis is one of the types of data analysis. Statistical analysis shows "What happened?" by using past data in the form of a dashboard. Statistical analysis involves the collection, analysis, interpretation, presentation, and modeling of data, and it will analyze a data set or sample of data. According to Pritha Bhandari (2020), descriptive analyses summarize and organize a data set's characteristics. This data set can be a collection of responses or observations from a population or sample. There are three forms of descriptive statistics: distribution, which is concerned with the frequency of each value. The central tendency is concerned with the average value, such as mode, median, and mean. While variability or distribution is examined with the way values are distributed. Other than that, the range, standard deviation, and variance all indicate distinct propagation characteristics. At the same time, the measure of variability offers the researcher an understanding of how the value of the response is transmitted (Pritha

Bhandari, 2020). The researcher selects several demographic factors in this study, such as age, and gender. The researcher also uses percentages to describe the sample or population that the researcher gets from the survey method.

3.8.2 Reliability Analysis

The researcher might utilise the reliability analysis to examine the nature of the measuring scale and its constituent parts. The reliability analysis method generates data on the correlations between certain scale components as well as a variety of commonly used scale reliability metrics. According to Zach (2021), the constancy of measurement is reliability. Apart from that, the researcher can use reliability analysis to see how closely the items in the questionnaire are related to one another. The researcher can also get an overall index of the scale's repeatability or internal consistency and identify problematic items that should be removed. Cronbach's Alpha is also a measure of scale reliability and can be used to identify the extent to which a group of items relates. It is also commonly used when a survey/questionnaire contains many Likert questions that create a scale, and the researcher wants to see if the scale is reliable or not. According to Deng et al. (2017), for dichotomy questions, such as those with two alternative answers or Likert scale questions, there are additional practical principles: the Cronbach's alpha table for interpreting the Alpha as shows in Table 3.3 below.

Table 3.3: Cronbach's Alpha Interpretation

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

(Source from Deng et al., 2017)

3.8.3 Pearson Correlation Analysis

A relationship or correlation between two or more quantitative variables is referred to as correlation analysis (Gogtay et al., 2017). A correlation coefficient, according to Pritha Bhandari (2021), is a number that goes from -1 to 1, and it denotes the degree or direction of the association between the variables. Based on Zakaria Jaadi (2019) states that each of these correlations also has signs and forms where the movement can be in a positive, negative, or neutral state. A positive correlation indicates that both variables move in the same direction, increasing or decreasing simultaneously as one moves or changes. A negative correlation is where both variables move in opposite directions; when one variable increases, the other variable will decrease, and vice versa. In contrast, there was no relationship between the two variables for a neutral correlation. A correlation coefficient known as Pearson's coefficient shows the association between two variables measured on the same ratio scale or an interval scale (Will Kenton, 2021). According to Zakaria Jaadi (2019), Pearson correlation, also known as Pearson's r , describes the linear relationship between two quantitative variables. Table 3.4 below shows how to interpret the correlation coefficients' size (strength).

Table 3.4: How to interpret the size (strength) of a correlation coefficient.

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Negligible correlation

(Source from: Zakaria Jaadi, 2019)

3.8.4 Linear Regression Analysis

Linear regression is the most basic type of statistical modeling, and it is used to give a clear picture of the relationship between a dependent (outcome) and an independent (predictor) variable (Jameel et al., 2018). The regression model describes

the relationship between variables by attaching lines to the observed data (Rebecca Bevans, 2020). The correlation coefficient (R) in a regression analysis is the correlation or relationship between an independent and a dependent variable. Jason Fernando (2021), R-Squared can be known as a statistical measure of suitability where it indicates how much variation in the dependent variable is explained by the independent variable. R-Squared only works as intended in a basic linear regression model with one explanatory variable but for adjusted multiple regressions consisting of several independent variables (Jason Fernando, 2021). According to Rebecca Bevans (2020), the t-test is a statistical test that compares the mean of two groups. It's frequently used in hypothesis testing to see if a procedure or treatment affects the population of interest or if the two groups are different. The t-test involves a single population where the researcher can do a paired t-test, and for two samples t-test is samples that come from two diverse people (Rebecca Bevans, 2020). Apart from that, the F-value for linear regression determines whether any of the independent variables in the multiple linear regression model are significant.

Multiple linear regression estimates the relationship between two or more independent variables and one dependent variable, and it can predict the outcome of a response variable by combining many explanatory variables (Uyanik et al., 2013). According to Rebecca Bevans (2020), multiple linear regression can be used when the researcher wants to know the extent of the relationship between two independent variables and one dependent variable. To perform the multiple regression, Rebecca Bevans (2020) also provides a formula.

$$y = \beta_0 + \beta_1 X_1 + \dots + \beta_n X_n + \varepsilon$$

y = the predicted value of dependent variable

β_0 = y-intercept (the value of y when all other parameters are set to 0)

$\beta_1 X_1$ = regression coefficient (β_1) of the first independent variable (X_1) or the effect that increase the value of the independent variable has on the predicted y value)

... = do the same for however many independent variables researcher is testing

$\beta_n X_n$ = regression coefficient of the last independent variable

ε = model error or how much variation there is in our estimate of y.

3.9 Summary

In summary, research design and strategy are essential because they can make this study run smoothly. This research also involves quantitative data where researchers choose survey methods and secondary data to obtain data or resources to meet research needs. Moreover, the flexibility to study both quantitative and qualitative research approaches is one of the distinguishing features of descriptive research. As a result, researchers can use a variety of methods to enhance the research process while conducting descriptive research. Researchers also took samples from University Teknikal Malaysia Melaka graduates to obtain data. The data acquired will be analyzed and interpreted using various techniques such as descriptive, reliability, Pearson correlation, and linear regression.



CHAPTER 4

RESULT AND DISCUSSION

4.1 Introduction

In chapter 4, the researcher analyzes the findings of the study. There was a distribution of 379 questionnaires to target respondents to investigate the impact of Jobstreet.com features on the characteristics of potential graduates. However, only 116 respondents answered the questionnaire. Before collecting the complete data set, the researcher did a pilot test in which 20 respondents needed to do a test. This review has taken over a month to complete, including pilot testing. This survey aims to help the researcher determine whether independent and dependent variables have a meaningful relationship. This questionnaire is divided into two parts, the first part contains a demographic profile, and part B contains independent and dependent variables.

The researcher has also used the Statistical Software Package for Social Science (SPSS) to analyze the pilot study data and the entire data set. Researchers can evaluate and measure data, create tables, analyse complex statistics, and identify trends in distributions, descriptive statistics, and tabular reports with this software. According to John Noels (2018), SPSS can store and organize the data provided and then organize the data set to produce the appropriate output. It can handle a large set of data formats that are constantly changing. With the help of statistical information obtained through SPSS, researchers can easily understand the data.

4.2 Respondents Profile Information

The questionnaire's Section A contained several demographic variables that would be evaluated using descriptive analysis. Basic data on survey participants who completed the entire questionnaire were provided in this section. There were 379 total questionnaires given, 116 of which were clean, finished, and returned to the researcher.

The target respondents were questioned about their gender, age, employment status, satisfaction with the offered wage, frequency of access to the job portal, whether or not they are already employed, which industry they work in, and workplace culture.

Table 4.1 below presents the descriptive data for the current study's respondents. The sample consists of items on gender, age, are you using job hunter to find a job, how many times do you access to job portal websites, does this websites help you, are you already working, in which sector do you work, does you happy with your salary, did you like your current job, and do you enjoy with your company's culture.

Table 4.1: Demographic Profile of the Sample

Items		Frequency	%
Gender	Male	48	41.4
	Female	68	58.6
	Total	116	100.0
Age	20 – 24	54	46.6
	25 – 30	57	49.1
	31 – 35	5	4.3
	Total	116	100.0

The female respondents were 68 (58.6%) and male were 48 (41.4%). Most of the respondents belong to the age group between 25 – 30 with frequency 57 (49.1%), age 20 – 24 were 54 (46.6%) and the rest were at ages 31 – 35.

4.3 Descriptive Analysis

4.3.1 Are you using job hunter to find a job.

Are you using Jobstreet to find a job

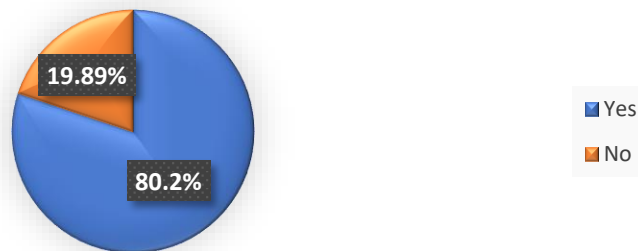


Figure 4.1: Are you using Jobstreet to find a job

Additionally, Figure 4.1 shown are you using Jobstreet to find a job. Most of the respondent answered yes that they used job hunter to find a job which the frequency is 93 (80.2%) while 23 (19.89%) respondent answered no.

4.3.2 How many times do you access to job portal websites

How many times do you access to job portal websites

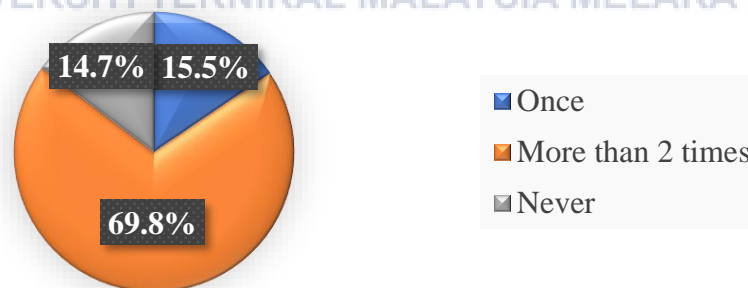


Figure 4.2: How many times do you access to job portal websites

Figure 4.2 about how many times respondent access to job portal websites, most of respondent access to job portal more than 2 times where the frequency shown 81 (69.8%), and only 18 (15.5%) access the job portal once while 17 (14.7%) never access.

4.3.3 Does this website help you

Does this website help you

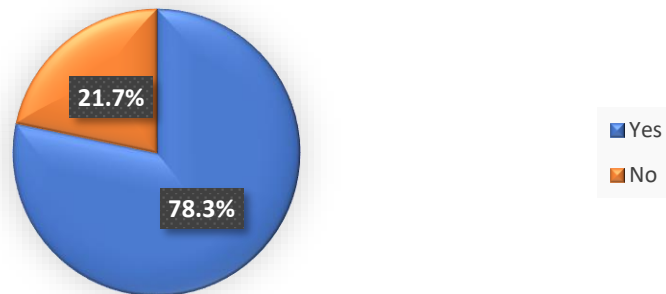


Figure 4.3: Does this website help you

Figure 4.3 shown that 90 (78.3%) respondents agree that job portal websites help them to find a job while 26 (21.7%) did not agree about this statement.

4.3.4 Are you already working

Are you already working

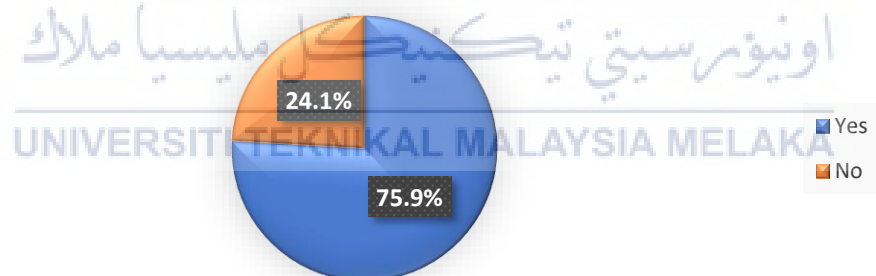


Figure 4.4: Are you already working

Figure 4.4 shows that most respondents who answered this questionnaire consisted of the working group, which was 88 (75.9%) while for those who had not yet worked, it was 28 (24.1%).

4.3.5 In which sector do you work

In which sector do you work

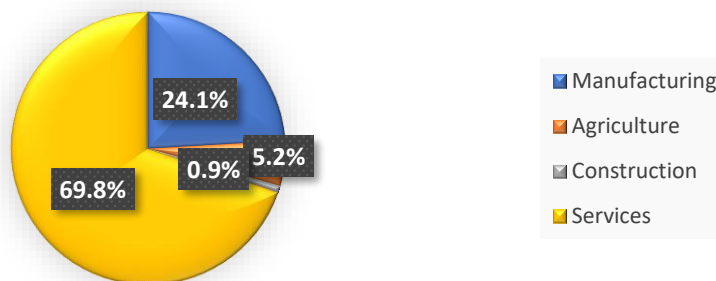


Figure 4.5: In which sector do you work

Figure 4.5 shown that in which sector the respondent who answered this questionnaires work. Most of respondent work in services sector which is the frequency 81 (69.8%), manufacturing sector were 28 (24.1%), agriculture sector was 6 (5.2%) and the rest was construction sector.

4.3.6 Does you happy with your salary

Does you happy with your salary

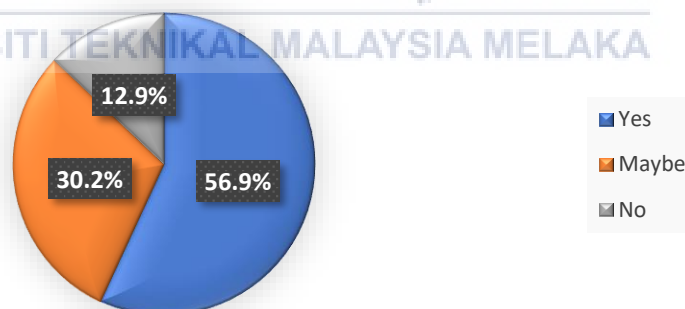


Figure 4.6: Does you happy with your salary

Figure 4.6 shown that 66 (56.9%) agree that they happy with their salary. While 35 (30.2%) respondents answered maybe. This is because maybe they still not sure whether the salary is enough to cover their lives if the cost of living is increasing and 15 (12.9%) not happy with their salary that provided by their company.

4.3.7 Did you like your current job

Do you like your current job

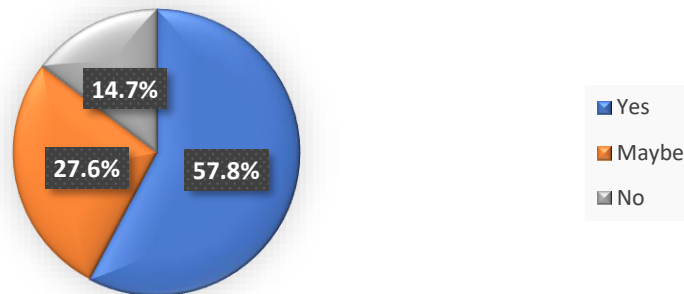


Figure 4.7: Did you like your current job

Figure 4.7 shown that if respondents like their current job. Most of respondent agree with this statement which the frequency is 67 (57.8%), there are some respondents who are not sure whether they like the job or not and as many as 32 (27.6%) respondents are not sure while 17 (14.7%) say no.

4.3.8 Do you enjoy with your company's culture

Do you enjoy with your company's culture

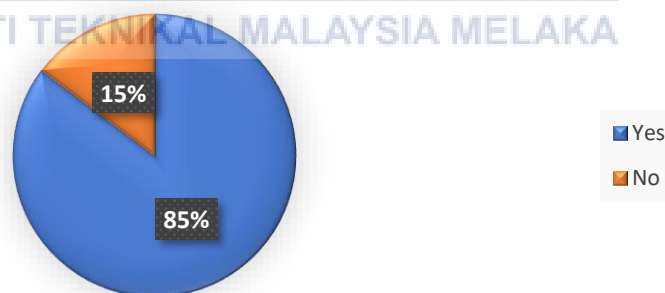


Figure 4.8: Do you enjoy with your company's culture

Figure 4.8 shown that whether respondents enjoy with their company's culture. It stated that 99 (85.3%) agree with this statement while 17 (14.7%) stated no.

4.4 Results Analysis

4.4.1 Pilot Study Results

Researchers frequently employ pilot testing strategies to evaluate the validity of questionnaires. In a preliminary study, the researcher gathered information from 20 participants. Additionally, the questionnaire may need to be revised based on the outcomes of the pilot test. Table 4.2 summaries the case processing and shows that all data has been processed with no missing data and that 20 respondents have valid data. Table 4.3 indicates Cronbach Alpha for pilot test results reliability. Based on the Cronbach's alphas interpretation on Table 3 pages 36, informative contents was found to be questionable reliability (3 items: $\alpha = .679$). Cronbach's alpha for 3 jobs matching and 5 potential graduate item characteristics are .857 and .894 respectively. Researcher found that both have good reliability. Therefore, interactive data visualization was found to be higher reliable (3 items: $\alpha = .905$).

Table 4.2: Case Processing Summary of Pilot Study

		N	%
Cases	Valid	20	100.0
	Excluded	0	.0
	Total	20	100.0

Table 4.3: Pilot Study Reliability Statistics

Variables	Cronbach alpha	No of items
Informative contents	0.679	3
Job matching	0.857	3
Interactive data visualization	0.905	3
Characteristics of potential graduates'	0.894	5

4.4.2 Reliability Analysis

Table 4.4 below show the case processing summary. The researcher test reliability using 116 samples to see whether the questionnaires is still valid while Table 4.5 shows the results of reliability statistics. Cronbach's alphas for the 3 informative contents and 3 job matching items were .743 and .761 respectively. Both of this variable is acceptable reliability. Therefore, the interactive data visualization subscale consisted of 3 items ($\alpha = .634$) while characteristics of potential graduate's subscale consisted of 5 items ($\alpha = .784$) was found to be highly reliable.

Table 4.4: Case Processing Summary

Case Processing Summary			
		N	%
Cases	Valid	116	100.0
	Excluded ^a	0	.0
	Total	116	100.0
a. Listwise deletion based on all variables in the procedure.			

Table 4.5: Reliability Statistics

Variables	Cronbach alpha	No of items
Informative contents	0.743	3
Job matching	0.761	3
Interactive data visualization	0.634	3
Characteristics of potential graduates'	0.784	5

4.4.3 Correlation Analysis

This correlational research design is used to investigate the relationship of variables or to manipulate any variable. This correlation will also reflect the strength of the relationship between two or more variables and the direction of this correlation can be positive or negative (Pritha Bhandari, 2021).

Table 4.6: Correlations results

Correlations				
		Informative contents	Job matching	Interactive data visualization
Informative contents	Pearson correlation	1	.646**	.672**
	Sig. (2-tailed)		.000	.000
	N	116	116	116
Job matching	Pearson correlation	.646**	1	.654**
	Sig. (2-tailed)	.000		.000
	N	116	116	116
Interactive data visualization	Pearson correlation	.672**	.654**	1
	Sig. (2-tailed)	.000	.000	
	N	116	116	116
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.6 above explains the result of the study on the relationship between the impact of Jobstreet.com features and characteristics of potential graduates. Informative contents and job matching were significantly correlated, $r = .646$, $p < .05$ while informative contents and interactive data visualization were significantly correlated where $r = .672$, $p < .05$. For job matching and informative contents, there was a significant correlated between the two variables, $r = .646$, $p < .05$ while job matching

and interactive data visualization were significantly correlated $r = .654$, $p < .05$. Next, interactive data visualization and informative contents were significantly correlated, $r = .672$, $p < .05$ while interactive data visualization and job matching were significantly correlated, $r = .672$, $p < .05$. For the characteristics of potential graduates, informative contents ($r = .776$, $p < .05$), job matching ($r = .702$, $p < .05$) and interactive data visualization ($r = .681$, $p < .05$) were significantly correlated. Therefore, all the variables were found significant correlated with each other.

4.4.4 Regression Analysis

In this chapter, an investigating the relationship between a single dependent variable and many independent variables, multiple regression analysis is helpful. Table 4.7 and Table 4.8 shows the findings of multiple regression analysis between all factors and characteristics of potential graduates.

4.4.4.1 R-square and F-Value

Multiple regression was used to test if the impact of Jobstreet.com features significantly predicted the characteristics of potential graduates. The three predictors explained 68.7% of the variance and the result indicated ($R^2 = .687$, $F(81.983)$ and significant at $P = .000$). It was found that informative contents significantly predicted characteristics of potential graduates ($\beta = .409$, $p < .000$), as did job matching ($\beta = .409$, $p < .000$). The interactive data visualization significantly predicted the characteristics of potential graduates where ($\beta = .165$, $p < .021$). Therefore, R^2 results that shown in Table 4.7 for characteristics of potential graduates has strong variance.

Table 4.7: R-square

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.687	.679	.48982
a. Predictors: (Constant), MEANIV3, MEANIV2, MEANIV1				

Table 4.8: F-value

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.008	3	19.669	81.983	.000 ^b
	Residual	26.871	112	.240		
	Total	85.880	115			
a. Dependent Variable: MEANDV						
b. Predictors: (Constant), MEANIV3, MEANIV2, MEANIV1						

4.4.4.2 T-value

For the value of informative contents, job matching, and interactive data visualization are significantly based on the t-value and significance value that has been demonstrated in Table 4.9 below. For informative contents consists of 3 items which is credibility of information ($M = 4.50$, $SD = 1.000$) reported significantly higher levels than item 1; easily understand ($M = 3.97$, $SD = 1.254$) and item 2; attractiveness ($M = 3.88$, $SD = 1.427$), $t(3) = 6.209$, $p = .000$. Next, job matching consists of 3 items which is item 1; suitable work environment significantly higher level than others ($M = 4.03$, $SD = 1.282$), item 2; salary adequate ($M = 3.70$, $SD = 1.461$) and item 3; location of choices ($M = 3.70$, $SD = 1.464$), $t(3) = 3.666$, $p = .000$. Interactives data visualization consist of 3 items. Item 1; job by specialization ($M = 3.69$, $SD = 1.360$) while item 2; suitable job positions ($M = 3.99$, $SD = 1.324$) and item 3; work experience reported significantly higher level ($M = 4.01$, $SD = 1.176$). As such, the regression equation can be written as Characteristics of Potential Graduates = $0.983 + 0.409$ (informative contents) + 0.206 (job matching) + 0.165 (interactive data visualization). Therefore, informative contents reported significantly higher level of t-value.

Table 4.9: Coefficients Result

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.983	.210		4.679	.000
	Informative contents	.409	.066	.477	6.209	.000
	Job Matching	.206	.056	.276	3.666	.000
	Interactive data visualization	.165	.071	.181	2.338	.021
a. Dependent Variable: MEANDV						

4.4.5 Hypotheses Testing

Based on t-value Table 4.9 above, hypotheses testing can be known as a statistical reference where it uses information from a sample to make inferences about a population parameter or a population probability distribution (Banerjee, Amitav, et al., 2009)., Table 14 below shows the results of hypothesis testing. H1: There is a significant relationship between informative contents and characteristics of potential graduates ($t=6.209$ significant at .000) and hypothesis H1 is supported, H2: There is significant relationship between job matching and characteristics of potential graduates ($t= 3.666$ significant at .000) 0.05 and hypothesis H2 is supported while H3: There is a significant relationship between interactive data visualization and characteristics of potential graduates ($t= 6.209$ significant at .021) and hypotheses H3 is supported. Therefore, all these hypotheses is accepted.

Table 4.10: Results of Hypotheses Testing

Hypothesis	p-value	Support/Not Supported
H1: There is a significant relationship between informative contents and characteristics of potential graduates	.000	Support
H2: There is significant relationship between job matching and characteristics of potential graduates	.000	Support
H3: There is a significant relationship between interactive data visualization and characteristics of potential graduates.	.021	Support

4.5 Summary

The report's current chapter presents the statistical methods used to analyse the data for hypothesis testing. Pilot studies were conducted prior to the statistical technique. The measurement model was then assessed using convergent and discriminating validity analysis. The data showed sufficient calculation validity values to proceed to the structural model. To test the proposed association between the variables in the current investigation, SPSS tools were employed. The analysis's findings revealed that three hypotheses were explored. Three theories in total were approved.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter will provide a summary of the complete body of research in light of the conclusions and results from Chapter 4. The proposed hypotheses will be assessed considering the investigation's outcomes and conclusions. The research questions and the accomplishment of the objectives will be covered in this chapter. Finally, suggestions for additional pertinent research will be offered in the chapter's final section.

5.2 Achievement of Research Objectives

5.2.1 Research Objective 1

RO1: To analyze significant relationship between impact of Jobstreet.com features and its characteristics of potential graduates.

In research objectives 1, researcher want to analyze significant relationship between the impact of Jobstreet.com features and its characteristics of potential graduates. Jobstreet.com is one of the most popular websites in the community nowadays. As a result of the Covid-19 pandemic, most countries have been affected and people's lives have also been affected especially their jobs. With the existence of job search websites like Jobstreet, it has helped them a lot to find job opportunities either in the country or abroad according to their abilities. The first impact of Jobstreet.com features is informative content.

Informative content is essential in any website, especially a job application website. According to Moghaddam et al. (2015), Jobstreet.com needs to provide or

convey information more carefully and clearly to job seekers to make it easier for them to find job opportunities on the website. The information content must also be easy to understand, exciting and accurate. Second is job matching. Job matching can find jobs that suit their abilities or qualifications. For graduates who have just completed their bachelor's degree, this job matching system can help them. This system can match jobs according to the work environment, the salary offered and the company's location. Third, interactive data visualization is one of the features where job seekers can get a summary of the job opportunities provided by the company in the job portal.

Researcher used multiple regression model which is R^2 to shows how well the data fit the regression model. A crucial phase in the structural model assessment process is the R^2 evaluation (Joe et al., 2011). It displays the dependent variable's variance (Henseler et al., 2016). R^2 allowed range has been set to 0 to 1. R^2 values between 0 and 1 represent mild, moderate, and significant variance, respectively. Therefore, based on Table 4.7 pages 40, 68.7% of independent variables able to predict the variation in the dependent variable.

5.2.2 Research Objective 2

RO2: To examine the correlation between the impact of Jobstreet.com features variables.

In research objective 2, researcher want to examine the correlation between the impact of Jobstreet.com features variables. In addition to a strong correlation, the pattern of strong relationship was positive. Based on Table 4.6 pages 39, informative contents and job matching were significantly correlated, $r = .646$, $p = .05$ while informative contents and interactive data visualization were significantly correlated where $r = .672$, $p < .05$. From the demographic analysis in Figure 4.2 pages 33, there were 81 (69.8%) respondents access job portal more than 2 times. It means that the contents provided by them easy to understand, attractive and accurate. According to Tong et al., (2005) stated that job portal provides information that can guide job seekers in career change, self-improvement guide and their market value. Therefore, the results show that informative contents have strong correlation with these variables.

Table 4.6 pages 39 shows that job matching and informative contents, there was a significant correlated between the two variables, $r = .646$, $p < .05$ while job matching and interactive data visualization were significantly correlated $r = .654$, $p = .05$. Based on Figure 4.6 pages 35 and Figure 4.8 pages 36, 66 (56.9%) respondents happy with their salary and 99 (85.3%) enjoy with their company culture. According to Mendez et al. (2020) stated that job matching has made it easier for job seekers where it has resulted in job seekers getting jobs according to the salary they are asking for. The job portal also provides detailed information about the company such as salary, company environment, position and others (Rahman et al., 2020). Therefore, job matching has strong relationship with informative contents and interactive data visualization.

Interactive data visualization and informative contents were found significantly correlated, $r = .672$, $p < .05$ while interactive data visualization and job matching were significantly correlated, $r = .672$, $p = .05$. Based on Figure 4.3 pages 34, 90 (78.3%) respondents agree that this website can help them to find a job. According to Abu Samah et al. (2021) stated that visualization application developed is ought to assist the job seeker in overviewing the jobs offered on the Jobstreet website. The visualization is to change large and complex data from Jobstreet into understandable and usable data. The visualized in a dashboard to make the analysis outcomes legible and comprehended by job seekers. By focusing on graphic representations of data, the application's interactive visualization has changed how users interact with data. This application can help the job seekers view which state has the most offered jobs. It allows the users to overview the visualization of jobs on the Jobstreet website and predict the salary according to years of experience. Therefore, interactive data visualization has strong relationship with informative contents and job matching.

5.2.3 Research Objective 3

RO3: To verify the most dominant impact of Jobstreet.com features on characteristics of potential graduates

In research objective 3, researcher want to verify the most dominant impact of Jobstreet.com features on characteristics of potential graduates. Research used

regression equation to verify the dominant impact of Jobstreet.com features. The regression equation write based on the unstandardized B-value at Table 4.9, pages 42. As such, the regression equation can be written as Characteristics of Potential Graduates = $0.983 + 0.409$ (informative contents) + 0.206 (job matching) + 0.165 (interactive data visualization). From the equation, researcher found that informative content is the most dominant impact of Jobstreet.com features on characteristics of potential graduates. Based on Table 4.1 pages 32, most of the respondents who answered this survey at the age of 20 – 24 which is 54 (46.6%) respondents and 25 – 30 which is 57 (49.1%) respondents. The people who answered the questionnaire are young people who are working and not yet working. Therefore, it is easy for them to understand more easily the contents provided in the job portal.

According to Bakhti & Krisna Yudha (2020) stated that job advertisements have become interesting in terms of content of and language. In terms of the content, they are utilized to study the profile of graduates required by industries, the types of jobs offered, and the skills that prospective applicants must possess and in language, job advertisements are used to examine the style and structure of the language. Related to the use of language, the information contained in job advertisements is delivered communicatively in simple sentences (Setiawan et al., 2017). According to Triyanto et al. (2018) stated that as job-focused website, Jobstreet.com has also catered to information needs, especially jobs information on vacant positions and other job-related matters. In fact, this job portal also provides accurate information to job seekers. The increase in the number of information providers, especially job vacancies, makes people use them often. Based Figure 4.1 pages 33, Figure 4.2 pages 33, and Figure 4.3 pages 34, most of respondents using Jobstreet to find a job where 93 (80.2%) respondents, 81 (69.8%) respondents of them access to job portal more than 2 times while 90 (78.3%) respondents agree that this website help them in find a job. Therefore, informative content is the dominant impact of Jobstreet.com features on characteristics of potential graduates.

5.3 Analysis of Research Hypothesis

The research model includes 3 hypotheses among the variables. From the data analysis in Table 4.10 pages 43, H1: There is a significant relationship between

informative contents and characteristics of potential graduates ($t=6.209$ significant at .000) and hypothesis H1 is supported, H2: There is significant relationship between job matching and characteristics of potential graduates ($t= 3.666$ significant at .000) and hypothesis H2 is supported while H3: There is a significant relationship between interactive data visualization and characteristics of potential graduates ($t= 6.209$ significant at .021) and hypothesis H3 is supported.

First and foremost, the result indicated that informative contents have significant relationship towards characteristics of potential graduates (H1). This is so because every job portal must have important information content because it can influence the job seeker to apply for the job. If the information is easy to understand, it can make it easier for job seekers, especially graduates, to apply for positions offered according to the criteria that provided by the company. According to Omar et al. (2012) stated that job advertisement contents have a lot of useful information where it can be accessed via electronic databases such as Jobstreet.com websites.

Based on the descriptive analysis Figure 4.1 pages 33, it shows that 93 (80.2%) respondents using job portal to find a job and 90 (77.6%) think that this website can help them. It proves that Jobstreet.com features provide informative contents where it easy to understand (Selvanathana et al., 2019), attractive (Grimaldo et al., 2020) and have accurate information (Selvanathana et al., 2019) to help graduate to find a job that based on their potential. Therefore, the hypothesis for H1: there is a significant relationship between informative contents and characteristics of potential graduates is accepted.

Second, the finding shows that there is significant relationship between job matching and characteristics of potential graduates (H2). According to Kamaruddin, et al. (2019) because of the mismatch between graduates' talents and employers' needs, job seekers frequently select the wrong position because they feel overwhelmed by their options. Typically, they send the application at random because it takes time to sort out relevant advertisements. The researcher also suggested an automated method to help job seekers in submitting appropriate job applications by employing a hybrid of text mining and visualisation techniques to fit the demands of graduates and businesses. (Kamaruddin et al., 2019). It also can make graduates skills match with their profile. Apart from that, job matching systems can help job seekers match work

environment they want (Majid et al., 2020), salary (Nasron et al., 2018), and locations of choices (Gutiérrez et al., 2019). Based on Figure 4.6 pages 35, 66 (56.9%) respondents agree that most of them happy with their salary that provided by company, while Figure 4.7 pages 36 shows that 67 (57.8%) agree that most of them like their current job and Figure 4.8 pages 36 shows 99 (85.3%) agree that most of respondents enjoy with their company culture. It proves that job matching systems has influence graduates in find a job. Therefore, the hypothesis for H2: there is significant relationship between job matching and characteristics of potential graduates is accepted.

Besides, the finding shows that there is significant relationship between interactive data visualization and characteristics of potential graduates (H3). Interactive data is one of the Jobstreet.com features where it allows user to get summary of job advertisements that posted through job portal websites (Bakri et al., 2017). It also can allow graduates to analyze the job from Jobstreet in an easier way (Abu Samah et al., 2021). This feature can be categorised into job by specialization (Bakri et al., 2017), suitable job positions (Dewi et al., 2020), and work experience (Constante et al., 2019). Based on the descriptive analysis at Figure 4.3 pages 34, it stated that 90 (78.3%) respondents agree that this website can help them. It shows that most of respondents agree that this feature can help them to find a job based on their potential. Therefore, the hypothesis for H3: there is a significant relationship between interactive data and characteristics of potential graduates is accepted.

5.4 Research Contribution

This research investigates the Impact of Jobstreet.com Features on the Characteristics of Potential Graduates among the students who graduated from Universiti Teknikal Malaysia Melaka. In addition, this research is essential for individuals because they can use this knowledge to apply for a job through e-recruitment. The internet's use in meeting information needs covers various aspects of community life. One of those is the use of job vacancy sites. Formerly, job vacancy information was available in print media, such as newspapers with several specialised pages for job vacancy advertisements. People who look for job vacancies buy a lot of newspapers to open the job vacancy pages and read every line of the job advertisement.

Such ways of searching for job vacancy information are less effective and less efficient. However, job vacancy information can be found online through job search sites like JobsDB and Jobs. id, Karir.com, LinkedIn, Twitter, Instagram, and Facebook.

Next is because of this research involves e-recruitment, this study provides benefits to the industry where the hiring process becomes easier. Online job recruitment allows the industry to save costs where applicants only apply for jobs through the job portal and the interview process will also be carried out through the platform. According to Lepak and Snell (1998), e-HRM and the application of technology to HR services may have three different effects on an organisation such as operational level, relational level and transformational level. Processes are automated at the operational level to lower costs, increase output, and enhance HR effectiveness. A shared virtual database that managers and employees may access and update at the relational level encourages greater engagement and expedites the delivery of HR services by cutting down on the time it takes HR staff to respond to inquiries. While By integrating teams from around the world, the transformational level of technology in HR removes time and geographic restrictions.

Finally, this study is essential to countries with a result of the Covid-19 endemic; e-recruitment is suitable to curb this epidemic from spreading in our country. Based on the Department of Statistics Malaysia Official labour force survey report Malaysia in 2021 stated that as the epidemic encircled the nation for a longer amount of time than the previous year, unemployment increased, and this circumstance was also seen in the worldwide labour market. For the best solution to reduce the number of unemployed, online recruitment can help where job seekers do not have to line up to send a resume to a company because they can send a resume directly through the e-recruitment platform.

5.5 Limitation of Research

This study is focused on graduates of Universiti Teknikal Malaysia Melaka (UTeM). This study consists of 3 objectives which is to analyze significant relationship between impact of Jobstreet.com features and its characteristics of potential graduates,

to examine correlation between the impact of Jobstreet.com features variables, and to verify the most dominant impact of Jobstreet.com features on characteristics of potential graduates to achieve these objectives, the researcher has a limitation where the researcher cannot collect samples with a large scale. Therefore, the researcher also used the Statistical Package for the Social Sciences (SPSS) to this objective. In addition, about the data collection instrument, the researcher used an online survey, which caused the answers given when filling out the questionnaire to be biased by the respondents' perception or understanding of the concepts and questions presented in the survey. This method also has many obstacles where some respondents think this kind of approach is spam because they think the internet is full of fake information, trolls, and weird ads. Also, some respondents are more careful if the sender is unknown or strange, so the message will be ignored.

5.6 Recommendation of Further Research

To enhance the study and raise the research quality under the appropriate title, the researchers provide some recommendations for future research projects. As the graduate population is significant in Malaysia, the researchers recommend taking into account choosing a bigger sample size when doing future study in order to create more accurate and reliable results. In addition, the 116 participants in this study are regarded as a small sample size and not sufficiently representative of the general population. Besides, the research framework introduced in this research proposed three contexts: informative content, job matching and interactive data visualization. Every context in this framework needs to be empirically measured. Therefore, in future studies for further confirmatory findings, each context in this proposed model can be empirically tested. So, it is essential to consider the impact of the COVID-19 endemic has caused many changes that have occurred primarily in the employment sector.

5.7 Conclusion

In summary, this research aims to know and understand about the impact of Jobstreet.com features on characteristics of potential graduates among graduates in UTeM. The analysis of the finding obtained from 116 respondents in UTeM and researcher also using Statistical Package for the Social Sciences (SPSS) to conduct this study. From the finding and discussion, the researcher found that informative contents, job matching, and interactive data is positively associated and has significant relationship with characteristics of potential graduates. As a research model includes 3 hypotheses among the variables which is H1: there is a significant relationship between informative contents and characteristics of potential graduates, H2: there is significant relationship between job matching and characteristics of potential graduates, and H3: there is a significant relationship between interactive data and characteristics of potential graduates. Therefore, all this hypothesis is accepted with the p-value is less than 0.05. However, this result can be generalized into other college or university due to same qualification and same demographic.

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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APPENDIX

GANTT CHART FYP 1

Tasks	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Journal or Article Reading															
Identify Research Title															
Information Processing (Chapter 1)															
Construct Chapter 1															
Information Processing (Chapter 2)															
Construct Chapter 2															
Information Processing (Chapter 3)															
Construct Chapter 3															
Prepare slide presentation															
Submission for Report and Slide Presentation															
Presentation For PSM 1															

APPENDIX B

GANTT CHART FYP 2

Tasks	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Discuss about Questionnaires															
Make Correction															
Collect samples for Pilot Study															
Run SPSS for Pilot Study															
Collect samples															
Run SPSS for 116 samples															
Construct Chapter 4															
Construct Chapter 5															
Prepare slide presentation															
Submission for Report and Slide Presentation															
Presentation For PSM 2															

APPENDIX C

QUESTIONNAIRES

SECTION A: DEMOGRAPHIC INFORMATION

The following is a questionnaire prepared by the researcher to collect data regarding the title of the researcher's study, namely the impact of Jobstreet.com on the characteristics of potential graduates. Respondents to answer this questionnaire are students who graduates from university in Malaysia. Respondents will also be asked regarding personal information. Therefore, this section will analyze and further summarize the demographic details of the respondents.

1. Gender

<input type="checkbox"/>
<input type="checkbox"/>

Male

Female

2. Age

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

20 – 24

25 – 30

31 – 35

3. Are you using job hunter to find a job?

<input type="checkbox"/>
<input type="checkbox"/>

Yes

No

4. How many times do you access to job portal websites?

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Once

More than 2 times

Never

5. Do these websites help you?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

6. Are you already working?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

7. In which sector do you work?

<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Agriculture
<input type="checkbox"/>	Services
<input type="checkbox"/>	Construction

8. Do you happy with your salary?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	Maybe
<input type="checkbox"/>	No

9. Do you like your current job?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	Maybe
<input type="checkbox"/>	No

10. Do you enjoy your company's culture?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

SECTION B: THE IMPACT OF JOBSTREET.COM FEATURES ON CHARACTERISTICS OF POTENTIAL GRADUATES’.

Items related to IV 1: Informative Contents

NO	STATEMENTS	1	2	3	4	5
1	Information provided by job portal easy to understand.					
2	Job advertisement is attractive to influence applicant					
3	Credibility of information is important in job portal.					

Items related to IV 2: Job Matching

NO	STATEMENTS	1	2	3	4	5
1	A suitable working environment is an essential factor for graduates					
2	Salary adequate is important for graduates in applying a job					
3	Company’s location is important for graduates in finding a job.					

Items related to IV 3: Interactive data

NO	STATEMENTS	1	2	3	4	5
1	Job by specialization is important for graduates in finding a job.					
2	Suitable job position is important for graduates.					
3	Work experience is important in applying a job.					

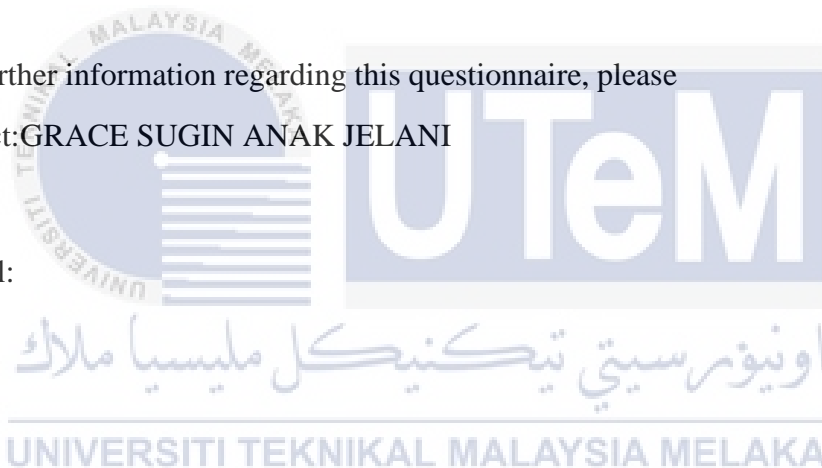
Items related to DV characteristics of potential graduates.

NO	STATEMENTS	1	2	3	4	5
1	Effective communication skills are crucial requirement in applying for a job.					
2	Personality is essential in finding a job					
3	Problem solving skills enable graduates to be more productive in various aspect.					
4	Image is important to build a graduate's self-confidence.					
5	Having adaptability skills can deal with various situations in the workplace.					

For further information regarding this questionnaire, please
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Hang Tuah Jaya.