

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

GRACE SUGIN ANAK JELANI

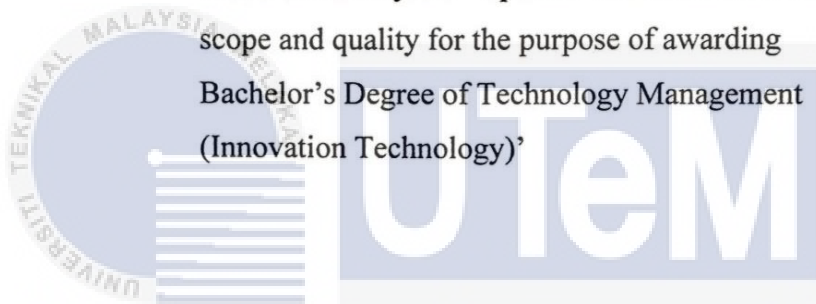


FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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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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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.

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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.

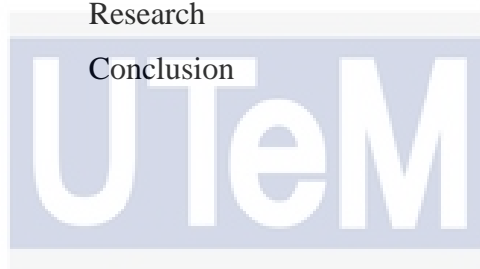
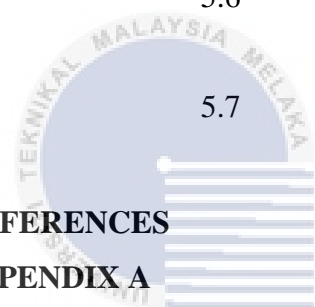
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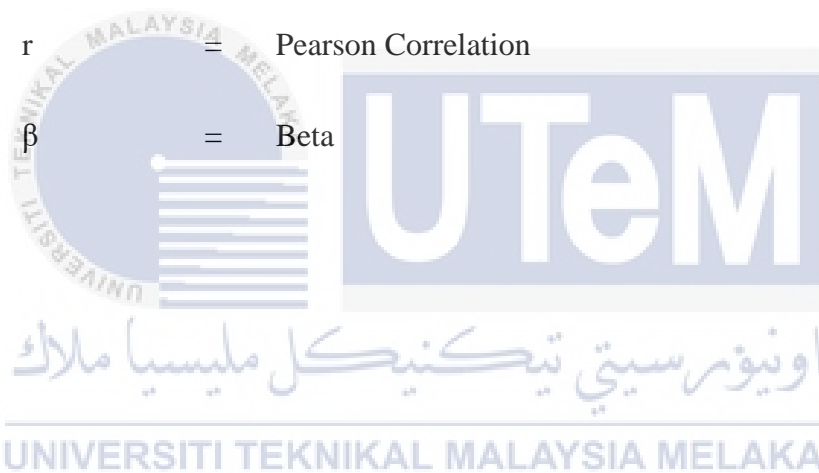
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LIST OF SYMBOLS**SYMBOL**

| | | |
|---------------|---|---|
| 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).

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