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UUM Student Perception on the Use of Job Search Website in Malaysia

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Abstract. Nowadays, we can found many job search website in the internet. An online job search is also highly convenient. For instance, the people can post the resume on a job oriented website and it might find corporate head hunters that will flock to the personal e mail inbox. Beside this, job searching offered limited job titles and little detail about the work. This report will explain about the UUM students' perception on the use of job search website in Malaysia and the user interface of satisfactions. Furthermore, the conceptual framework which attempts to operate in this study is Technology Acceptance Model, SERVQUAL and Customer Satisfaction.

Keywords: Job search website, UUM student, Technology Acceptance Model, SERVQUAL, Customer Satisfaction

1. Introduction

Nowadays, various facilities have emerged by the impact of science and technology development. All these facilities have made people's lives become more developed. All their need and want can be reached easily and within a short. On this day, people no longer have to struggle to get information or get a needed item. Internet is the result of computer and communication technologies evolve and become popular as it offers a range of facilities and benefits. The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail. According to the Malaysian Communications and Multimedia Commission, the penetration rate at the end of 2004 was 12.7% on 3.3 million subscriptions, and the estimated number of users is 9.9 million people. Number of users may be higher because this figure does not take into account the other users use dial up. According to figures for 2008 are available from The World Bank

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(World Development Indicators, 2008) found 62.6% of the populations in Malaysia are using the Internet. Based on data released by the Google Zeitgeist in 2009, the keywords 'job' is the most extensive search done by Malaysians. This shows that Internet users in Malaysia are more focused on job search site. Job search web site to facilitate the user to obtain information about job vacancies. However, users face problems in obtaining accurate and specific information via the website. This occurs because of the problem in information website structuring. According to Rowley (2001) information will be valuable if it is structured properly. Lack of restructuring work in the creation, distribution and receipt of information, information on the Internet cannot be achieved when required (Rowley, 2001).

2. Literature Review

Literature review delineates three variables in our framework which there are included Technology Acceptance Model (TAM), service quality (SERVQUAL) and customer satisfaction.

2.1. Technology Acceptance Model (TAM)

With growing technology needs in the 1970's, and increasing failures of system adoption in organizations, predicting system use became an area of interest for many researchers. However, most of the studies carried out failed to produce reliable measures that could explain system acceptance or rejection (Davis, 1989). In 1985, Fred Davis proposed the Technology Acceptance Model (TAM) in his doctoral thesis at the MIT Sloan School of Management (Davis, 1985). He proposed that system use is a response that can be explained or predicted by user motivation, which, in turn, is directly influenced by an external stimulus consisting of the actual system's features and capabilities.

TAM is one of the most influential extensions of Ajzen and Fishbein's theory of reasoned action (TRA) in the literature. TAM replaces many of TRA's attitude measures with the two technology acceptance measures—ease of use, and usefulness. TRA and TAM, both of which have strong behavioural elements, assume that when someone forms an intention to act, that they will be free to act without limitation. In the real world there will be many constraints, such as limit the freedom to act (Bagozzi & Warshaw 1992). The Technology Acceptance Model (TAM) is an information systems (System consisting of the network of all communication channels used within an organization) theory that models how users come to accept and use a technology, The model suggests that when users are presented with a new software package, a number of factors influence their decision about how and when they will use it.

2.2. Dimension of Technology Acceptance Model

Perceived usefulness (PU) was defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance his or her job performance". Perceived ease of use refers to the degree to which a person believes that the use of a system will be effortless. Several factorial analyses demonstrated that perceived usefulness and perceived ease of use can be considered as two different dimensions (Hauser et Shugan, 1980; Larcker and Lessig, 1980; Swanson, 1987). As demonstrated in the theory of reasoned Action, the Technology Acceptance Model postulates that the use of an information system is determined by the behavioral intention, but on the other hand, that the behavioral intention is determined by the person's attitude towards the use of the system and also by his perception of its utility. According to Davis, the attitude of an individual is not the only factor that determines his use of a system, but is also based on the impact which it may have on his performance. Therefore, even if an employee does not welcome an information system, the probability that he will use it is high if he perceives that the system will improve his performance at work. Besides, the Technology Acceptance Model hypothesizes a direct link between perceived usefulness and perceived ease of use. With two systems offering the same features, a user will find more useful than the one that he finds easier to use (Dillon and Morris, on 1996).

Schultz and Slevin (1975), for instance, carried out an exploratory study, and found that perceived usefulness provided a reliable prediction for self predicted use of a decision model. Robey (1979) later replicated the work of Schultz and Slevin (1975), and confirmed the high correlation that existed between perceived usefulness and system usage. On the other hand, support for the importance of perceived ease of use could be found in the meta analysis of Tornatzky and Klein's (1982) on innovation adoption. Tornatzky and Klein studied the relationship between the characteristics of an innovation and adoption, and found that complexity of an innovation was one of the three facts that had the most consistent significant relationships among a wide range of innovation types.

Bandura (1982) further showed the importance of considering both perceived ease of use and perceived usefulness in predicting behaviour. He suggested that in any given instance, behaviour would be best predicted

by both, self efficacy and, outcome judgments. Self efficacy, which was similar to perceived ease of use, was defined as judgments of how well one can execute courses of action required to deal with prospective situations, whereas outcome judgment, which was similar to perceived usefulness, was define as the extent to which a behaviour once successfully executed is believed to be linked to values outcomes.

Similarly, Swanson's research (1982) provided evidence that perceived ease of use and perceived usefulness were both important behavioral determinants. Swanson hypothesized that potential users will select and use information reports based on a trade off between perceived information quality and associated cost of access. In Swanson's work, information quality was similar to perceived usefulness, whereas associated cost of access was found to be similar to perceived ease of use. In the end, Davis (1985) concluded that people tend to use or not to use a system to the extent that they believe it will help them perform their job better (perceived usefulness), and also that the beliefs of the efforts required to use a system can directly affect system usage behaviour (perceived ease of use).

According to this model, we can therefore expect that the factor which influences the most a user is the perceived usefulness of a tool. Although the initial TAM model was empirically validated, it explained only a fraction of the variance of the outcome variable, IT usage from 4% to 45%, according to McFarland and Hamilton (2006). Therefore, many authors have refined the initial model, trying to find the latent factors underlying perceived ease of use and perceived usefulness. In TAM2, Venkatesh & Davis (2000) showed that social influence processes (subjective norm, voluntarily, image) and cognitive instrumental processes (job relevance, output quality, result demonstrability) affected perceived usefulness and intention to use. A notable refinement of the TAM model is proposed by (McFarland and Hamilton, 2006). Their model assumes that 6 contextual variables (prior experience, other's use, computer anxiety, system quality, task structure, and organizational support) affect the dependant variable system usage through three mediating variables (computer efficacy, perceived ease of use and perceived usefulness).

3. Methodology

Methodology is generally a guideline for solving a problem, with specific components such as phases, tasks, methods, techniques and tools. Researcher has conducted a redundant to gain knowledge regarding the UUM students' perception on the use of technology job search website in Malaysia and the user interface of satisfactions. Methodology is very important because this is one of the fulfilments for this project. The analysis is done by distribute survey questionnaire to UUM final semester students, focus group interview, reference in library with the support of journal, books, magazines, newspaper articles, and internet resources.

3.1. Data Collection Method

Data collection can be divided into two types of sources: primary data and secondary data. Primary data is data collected by researchers. Secondary data is existing data that have been referred for this paper from previous researchers. Data collection methods of quantitative research were used for this paper. Quantitative research is concerned with testing hypotheses derived from theory and/or being able to estimate the size of a phenomenon of interest. Depending on the research question, participants may be randomly assigned to different treatments. If this is not feasible, the researcher may collect data on participant and situational characteristics in order to statistically control for their influence on the dependent, or outcome, variable. If the intent is to generalize from the research participants to a larger population, the researcher will employ probability sampling to select participants. The qualitative method that is used for the study is primary data which represented to online survey and questionnaire. Besides that, secondary data is also being used for the data collection in this study.

3.2. Primary Data

This project gathers the information that is obtained directly from first hand sources by means of surveys, observation or experimentation. Primary data used in this project which are include questionnaire, online survey and group interview.

The questionnaires for this research instrument are consisting of a series of questions and prompts for the purpose of gathering information from the respondents. Although they are often designed for statistical analysis of the responses, this is not always the case. Questionnaires have advantages over some other types of surveys as they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data. However, such standardized answers may frustrate users. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Thus, for some demographic groups conducting a survey by questionnaire may not be practical.

Online survey which also calls web based questionnaires is a new and inevitably growing methodology is the use of Internet based research. This would mean receiving an e mail on which we would click on an address

that would take us to a secure web site to fill in a questionnaire. This type of research is often quicker and less detailed. Data were collected from the sample population through survey employing the questionnaire. Content analysis was used to analyze open ended questions.

Group interview in this project is the interview conducted with the final semester Management of Technology (MOT) student. The main purpose of group interview is needed to know the UUM students' perception on the use of technology job search website in Malaysia and the user interface of satisfactions.

3.3. Data Analysis

Analysis of data conducted with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. The quantitative data are obtained from group interview, questionnaires and online survey which are done by the UUM final semester student. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, in different business, science, and social science domains. Statistical Package for the Social Sciences (SPSS) is used in this project.

Statistical analysis refers to a collection of methods used to process large amounts of data and report overall trends for this project. The analysis provides ways to objectively report on how unusual an event is based on historical data. We want to summarize some data in a shorter form and trying to understand some process and possible predict based on this understanding. This statistical analysis gives us a way to quantify the confidence we can have in our inferences.

3.4. Limitation

The limitation faced for the project is the difficulties to gain respond from final semester student. Most of the final semester students are unwillingness to fill in the questionnaire. This may due to lack of commitment and most of them are busy with their final report.

4. Findings and Discussion

This chapter describes the step to do the data analysis. In this project data analysis is done through the questionnaires that were collected. A total of 165 questionnaires were distributed to UUM final semester of Management of Technology and Production Operation Management student. The questionnaire is about the perception and satisfaction of final semester UUM student on the use of the job search website in Malaysia.

4.1. Samples Description

Table 4.1 shows that personal profile of the respondent. In this 165 questionnaire, majority of the respondent are MOT student (52.7%) and POM student (47.3%). As for the ethnic distribution, 94 (57%) were Malay respondents, 55 (33.3%) were Chinese respondents, while both Indian and other race were 8 (4.8%) respondents. There were 125 female respondents (75.8%) and 40 were male respondents (24.2%). Most of the previous education level is STPM there were 157 (95.2%) respondents and diploma or matriculation are only 8 (4.8%) respondents. The average ages of the respondents were 23 years old with the youngest respondent aged 20 years old and oldest respondent aged 24 years old.

Table 4.1: Summary Personal Profile of the Respondents for Categorical Variables

Variables	Frequency	Percentage
Gender		
Female	125	75.8
Male	40	24.2
Race		
Malay	94	57
Chinese	5	33.3
Indian	5	4.8
Others	8	4.8
Level Education		
STPM	157	95.2
Diploma/Matriculation	8	4.8

<i>Age Group</i>		
20	2	1.2
21	2	1.2
22	5	3.0
23	138	83.6
24	18	10.9
<i>Program</i>		
MOT	87	52.7
POM	78	47.3

4.2. Factor Analysis

Table 4.2: Result of Factor Analysis for Independent Variables

<i>Items</i>		<i>Comp. 1</i>	<i>Comp. 2</i>
<i>PK1</i>	<i>Usefulness 1</i>	.822	
<i>PK2</i>	<i>Usefulness 2</i>	.861	
<i>PK3</i>	<i>Usefulness 3</i>	.958	
<i>PK4</i>	<i>Usefulness 4</i>	.793	
<i>PK6</i>	<i>Usefulness 6</i>	.819	
<i>PK5</i>	<i>Simplify Process</i>		.984
	<i>Eigen value</i>	3.637	1.083
	<i>Percentage of Variance</i>	60.618	18.054
	<i>KMO</i>		.687
	<i>Bartlett's Test of Sphericity</i>		690.012
	<i>Significance</i>		.000
<i>PKG1</i>	<i>Ease of Use 1</i>	.826	
<i>PKG2</i>	<i>Ease of Use 2</i>	.762	
<i>PKG3</i>	<i>Ease of Use 3</i>	.957	
<i>PKG4</i>	<i>Ease of Use 4</i>	.818	
<i>PKG6</i>	<i>Ease of Use 6</i>	.864	
<i>PKG5</i>	<i>Obtain additional Knowledge</i>		.928
	<i>Eigenvalue</i>	3.676	1.251
	<i>Percentage of Variance</i>	61.263	20.844
	<i>KMO</i>		.684
	<i>Bartlett's Test of Sphericity</i>		772.801
	<i>Significance</i>		.000

Table 4.2 reported the summary result of factor analysis for independent variables (TAM). At inception, TAM was measured by 12 items in two dimensions, which was subjected to principal component analysis (PCA) using SPSS. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.3 and above. The KMS value for TAM two dimensions were .687 and .684, exceeding the recommended value of .6 and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. PCA revealed the presence of two

components with Eigen values exceeding 1 for the first dimension of TAM, explaining 60.62% and 18.05% of the variance respectively. There were two new items names for the first dimension of TAM, which are usefulness and ease of use. Besides, PCA also revealed the presence of two components with Eigen values exceeding 1 for the second dimension of TAM, explaining 61.26% and 20.84% of the variance respectively. There were two new item names for the second dimension of TAM, which are ease of use and increase knowledge.

4.3. Reliability

The reliability of any research questionnaire is best measured by the Cronbach's alpha statistic. It is designed as a measure of internal consistency of a research instrument. Cronbach's alpha is a consistency test of whether all items within the instrument measure the same thing. It is simply a measure of reliability of the questionnaire items. Table 4.3 reported the measurement properties of reliability of all the multiple item scales in this study.

Table 4.3: Reliability Statistics

Scale	N of Item	N of Deleted	Cronbach's Alpha
Usefulness	5	0	.900
Ease of Use	5	0	.899
System Responsiveness	5	0	.901
Display	4	0	.902
Terminology	5	0	.891
Easy to understand	5	0	.886
Capabilities	6	0	.945

Based on the table 4.3 above, the Cronbach's Alpha value shown in the reliability statistics for every scale which is contain in this study. The Cronbach's Alpha value on the Table 4.3 is only taken the component 1 of factor analysis, because the Cronbach's value of component 2 is too low. For the Cronbach's Alpha value above 0.7 are considered acceptable; however, values above 0.8 are preferable. While Table 4.3 shows all the scales of the Cronbach's Alpha value above 0.8 this shows that the Cronbach's Alpha value for all scales in this study consider preferable.

4.4. Reliability

There are two results that come out from this study, which are the positive correlation between perceived usefulness via customer satisfaction, which mean that the users will feel high satisfaction, once they feel the job search website in high usefulness. And this had clearly confirm the suggestion of Venkatesh and Davis in year 2000, that when the users found that the system is useful for them, then they will have the intention to use it and lead to the actual usage of the system usage.

While for the second result is the positive correlation between perceived ease of use via customer satisfaction. In other word, when the job search website structure is easy to understand and operate by the users, at the same time, the users will feel high satisfaction in using that website to search job opportunity. This has confirmed the result that had been done by previous researcher (Schultz and Slevin, 1975), that when a system is easy to use, users will perceive that the system is more useful. Besides, if a system is easy to use, less effort is required by the users, therefore increasing the likelihood of usage.

5. Conclusions

For now, the research mainly focuses on UUM final semester POM and MOT student. In the future we proposed the researcher should increase the sample size and broaden the range of research. These mean the research not just focus on UUM final semester of POM and MOT student; it also can include the other subject student or other university student. Beside this the research also can include the fresh graduate that who are busy for seeking the job, so they all must have experience for seeking the job on internet. This research also can get the information expanding to foreign country. With this, we can know more about the users' perception and satisfaction on the use of job search website.

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