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The Effect of Service Quality and Interface Satisfaction on the Use of Technology Job Search Website in Malaysia: The Case of UUM Students

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Abstract. Nowadays, many companies have been using their websites to share job opportunities with job seekers. This paper aims to provide further explanation about the effect of service quality (SERVQUAL) and interface satisfaction on the use of job search website in Malaysia in the case of Universiti Utara Malaysia (UUM) students. Furthermore, the conceptual framework which the researcher attempts to operate in this study includes SERVQUAL and Customer Satisfaction. More than 100 surveys in both questionnaires and online surveys were distributed to UUM final year students who have used job search website. The result of this study revealed significant relationships between SERVQUAL and interface satisfactions of job search websites.

Keywords: Job search website, Malaysia, SERVQUAL, Customer Interface Satisfaction

1. Introduction

The changes in development of science and technology have brought various facilities to our lives. One of the facilities that play an important role in our human life is Internet. According to [1], "more than 74% of American adults use the Internet and 60% use broadband connections at home". A study showed that more than 61% of these young adults used the Internet to look for jobs as compared to only 42% of those aged 30 49 and 27% of those aged 50 64 [2]. However, a study in 2007 found that 88% of men and 94% of women aged 25 34 used an Internet job site to look for a job [3]. This indicated that job search site has played an important role in searching for jobs in today's world. Thus, there are three problem statements that we need to be concerned with in this study which are: (1) What is the form of model for the development of job search website that emphasises on the assessment of both internal and external users? (2) How do we implement both internal and external assessments in a job search website development? (3) What is the relationship between customer satisfaction

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factor and SERVQUAL in the assessment of job search website in Malaysia? Furthermore, the objectives of this study are to identify the items of information contained in every job search website in Malaysia and also to restructure the information in these job search websites.

2. Literature Review

The objective of this chapter is to provide a review on the literature relevant to the key constructs of the study. This chapter starts with the introduction of Technology Acceptance Model (TAM) which discusses on dimension of TAM, perceive ease of use and perceived usefulness. Later part of this chapter discuss on Service Quality (SERVQUAL) and customer satisfaction. Below Figure 1 shows the structure of literature review on this study. Figure 1 shows the structure of literature review for this study.

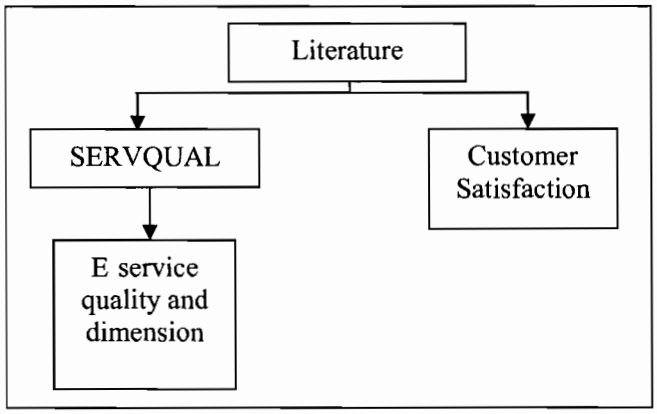

Fig. 1: Literature Review Structure

2.1 Definition of SERVQUAL

Service quality is a concept that has aroused considerable interest and debate in research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either. It is about ensuring customers, both internal and external, to get what they want. [4] stated that "regardless of the type of service, consumers basically use the same criteria to assess quality". They again stated that "service quality is determined by the differences between customer's expectations of services provider's performance and their evaluation of the services they received". However, [5] stated that "service quality is the difference between customers' expectations for service performance prior to the service encounter and their perceptions of the service received". In addition, [6] defined service quality as the subjective comparison that customers make between the quality of the service that they want to receive and what they actually get. [4] proposed five gaps as illustrated below:

- **Gap 1** is between consumers' expectations and management perceptions of consumer expectations, or in other words, the gap is between what customers want and what management think they want. The size of this gap is dependent upon factors such as the amount of communication from employees to management in the organization, the number of management levels and if management has difficulty in understanding consumer behavior.
- **Gap 2** is between management perceptions of customer expectations and quality specifications set for service delivery.
- **Gap 3** occurs between the quality specifications set for service delivery and the actual quality of service delivery.
- **Gap 4** exists between the actual quality of service delivery and the quality of service delivery described in the firm's external communication. It relates to the difference between what the firm promises to deliver in its communication and what it actually delivers to the customer. Therefore, if a promise is broken by the organization, the consumer will perceive service quality to be lower than expected.
- **Gap 5** is seen as being the most important gap which is between customer's expectations of service and their perceptions of the service actually delivered. The service organization's goal is to close or narrow down Gap 5 and it accomplishes this by closing or narrowing down the first four gaps.

2.2 Dimensions and Determinants of SERVQUAL

In the original formulation, [4] identified ten components of service quality, which are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/ knowing the

customer and tangibles. In 1988, these components were collapsed into five dimensions. According to [7], he stated that the five board based dimensions are reliability, tangibility, responsibility, security and empathy. These five dimensions are briefly described below [8][7]:

- **Reliability** refers to the ability to perform the promised service dependably and accurately. It reflects a company's consistency and certainty in terms of performance. It plays the role in the most important dimension of services for the customer. There are two questions often asked among the reliability of service: Is the company reliable in providing the service? Does it provide as promised?
- **Tangibility** refers to the appearance of physical facilities, equipment, personnel and communication materials. Since there is no physical element to be assessed in services, clients often trust the tangible evidence that surrounds it when making their assessment.
- **Responsibility** refers to the willingness to help customers and to provide prompt service. It is responsible for measuring company and employee receptiveness towards clients.
- **Security** refers to the knowledge and courtesy of employees and their ability to convey trust and confidence.
- **Empathy** refers to the provision of caring, individualized attention to customers. For example, does the service company provide careful and personalized attention?

2.2.1. Definition of E Service Quality

According to [9], "e service quality is comprehended both from pre website and post website service perceptive". It can be understood as the evaluation of the efficiency and effectiveness of online shopping, purchasing, and delivery of products and services. In contrast, [10] defined e service as "overall customer evaluations and judgments of excellence e service delivery in the virtual marketplace".

2.2.2. Dimensions of E Service Quality

According to [11], there are six key online service quality dimensions which are reliability, access, ease of use, attentiveness, security, and credibility employed by Internet purchasers to evaluate e retailers' service quality. Furthermore, they suggested that if online retailers want to achieve a high level of customers' perceived service quality, these four dimensions should be focused on: reliability, attentiveness, ease of use and access. The six dimensions are briefly commented on below:

- **Reliability:** It includes correctness of order fulfillment, prompt delivery, and billing accuracy.
- **Attentiveness:** It includes individualized attention, personal thank you notes from online retailers and availability of a message area for customer questions or comments.
- **Ease of use:** It is related to easy to remember URL address, well organized, well structured, and easy to follow catalogues, site navigability, and concise and understandable contents, terms and conditions.
- **Access:** It includes the list of the company's street and e mail address, phone and fax number, accessibility of service representatives, availability of chat room, bulletin board and other communication channels.
- **Security:** It includes security of personal information and minimal online purchase risks.
- **Credibility:** It refers to the business history of online retailers, special rewards or discounts, and referral banners on other website.

2.5 Overview of Customer Satisfaction

"Satisfaction is the consumer's fulfilment response. It is a judgment that a product of the firm is provided, while expectations in service satisfaction refers to what customers believe 'will' happen" [12][13][14]. According to [15], "this overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories". The satisfaction judgment is related to all the experiences made with a certain business concerning its given products, the sales process, and the after sale service. Whether the customer is satisfied after purchase also depends on the offer's performance in relation to the customer's expectation

According to [16], "satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Based on this review, customer satisfaction is defined as the result of a cognitive and affective evaluation, where some comparison standard is compared to the actually perceived performance. For instance, if the perceived performance is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customers will be satisfied. Otherwise, if perceived expectations meet the performance, customers are in an indifferent or neutral stage.

3. Methodology

According to [17], he states that "methodology means the study of methods". This study followed a descriptive nature where the information is collected from various sources. In this case, the researcher has conducted redundant information to gain knowledge regarding the UUM students' perception on the use of technology job search website in Malaysia and the user interface satisfaction. This stage is important to prepare this report, which is one of the fulfilments in this project.

3.1 Research Design

Research is the scientific search knowledge, or as any systematic investigation, that establishes novel facts, solves new or existing problems, proves new ideas, or develops new theories, usually using a scientific method. In addition, research designs are concerned with turning the research questions (what and why they are going on?) into a testing project. According to [18], "research design deals with a logical problem and not a logistical problem". However, research design can be divided into two options, which are fixed and flexible research designs [19]. In other words, fixed research designs refer to quantitative research designs and flexible research designs refer to qualitative research designs. Quantitative research is a method used when research objectives require quantification such as determining the proportions of a population that behave or think in certain ways; while qualitative research is a method used to explore people's feelings and attitudes toward themselves, product and services they use. However, between these two types of research designs, the researchers use quantitative research design for this study. On top of that, the method chosen in this study is survey research. Survey research is a research method which involves the use of questionnaires or statistical surveys to gather data about people and their thoughts and behaviors.

3.2 Data Collection Method

Data collection can be divided into two main types which are primary data and secondary data. Primary data entails the use of immediate data in determining the survival of the market. Primary data is more accommodating as it shows the latest information. It is accumulated by the researcher particularly to meet up the research objective of the subsisting project. The popular ways to collect primary data consist of surveys, interviews and focus groups, which shows the direct relationship between potential customers and the companies. In contrast, secondary data refers to a means to reprocess and reuse collected information as an indication for betterments of the service or product. However, the researchers only use primary research data for data collection method of this study. Among the three main primary research data tools, the researcher chose to use surveys in both paper pencil questionnaires and web based questionnaires/online survey in this study on UUM students' perception and satisfaction on the use of technology job search website in Malaysia.

3.3 Paper Pencil Questionnaires

Paper pencil questionnaires can be sent to a large number of people and save the researchers' time and money. People are more truthful while responding to the questionnaires regarding controversial issues in particular due to the fact that their responses are anonymous. However, it can also have drawbacks, such as majority of the people who receive questionnaires do not return them and those who do might not be representative of the originally selected sample [20]. For this study, the researchers prepare a set of paper pencil questionnaires for the UUM final year students with Bachelor of Process Operation Management (POM) to answer the questionnaires manually.

3.4 Web Based Questionnaires/Online Survey

Online survey which is also called web based questionnaires is a new and inevitably growing methodology that uses 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. Some disadvantages of this method include the exclusion of people who do not have a computer or are unable to access a computer. However, the researchers also create a URL online survey link through Google Document in this study. Besides that, after creating the URL online survey link, the researchers post it in the Learning zone of UUM which enables the UUM final year students with Bachelor of Management of Technology (MOT) to answer the questionnaire through online.

3.5 Statistical Method

Data analysis refers to a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. There are two types of approaches on data analysis procedures which are deductive and inductive approach. Quantitative research

chosen in this study is under the deductive approach, whereas qualitative research is under the inductive approach.

The researchers use statistical data analysis procedures to organize and analyze the data that have been collected. Statistical method refers to the study of collection, organization, analysis, and interpretation of data. Basically it can be divided into two types, which are descriptive and inferential statistics. Descriptive statistics summarize the population data by describing what was observed in the sample numerically or graphically; while inferential statistics use patterns in the sample data to draw inferences about the population represented, accounting for randomness. These inferences may take the form of answering yes or no questions about the data (hypothesis testing), estimating numerical characteristics of the data (estimation), describing association within the data (correlation) and modelling relationships within the data (for example, using regression analysis).

3.6 Statistical Package for Social Sciences (SPSS)

Statistical Package for Social Sciences (SPSS) is a computer package that offers broad range capabilities for understanding and analyzing data. It is possible to generate decision making information quickly using statistics that have rigor and power which effectively present results with high quality graphical output. In this study, the researchers use SPSS to analyze the data that have been collected from the respondents.

Based on the data collection methodology chosen in this study, there are two main limitations that often appear. One of the limitations is that it is hard to get response from the participants. For instance, the researchers often need to follow up with those final year students to get their response through online survey due to the reason that most of the final year students are very busy with their final year projects and they almost have no extra time to answer the questionnaire properly or within the time limit. The second limitation in this study is that the range of people chosen to do the survey is almost limited because the researchers need to submit the report within a very short period. In other words, this survey only covers some of the final year students in UUM which are from Bachelor of MOT and POM. With these limitations, it is rather difficult for the researchers to do the research correctly and effectively.

4. Data Analysis

In data analysis, the research presents findings from UUM final year students. The information gathered is based on questionnaires that were distributed to 180 MOT and POM students. The questionnaire used for conducting this survey is based on the UUM students' perception and interface satisfaction on the use of job search website in Malaysia.

4.1 Descriptive of Samples

A total of one hundred and eighty questionnaires in both paper pencil questionnaires and online survey were distributed to UUM final year students with 165 completed questionnaires were collected. Table 1 describes the summary on personal profile of the respondents for categorical variables. From these 165 respondents, there were 125 female respondents (75.8%) and 40 were male respondents (24.2%). The average age of the respondents were 23 years old with the youngest respondent being 20 years old and oldest respondent being 24 years old. As on the race distribution which is shown in "Races" table, it states that 94 (57%) were Malay respondents, 55 (33.3%) were Chinese respondents, while both Indian and other race constituted 8 (4.8%) respondents. For the respondents of this study, the researchers only focus on two degree programs which are Bachelor Degree of MOT and Bachelor Degree of POM final year students. Majority of the questionnaires with 87 (52.7%) respondents were done by MOT students and 78 (47.3%) were completed by POM students. From these 165 respondents, about 157 (95.2%) respondents have previous education level of Sijil Tinggi Pelajaran Malaysia (STPM). In addition, Table 2 shows the summary on descriptive statistics for continuous variables. There is one independent variable (SERVQUAL) and one dependent variable (Customer Interface Satisfaction) included in this study with each of the variables containing its own dimensions. For SERVQUAL (M=4.25, SD=0.755), it only contains one dimension. For Customer Interface Satisfaction, it contains five dimensions, which are "Sophistication of the System" (M=4.16, SD=0.911), "Satisfaction of the Ability" (M=4.31, SD=0.796), "Ease to Learn" (M=4.45, SD=0.792), "Accuracy of the Terminology" (M=4.76, SD=0.757) and "Satisfaction of the Screen" (M=4.14, SD=0.892).

4.2 Factor Analysis

Table 3 reports the result summary of factor analysis for the independent variable (SERVQUAL). At inception, SERVQUAL was measured by 10 items in one dimension, which was subjected to principal component analysis (PCA) using SPSS Version 19. 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. But item PKP1 is not acceptable since its communality value is less than 0.5 and the item had to be deleted in order to increase the others factor loading. After deleting the item, SERVQUAL was measured by nine items. The KMO value for SERVQUAL was 0.928, exceeding the recommended value of 0.6 and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. PCA revealed the presence of one component with eigenvalues exceeding 1 for SERVQUAL, explaining 63.247% of the variance respectively. Thus, SERVQUAL remains the same item name.

Table 1. Summary on 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 of Education		
STPM	157	95.2
Diploma/Matrikulasi	8	4.8
Age Group		
20	2	1.2
21	2	1.2
22	5	3.0
23	138	83.6
24	18	10.9
Program		
MOT	87	52.7
POM	78	47.3

Table 2. Summary on Descriptive Statistics for Continuous Variables

	N	Min	Max	Mean	Std. Deviation
Customer Interface Satisfaction					
Sophistication of the System	165	3	6	4.16	0.911
Satisfaction of the Screen	165	2	6	4.14	0.892
Accuracy of the Terminology	165	3	6	4.76	0.757
Ease to Learn	165	3	6	4.45	0.792
Satisfaction of the Ability	165	2	6	4.31	0.796
SERVQUAL					
Service Quality	165	2	6	4.25	0.755
Valid N (listwise)				165	

Table 3. Result of Factor Analysis for Independent Variable

	Items	Component 1
PKP2	Service Quality 2	0.795
PKP3	Service Quality 3	0.777
PKP4	Service Quality 4	0.794
PKP5	Service Quality 5	0.777
PKP6	Service Quality 6	0.787
PKP7	Service Quality 7	0.748
PKP8	Service Quality 8	0.759
PKP9	Service Quality 9	0.859
PKP10	Service Quality 10	0.856
Eigenvalue		5.692
Percentage of Variance (%)		63.247
KMO		0.928
Bartlett's Test of Sphericity		966.650
Significance		0.000

At inception, Customer Interface Satisfaction was measured by 27 items in five dimensions, which was subjected to principal component analysis (PCA) using SPSS Version 19. Prior to performing PCA, the

suitability of data for factor analysis was assessed. Inspection of the correlation matrix for every dimension revealed the presence of many coefficients of 0.3 and above. The KMO value for Customer Satisfaction of Sophistication of the System (first dimension) is 0.780. Initially, this dimension is represented by six items but item KAPSY5 had to be deleted since its communality value is lower than 0.5. While the KMO value for Accuracy of the Terminology (third dimension) is 0.750 in which the item KAPTI5 had to be deleted since its communality value is less than 0.5. The KMO value for Ease to Learn (fourth dimension) is 0.767 and also the item KAPP5 had to be deleted since the value of anti image correlation matrix is less than 0.5. However, the KMO value for Customer Interface Satisfaction of Satisfaction of the Screen (second dimension) is 0.725 and Satisfaction of the Ability (fifth dimension) is 0.835 without deleting any items in each item. All values of KMO of these five dimensions exceeded the recommended value of 0.6 and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. PCA revealed the presence of Sophistication of the System with eigenvalues exceeding 1, explaining 72.625% of the variance. The Satisfaction of the Screen explained a total of 78.022% of the variance, the Accuracy of the Terminology explained a total of 71.024% of the variance, the Ease to Learn explained a total of 70.322% of the variance and 81.162% of the variance have been explained by Satisfaction of the Ability. Thus, the names of the component remain the same which are Sophistication of the System (first dimension), Satisfaction of the Screen (second dimension), Accuracy of the Terminology (third dimension), Ease to Learn (fourth dimension) and Satisfaction of the Ability (fifth dimension).

4.3 Reliability

Based on Table 4, the Cronbach's Alpha value is shown in the reliability statistics for every scale contained in this study. The Cronbach's Alpha value above 0.7 is considered acceptable; however, values above 0.8 are preferable. Table 4 shows that all the scales of the Cronbach's Alpha value are above 0.8 and this shows that the Cronbach's Alpha values for all scales in this study are considered preferable.

Table 4. Reliability Statistics

Scale	No of Item	No of Deleted	Cronbach's Alpha
Customer Interface Satisfaction			
Sophistication of the System	5	1	0.901
Satisfaction of the Screen	4	0	0.902
Accuracy of the Terminology	5	1	0.891
Ease to Learn	5	1	0.886
Satisfaction of the Ability	5	0	0.937
SERVQUAL			
Service Quality	9	1	0.927

4.4 Result

Only one result came out from this study which is the positive correlation between SERVQUAL via customer satisfaction. The findings of this study indicate that the establishment of higher level of service quality will lead to customers that have a high level of satisfaction. This shows that when the website provides quality service, it will affect the customers' satisfaction, which means that the users will feel satisfaction with the website service. This had been confirmed with the suggestion by [15] in which satisfaction has a strong positive effect on customer loyalty intention across a wide range of product and service categories. The literature suggests that the implication is clear, the better the service quality, the higher will be the customers' satisfaction.

5. Future Research and Implication

Future research should increase the sample size and gather more information regarding the students' perception and satisfaction on the use of job search website. Limited time measurement for data collection and questionnaire survey are the key limitations for this study. Other than that, the limitation of this study was the difficulty in collecting the questionnaire survey from the final year students in UUM due to the reason that the students are busy with their own final year project especially in filling in the online survey since only 28 students from 180 students had answered the survey for this study. Moreover, this study offers and recommends direction for future research to strengthen the findings and overcome the limitations. Future research is recommended to expand the study range towards more active job seekers, which means that it does not just focus on final year students, but also the fresh graduates and also other job seekers in different age groups. Furthermore, future researches are also recommended to expand this research to other universities as currently this study is limited to job seekers in UUM. In addition, it is also recommended that other researchers expand this research to other

countries. With this, we can know more about the users' perception and satisfaction on the use of job search website.

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