The Determinants That Affect University Students' Intention To Use Online Recruitment Platforms in Malaysia

BY

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A final year project submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

OCTOBER 2022

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ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude to Universiti Tunku Abdul Rahman (UTAR) for providing us a great chance to conduct this research in order to explore the topic of our interest. We have learnt a lot of knowledge and skills like analytical skills, critical thinking skills while completing this research. The university also offers comprehensive facilities which assist us in finding relevant information and resources for this research.

Besides that, we would like to express our sincere appreciation to our supervisor, Miss Yip Yen San, who has sacrificed her previous time to guide and provide us with insightful opinions all the way long for the completion of this project. Moreover, we also like to thank Dr Lee Voo Hsien, our examiner, who has given us valuable comments during the Final Year Project Presentation in order to improve our research.

Furthermore, we also received a lot of unfailing support and continuous encouragement from our families and friends during the journey of completing this research. Without them, this accomplishment would not have been possible.

Lastly, we would like to take this opportunity to thank our teammates. Although the journey is challenging and we had some arguments when having discussions about the research, we are able to go through it and reach a consensus. We appreciate the cooperation and efforts put by each other throughout the journey of this endeavour.

"Without you, there is no us."

Thank you.

DEDICATION

This research project is especially dedicated to:

Ms. Yip Yen San

Dr. Lee Voon Hsien

and

our beloved families and friends.

Thank you for the motivation and support that have been given to us in completing this research project.

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LIST OF ABBREVIATIONS

ORP	Online Recruitment Platforms
ORW	Online Recruitment Websites
SN	Subjective Norms
PBC	Perceived Behavioural Control
PU	Perceived Usefulness
PEoU	Perceived Ease of Use
INT	Intention to Use
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
AI	Artificial Intelligence
BI	Behavioural Intention
PLS-SEM	Partial Least Squares - Structural Equation Modelling
UM	University of Malaya
UKM	Universiti Kebangsaan Malaysia
UMP	Universiti Malaysia Pahang
USM	Universiti Sains Malaysia
UTAR	Universiti Tunku Abdul Rahman
MSU	Management and Science University
AVE	Average Variance Extracted

CR	Composite Reliability
VIF	Variance Inflation Factor

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PREFACE

This final year project is completed and submitted as a fulfilment of the requirement for the pursuit of Bachelor of Marketing (Hons) of Univeristi Tunku Abdul Rahman (UTAR). The rise of advanced technology and the internet have driven the organisational change in the recruiting process of human resources, where a lot of companies adopt modern recruitment methods by posting the job vacancies online via the online recruitment platforms, which includes online job portals, social media platforms, corporate websites and so on. A majority of job seekers look for jobs through these online recruitment platforms due to the conveniences that have brought, such as time-saving, quick job application process and so on. Since more and more job seekers are using these platforms, this has caused the increased demand of online recruitment platforms which its global market size is estimated to grow at a CAGR of 7.1% and reach $43.39 billion by 2027. However, Malaysian college, university students and graduates still face difficulty in finding jobs since 2019 although the figure of online job vacancies had increased from 49,372 Q1 2020 to 90,218 in Q1 2021; and to 159,148 in Q1 2022. This has led to the researchers intend to conduct research regarding the adoption trend of online recruitment platforms as well as the factors that might draw the attention of university students to use the online recruitment platforms. However, those past researches have some limitations and gaps which are yet to be improved and covered. Therefore, this research is conducted with the aim to examine the intention of the university students' on the usage of online recruitment platforms by overcoming the weaknesses of previous research.

ABSTRACT

This study uses a conceptual framework that combines the technology acceptance model (TAM) and the theory of planned behaviour (TPB) to explore university students' intentions to use online recruiting platforms (ORP) in Malaysia.The respondents for this research are university students in Malaysia and 300 responses were collected. Partial least squares structural equation modelling (PLS-SEM) was used to examine the proposed hypothesis. The findings of the study demonstrated that there are significant relationships between partial relationship of the independent variable—subjective norm (SN), perceived behavioural control (PBC) and each moderator—perceived usefulness (PU), perceived ease of use (PEoU) as well as dependent variable— intention to use (INT) with each moderator (PU, PEoU). The discussions of the findings, research implications, limitations and recommendations are included. This research allows the researchers, ORP developers, talent recruiters and the government to gain new insights so that the demands and adoption level of the university students in the adoption of ORP can be met and raised.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

To begin, the research background presents the factors of the evolution of recruitment methods and a broad picture of the worldwide online recruitment platform (ORP). The research problem discussed the crucial issue of the Malaysian university students' intention to utilise the ORP for job search. Research objectives, research questions and research significance have been devised.

1.1 Research Background

Human reliance on the internet has grown significantly as a result of recent technological advancements (Ahmed Awan et al., 2019). Technology gives a big impact on the organisations' ability to recruit talents. One of the human resource roles that have seen significant change is the method of recruitment has transitioned from a traditional paper-based approach to a digital or electronic recruitment process (modern recruitment methods) (Solek-Borowska & Wilczewska, 2018). Traditional recruitment methods refer to hiring techniques that are done via advertising on printed media, internal hiring, employment agency and so on which are much more complex and time-consuming compared to modern recruitment methods. The implementation of modern information systems and technology is beneficial to job seekers (Okolie & Irabor, 2017) as it is more convenient and efficient to apply for several job applications than to apply in person.

Consistent with this trend, there are more and more job seekers using the internet to look for jobs (Petre et al., 2016; Brandão et al., 2019). Nearly 7.3 million job vacancies were registered by the end of June 2019 (Bureau of Labor Statistics, 2019). This availability has led to the increased demand and expansion of ORP like job portals, social networking websites and so on. The size of the global online recruiting market was $28.68 billion in 2019 and is anticipated to grow at a CAGR of 7.1% from 2019 to 2027, reaching $43.39 billion (Fortune Business Insights, 2022). The job seekers are attracted by the usefulness of these ORP. ORP is mainly used by university students and interns to look for jobs as they allow students to exposed to wider job opportunities and act as communication channels to communicate with the recruiters (Yadav et al., 2020).

Since the usage of ORP is demanding and growing, there is a need to study about the factors that draw the university students' attention and features that are lacking in the utilisation of ORP (Rahman and Patra, 2020). Langer et al. (2017) advocated for more research into the job seekers', which includes the university students' experiences and intentions to use the technology which are in-built into the ORP during the online job application process. A recent study by Nadlifatina et al. (2021) also suggested focusing on university students as the targeted segment for the research as they are born in the advanced technology era which compromises millennial characteristics. They will be more tech-savvy and have more acceptance of the information system and technology which will then lower the chance of getting varied results compared to the other job seekers in different ages and generations.

Furthermore, the researchers had carried out some research that is related to the this field in different countries, such as in Chennai, India (Leelavathi et al., 2020), Bangladesh (Khanam et al., 2015), Portugal (Brandãoa et al., 2019) and so on.

Moghaddam et al. (2015) stated that the understanding about how Malaysians are drawn to a specific ORP, especially among the university students, is still underdeveloped from the time being. Given the importance of ORP use, it is crucial to comprehend the factors influencing the intention to use ORP in the Malaysian setting. Therefore, the purpose of this study is to examine the variables that impact Malaysian university students' intentions to use the ORP.

1.2 Problem Statement

According to the Department of Statistics Malaysia's (DOSM) Job Market Insights and Job Profile, the number of online job vacancies has increased from Q3 2020. A total of 49,372 job vacancies were advertised in Q1 2020 and this figure increased to 90,218 in Q1 2021; and to 159,148 in Q1 2022. Based on a nationwide study of internet usage of Malaysian, there are 49.5% of people who use the Internet for job applications and look for jobs are aged 20 to 24 years old (New Straits Times, 2022), which comprised a majority of university students. Nonetheless, Malaysia still face employment issues with college, university, and graduate students every year (Yong & Chung, 2019; NST Online; Rahman & Patra, 2020). According to a 2018 study by the Malaysian Ministry of Education's Graduate Tracer Study, even though 21 public universities and 38 private universities annually generate more than 51,000 graduates, 60% of these graduates remained jobless after a year (New Straits Times, 2020). Yet, research on how younger generations consider the job search process as well as perceive about ORP is very limited (Moore, 2019).

Based on the previous research, perceived ease of use (PEoU) and perceived usefulness (PU) are usually treated as the main determinants which influence job seekers' intention (INT) to use online recruitment websites (ORW). Research by

Alsutanny and Alotaibi (2015) showed that the factors of job searchers' attitudes toward using ORW are validated as PU and PEoU. In addition, Vellasamy et al. (2017) investigated that PEoU had higher correlation with INT compared to PU. Irawan et al. (2021) further strengthened that PEoU of ORW is the determinant of website impressions. Parikh et al. (2021) discovered that the job seeker's PU and INT were significantly impacted by PEOU. However, these research focused on ORW rather than the view of the intention towards various types of ORP (online job portals, social media platforms and corporate websites) that have emerged to be the online source for university students to search for jobs. The impact of PU and PEoU on INT is also required to examine in order to strengthen the statements in Malaysian university students' context.

Furthermore, there has been little research on the university students' perspective, particularly on concerns and consequences related to the social influences and interpersonal influences in job search (Ochmann et al., 2020). Normally, job seekers acquire information from reliable company-independent sources through ORP (Kaur & Kaur, 2022; Van Hoye and Lievens, 2007), such as through their family, friends, institutions, e-WOM and so on which represent the subjective norm (SN). 30% of Malaysians agreed that personal networking, referrals, or word of mouth were efficient methods for finding jobs (Arthamalingam, 2016). Nevertheless, societies and communities' perceptions diverge from person to person on ORP (Leelavathi et al., 2020). Hence, SN may cause job seekers to have different opinions towards PU and PEoU of the ORP which might then affect the INT to adopt the ORP and this field is worth for investigating.

Moreover, the role of perceived behavorial control (PBC) in this context have not received much attention (Nguyen et al., 2018). There are some constraints that might stop the users to have high PBC in performing the action of using the ORP, such as

the risks of the leaks of personal data, fraud and so on. For instance, JobStreet, an ORP was affected by a data breach in Malaysia and it had affected more than 46 million Malaysians, causing their personal information to be exposed (Barker, 2017). The level of PBC which job seekers hold will determine whether they will try their best to overcome constraints or not and this will then affect their perceptions towards PU and PEoU of ORP (Parikh et al., 2021). Parikh et al. (2021) found out that PBC has direct influence towards PU and PEoU in using ORP. Thus, PBC will be studied in this research to reinforce the statement mentioned above.

Thus, the findings of this research attempt to improve the limitations discovered and fill in the gaps which are not covered, that is to investigate whether the partial relationship between each variable, SN and PBC with each moderator PU and PEoU as well as will PU and PEoU motivate university students to have INT to use the ORP.

1.3 Research Questions

i. Does SN affect PU of the ORP?

ii. Does SN affect PEoU of the ORP?

iii. Does PBC affect PU of the ORP?

iv. Does the PBC affect the PEoU of the ORP?

v. Does the PEoU affect PU of the ORP?

vi. Does the PEoU affect INT to use ORP?

vii. Does the PEoU affect INT to use ORP?

1.4 Research Objective

1.4.1 General Objective and Specific Objectives

The main purpose of this study is to investigate the relationship between university students in Malaysia's intention to use ORP to look for work and the determinants that influence their intention. Meanwhile, the specific objectives are:

i. To examine whether the SN will affect the PU of ORP.

ii. To examine whether the SN will affect the PEoU of ORP.

iii. To examine whether the PBC will affect the PU of ORP.

iv. To examine whether the PBC will affect the PEoU of ORP.

v. To examine whether the PEoU will affect the PU of ORP.

vi. To examine whether the PEoU affects the INT to use ORP.

vii. To examine whether the PU affects the INT to use ORP.

1.5 Research Significant

1.5.1 Theoretical significant

Since ORP have become the norm for firms to recruit and train a remote workforce, the results of this study will pinpoint the factors influencing students' intentions to use ORP with the conceptual framework proposed. This research will apply and integrate the TPB into the existing framework of TAM to study the factors that impact students' desire to utilise ORP, which are SN, PBC through PEoU and PU. The framework of this study will offer a more thorough perspective of the intention to adopt ORP by adding the external factors. This research will aid academics in exploring the underlying intention of university students about ORP and studying the efficacy of utilising ORP in searching for an appropriate job. As a result, the study may provide beneficial suggestions for the future development of ORP and forming concepts in cooperation with future researchers.

1.5.2 Practical Significant

From the perspective of recruiters, the research would provide a greater understanding of the varied scenarios between job applicants and recruiters, allowing them to provide higher-quality services. It may be utilised to improve their studies and conduct research into the determinants that influence students' intention to use ORP. ORP developers are also able to analyse customer behaviour toward ORP as well as identify and devise appropriate techniques for encouraging job seekers to use ORP. ORP developers may earn trust with clients

and obtain a competitive edge in the Malaysian market by upgrading their services. Furthermore, the corporation's talent acquisitions department may be able to get some fresh ideas or insights that may aid in the development of new technologies and concepts for their online recruiting platforms. The same goes for The Ministry of Human Resources Malaysia (MOHR), since reducing unemployment would be very beneficial to the country's future. Thus, this will help MOHR to figure out how to strengthen the effectiveness and efficiency of the ORP in order to stimulate the actual adoption and raise the usage of ORP in the future to satisfy the needs of the job seekers.

1.6 Conclusion

The background information on the trends and obstacles in seeking jobs through ORP, research questions and research objectives were discussed in Chapter 1. This brief introduction will aid in determining the scope of the in-depth study in relation to research goals.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter 2, the relevant literature and practical theories will be reviewed. This chapter will also examine the relationship between the dependent variable and the independent variables. The conceptual framework and hypothesis constructed are being discussed indeed.

2.1 Introduction of Online Recruitment Platforms (ORP)

ORP is designed for career seekers to look for job opportunities. It provides job seekers with employment information and matching service to business employers through information technology and the Internet (Huang et al., 2012). There are four common ORP which job seekers can utilise. They are corporate websites, where the trend of e-recruitment first manifested itself; online job portals that compile job postings from various companies into a central site; internet-based candidate recruitment (as known as head hunting) and social media platforms, which has emerged to be the most recent online recruitment methods (Unadkat, 2012; Khlebarodava & Remeikiene, 2019).

Recently, artificial intelligence (AI) was developed into these ORP. These AI tools powered by algorithmic prediction have improved job seekers' experience in searching for jobs. They overcome the issues of time-consuming and complex application processes, with the aim to improve the job seeking processes (Ochmann et al., 2020). This enables the users to have more understanding about their job preferences and reduce the uncertainties related to their career objectives.

2.2 Underlying Theory

2.2.1 Technology Acceptance Model (TAM)

This research will apply the TAM, a model of internet-related behaviour, to examine job searchers' adoption of AI-based ORP because the paper's focus is on the area of ORP that has been integrated with AI technology. TAM has been applied to a wide range of technologies, in a wide range of contexts, influencing factors, and subjects (Lee et al., 2003). The generality and simplicity of TAM have made itself a behavioural model which can be extended and elaborated in various ways for marketing research studies that are focused on information systems and technology, especially in understanding the factors that contribute to users' intentions in adopting a specific type of technology, including these digital platforms that create the virtual recruitment environment.

TAM was formulated by Davis et al. (1989) by using the Theory of Reasoned Action (TRA) as a theoretical basis to explain and forecast user adoption of

technology based on measures taken after a brief period of interaction with the system (Szajna, 1996). It suggests that people's behaviour-intent to carry out a specific task is determined by their behavioural intention (Alfadda and Mahdi, 2021). TAM has two versions. The original version of TAM addressed that a person's attitude towards the technology and beliefs about the utility can influence the person's intention to accept the technology. It describes users' motivation in three ways: PU, PEoU, and attitude toward (AT) using. Whilst, the revised version of TAM removes the attitudinal components due to the data showing that they only have partially impacted the intention while PEoU and PU is postulated to be the crucial determinants of behavioural intention (BI) towards the acceptance of technology (Szajna, 1996).

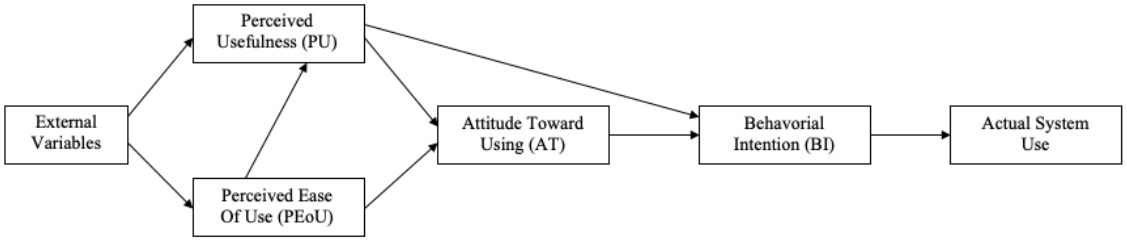

Figure 2.1 The final version of the theoretical framework of Technology Acceptance Model (TAM). Adapted from Venkatesh, V., & Davis F.D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186-204.

2.2.2 Theory of Planned Behaviour (TPB)

TPB is a model proposed by Fishbein and Azhen (1975) which stated that a person's behaviour is significantly influenced by the strength of their intention to

engage in the behaviour or not. This model was also derived from TRA that connects attitude to behavioural intention in different conceptualization of attitude with an added variable, control. Fishbein and Ajzen (1975) frequently use language like "this attitude leads to a set of intentions..." to explain the relationship between factors (Sussman & Gifford, 2018). The TPB model has 3 base components and they are AT, SN and PBC. Their relationship between each component and the intention to perform the behaviour were described as: Positive or negative feelings about engaging in the behaviour are reflected in the AT; SN shows how the behaviour was perceived to be influenced by social forces; PBC demonstrates constraints on performing the behaviour (Mooney, 2020).

TPB has been used to investigate and predict behaviour in a variety of contexts. Due to the recent rise of the trend of online recruitment, researchers have adopted TPB to explain the phenomena which is related to recruitment and applicant behaviour. It is frequently applied to identify the determinants of job seeker intentions to engage in the field of online recruitment as it collects data on social and behavioural control factors (Mooney, 2020; Lin, 2010; Mathieson, 1991) which may lead to a more accurate prediction of results.

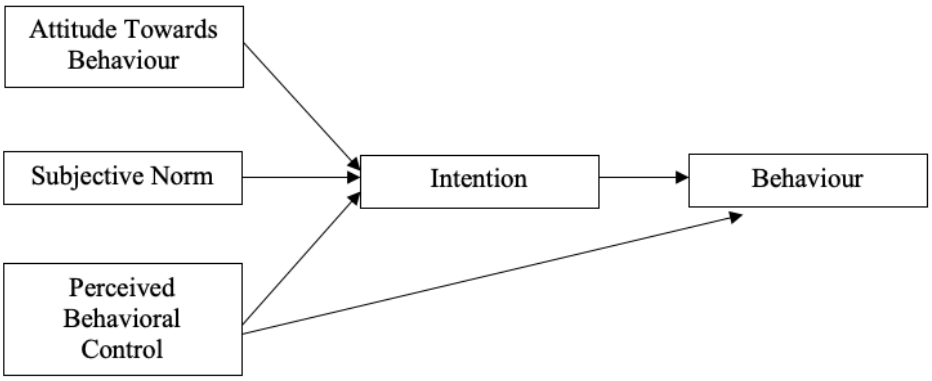

Figure 2.2 The theoretical framework of the TPB. Adapted from Azjen, I. (1991). The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179-211.

2.2.3 Application of Theory: Blending TAM with TPB

2.2.3.1 Limitations of TAM

Aforementioned, TAM validates that the success of online recruitment depends on the perception of individuals which in turn influences behaviour (Ibrahim et al., 2006). However, TAM has some limitations. TAM relates to the user behaviour variable, which is inexorably evaluated using subjective criteria such as BI, interpersonal impact, personal attitudes and personality factors (Ajibade, 2017). It mainly suggests that the intention of the users to utilise the online platforms is based on the perception an individual holds towards the function of the technology but tends to ignore the other factors like motivational factors and social factors that will also affect an individual perception towards the utility. Besides, another weakness of TAM is its simplicity, which means that the behavioural underpinnings cannot be precisely quantified and evaluated. Thus, numerous studies argued that TAM should be enhanced by adding more variables in the context of transformation-related ICTs (Siegel et al, 2017).

2.2.3.2 Limitations of TPB

"Intention-behaviour gap" is considered as one of the major limitations of TPB.

According to the literature, the "intention-behaviour gap" is caused by a number of factors, involving unfavourable outcomes that were not anticipated, challenges encountered when engaging in a behaviour, and a lack of resolve or willpower (Ajzen 2002), as well as the quality and properties of intentions, and the nature of the goal (Sheeran and Webb 2016; Nguyen et al., 2019). Since TPB is predicting an individual's intention to perform the behaviour based on the belief and attitude they have, there might only one-half of intentions be translated into behaviour. This is due to the fact that some of the constraints, pressures and opportunities which may not be in the control of individuals will give a big impact on an individual's intention to perform a job (Savari & Gharechaee, 2020), for instance, economic, time costs, benefits of the execution, workload and so on (Si et al., 2020). Similarly, when it comes to the intention to use a technology, users will consider these factors as well as the PEoU and PU of the technology. Hence, examining the intention of a person to utilise the technology without considering these constraints might not ensure or predict the intention realisation of an individual accurately.

2.1.3.3 Reasons to Blend TPB into TAM

Blending these two models together is able to eliminate the limitations as they are complementary to each other on the basis that both of them are similarly derived from TRA. TPB is a framework which suggests that a person's attitudes and beliefs about a behaviour determine whether they intend to engage in that behaviour (Muduli and Trivedi, 2020). Thus, it can fill in the gap between social variables and control perceptions that TAM has been lacking. Besides, with the control variables that are available in TPB, it enables the researcher to obtain different outcomes from different user groups even though the same systems are

used to conduct the research. Unlike TAM, it specifies general determinants of individual technology acceptance, allowing the construct to be measured in the same way in all situations. Moreover, by combining these two models, it is now feasible for us to investigate how a particular background component affects or fails to affect behaviour by tracking its effects through the behaviour's more immediate antecedents (Alhamad & Donyai, 2021). It also gives us a comprehensive view not only about the perception an individual holds towards the function of the technology as well as the belief which an individual holds.

There are several researchers who combine TAM and TPB as their research frameworks. The combined conceptual framework of TAM and TPB is used in a study by Parith et al. (2021) by adding other external criteria, such as website compatibility and informativeness, to comprehend applicants' desire to use the online job application process. Whilst, Nadlifatin et al. (2021) had made the components of TPB model (SN, PBC and ATT) as the moderators for TAM model to investigate the behavioural perspectives of the millennial generation on job seeking intentions on Multi-Level Marketing Companies via social media. Chen et al. (2008) also integrated TAM with one of the variables of TPB, that is the SN to examine the relational factors which affect individual acceptance behaviour in e-recruitment (Vellaisamy et al., 2017). However, the proposed framework for this research is constructed in the absence of attitudinal components. The reason why attitude is removed from this proposed model is due to Davis et al. (1989) stating that attitude only had a minor impact on intention. Cheng (2018) also mentioned after considering the impact of PU and PEoU the association between attitudes and behaviours was determined to be insignificant. This is because the path from attitude was found to be direct and not so substantial.

2.3 Review of Variables

2.3.1 Intention to Use (INT)

INT is often defined as a person's willingness to perform the behaviour in question by Georgiou et al. (2012) (Chowhury, 2022). It is described as an underlying prerequisite for a person's actual behaviours while implementing systems and using new technology (Marakarkandy et al., 2017). In simpler terms, INT is a reflection of a person's understanding of technology adoption towards ORP that leads to their actions (Bastari et al., 2020). Whenever there is an opportunity for an individual to perform, Fishbein and Ajzen (1975) explained that intention will result in behaviour. Job seekers who are expected to utilise the ORP when they are given the opportunity to do so are also linked closely to INT (Bastari et al., 2020).

2.3.2 Subjective Norms (SN)

SN are referred to as societal and significant influence from others to act in a certain way and an individual's motivation to conform to other people's opinions (Rahman & Patra., 2020) such as friends, family and media (Rejali et al., 2021), especially choices on job. It also means the opinions of the social pressures to apply for desired positions in the companies of interest (Nadlifatin et al., 2021).

Besides, users are now using online reviews instead of WOM (word of mouth) (Nieto et al., 2014). Thus, SN may also be established by EWOM (Electronic Word of Mouth) (Kaur & Kaur, 2022) that refers to the dissemination of information regarding ORP among individuals via the internet (Sandes & Urdan, 2013). In short, SN are societal expectations that people should behave in a specific manner (Igwe et al., 2020).

2.3.3 Perceived Behavioural Control (PBC)

According to Azjen (1991), PBC is an individual's perception of how easy or difficult it is to perform a specific behaviour (Na et al., 2016). It also refers to people's perceptions of the ease or difficulty of executing the behaviour of interest (Lili et al., 2021) as the availability of resources or opportunities required to engage in a particular behaviour is determined by a person's assessment of the significance of such resources or opportunities to engage in such behaviour (Na et al., 2016; Han et al., 2009; Chang, 1998; Ajzen & Madden 1986). Furthermore, Knauder and Koschmieder (2019) defined PBC as the evaluation of one's resources, abilities, and competencies required to demonstrate the desired conduct. Xiao and Wong (2020) stated that PBC is the result of a combination of perceived control and self-efficacy. This implies that an individual will only perform the action when they believe that they have the capabilities to do so.

2.3.4 Perceived Usefulness (PU)

PU is the degree to which use of the system can improve performance and efficiency (A Breckon et al., 2019). Perceived usefulness in the context of online

recruitment services refers to a job seeker's confidence in their capacity to acquire career information, improve the efficiency of their job search to look for suitable job positions (Brahmana and Brahmana, 2013). The PU of technology is concerned with how practical it may be in daily interactions (Kim et al., 2021). The subjective anticipation that technology would improve job performance is reflected in PU (Ramkumar et al., 2019). In an event involving information technology systems such as ORP, PU may also function as an extrinsic motivator (Alalwan et al., 2018).

2.3.5 Perceived Ease of Use (PEoU)

The concept of PEoU refers to a system's apparent and intelligible sense of ease of use (Bastari et al., 2020). PEoU is referred to the degree to where individuals feel they will be able to utilise new technology without difficulties (Joo et al., 2018). PEoU also refers to the degree of simplicity which acquiring the ORP (Mezhuyev et al., 2019). Researchers have identified the accessibility, user-friendliness and navigation as determining attributes of a user's evaluation of an ORP in PEoU (Hagger et al., 2022). These PEoU attributes decide how well an applicant understands how to utilise the ORP to acquire information and look for jobs (Irawan et al., 2021). Applications that are simple to use, informative, and quick to use are certainly required by job seekers (Van Gorp and Adam, 2012; Coetzer, 2018).

2.4 Conceptual Framework

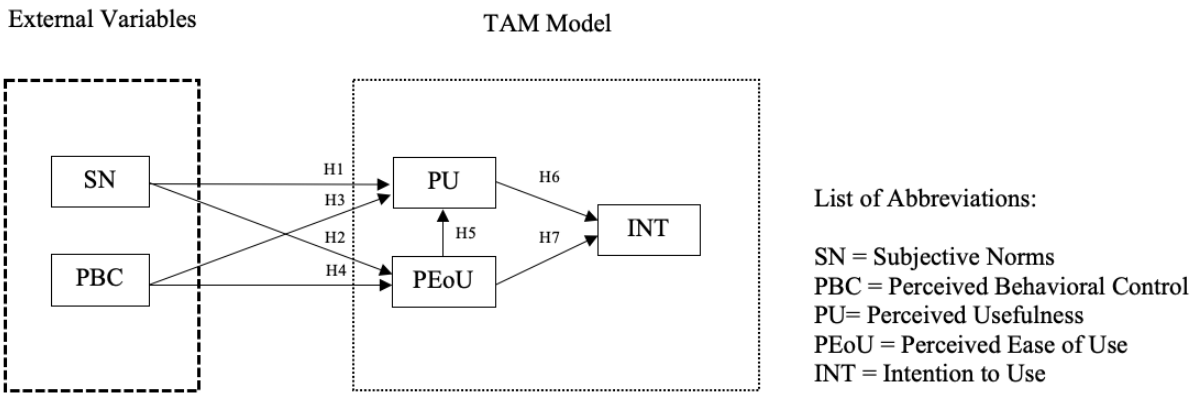

Figure 2.3 The conceptual framework for the determinants that affect the university students' intention to use the ORP.

The figure 2.3 is a research framework that shows the relationship between the independent variable, moderators and the dependent variable. The independent variables of this conceptual framework are SN and PBC which will affect the dependent variable, INT. Meanwhile, this research also contains two moderators, PEoU and PU, which will strengthen the relationship between the independent variables and dependent variables. This research is going to investigate the partial relationship between each independent variable (SN and PBC) and the moderators (PEoU and PU) first. This research will proceed to examine the partial relationship between each moderator (PEoU and PU) and dependent variable (INT) to examine whether the moderating effect takes place between them.

2.5 Hypothesis Development

2.5.1 The Relationship Between SN and PU

SN can be an influential factor which affects the university students' perception towards the PU of the ORP. This is due to when users encounter a new type of technology item, they may experience a high level of uncertainty about the item and the consequences of using the item and this uncertainty can be reduced by receiving other users' thoughts on a personal value (Schierz et al., 2010). If the university students are influenced with positive messages, they are more likely to believe that utilising the ORP may improve their job search. Conversely, if the bad reviews towards the use of ORP were received, university students will perceive that ORP are ineffective for them to find jobs. Thus, this study assumes that SN may have an unanticipated effect towards the PU of the ORP and the following hypothesis is developed:

H1: There is a significant relationship between SN and PU.

2.5.2 The Relationship Between SN and PEoU

SN can be a significant barrier for the use of ORP. Inconsistency and discrepancy in the opinion can affect one's judgement of the suitability of a particular technology system regarding its level of easy navigation which will then have an impact on his perceptions towards ORP. Since there will be different opinions about the user experiences on the level of easy navigation of a particular ORP, the social influence may influence the belief of other users that they should try the technology. Some of the ORP include anthropomorphic design which tech-savvy university students may find it is easy to utilise. Yet, some of the students may find it undesirable to utilise and thus leading to bad experiences which will then be spreaded among their circle. Regardless of positive or negative reviews, they will be seen as reliable sources of information, leading people to trust and rely on them (Ali et al., 2021; Kapoor et al., 2018). Thus, this study assumes that SN will influence PEoU and following hypothesis is developed:

H2: There is a significant relationship between SN and PEoU.

2.5.3 The Relationship Between PBC and PU

Most studies utilise PBC as a deputy for actual control. Although the more interactive and attractive the characteristics of ORP will attract more job seekers to utilise them (Moghaddam et al., 2015), the fear of control over the behaviour of the job seekers associated with new technology has always placed a pall over their benefits to mankind. If the individual is confident and has more actual control over his conduct, the more probable it is that they will follow out their

objective (Barbera & Azjen; Yang-Wallentin et al., 2004). A person with greater PBC is more inclined to perform the relevant behaviour when they have greater confidence in their own abilities and skills (Si et al., 2020). Hence, they will use the ORP to the fullest with the skills they have. This study assumes that PBC may have a significant influence on the PU of the ORP and the following hypothesis is developed:

H3: There is a significant relationship between PBC and PU.

2.5.4 The Relationship Between PBC and PEoU

This study assumes that the PBC might have a significant impact on the PEoU towards ORP. According to Cheung and Chan (2002), when there is a control problem in enacting a behaviour, perceiving it as controllable and simple is a necessary but not sufficient condition for translating intention to actual performance. In this context, job seekers may have difficulty in deciding to adopt the ORP as their choice will be based on the costs of adopting the platforms, including the expenses in terms of money, time, effort, and so on (Si et al., 2020). If it takes a longer time and more effort for the job seekers to learn to use the ORP, the PBC will lower his or her intention to utilise the platforms. This is because PBC goes beyond TAM's PEoU construct to embrace other barriers to system use (Mathieson, 1991). Thus, the following hypothesis is developed:

H4: There is a significant relationship between PBC and PEoU.

2.5.5 The Relationship Between PEoU and PU

Marakarkandy et al. (2017) stated that PEoU have a substantial influence on PU this is consistent with the results by Alalwan et al. (2016). The higher the level of PEoU, the more the job seekers will find the ORP useful. The user will consider a system to be more valuable and useful if it is straightforward and easy to use (Ibrahim et al., 2006). This is because they can search their desired jobs and contact their company of interest with the least effort. This will bring greater satisfaction to them. Thus, the following hypothesis is developed:

H5: There is a significant relationship between PEoU and PU.

2.5.6 The Relationship Between PU and INT

The past study of Kashi and Zheng (2013), stated that PU affects INT significantly (Irawan, 2021). The usefulness of e-recruitment platforms improves job seekers' ability to find an appropriate job (Mooney, 2020; Lin, 2010). ORP which provide the right information to the job seekers will ultimately affect its PU (Parikh et al., 2021). Job information and content that will be reviewed by job seekers will influence the flow of information on the ORP (Strong, 1997; Moghaddam et al., 2015). This is due to the fact that the information quality process will be impacted by the usability and responsiveness of the content offered by ORP (Moghaddam et al., 2015). Thus, the following hypothesis is developed:

H6: There is a significant relationship between PU and INT.

2.5.7 The Relationship Between PEoU and INT

According to Kumar and Priyanka (2014) research, INT is significantly impacted by PEoU. Venkatesh and Davis (2000) stated that the less effort an ORP requires to run, the better the job performance will be when it is used. Thus, when the interface of an ORP is easier to use, users have to put in lesser effort, which will then increase the likelihood of utilisation (Rahman & Patra, 2020). Meanwhile, a sophisticated interface is difficult to traverse and hence is less likely to be adopted since it demands the user to put up a lot of work and involvement (Tong, 2009). This will lower the user's intention to adopt the ORP. Thus, this study assumes that PEoU will influence INT and following hypothesis is developed:

H7: There is a significant relationship between PEoU and INT.

2.6 Conclusion

Chapter 2 explained the literature, theory (TAM and TPB) and proposed framework which are relevant to the research topic. The following chapter will go into the

research methodology and data analytical approach to validate the research model and research hypotheses.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlines how this final study result will be accomplished in line with the research's objectives. The research design and methodologies employed throughout this study are discussed in this chapter.

3.1 Research Design

Abutabenjeh and Jaradat (2018) defined a research design as a plan that describes the steps a study will progress from the research questions to the findings, directing the research process. It involves detailed planning procedures for gathering and acquiring data for the purpose of better comprehending the given topic (Jilcha Sileyew, 2020).

3.1.1 Quantitative Research

Quantitative research is a kind of study that generates numerical data (Ahmad et al., 2019) which allows the identification of appropriate and relevant mathematical representations for actual phenomena (Borgstede & Scholz, 2021). By using this approach, quantified data on determining the linkage between determinant and intention to use ORP by using measurement for the

usage of statical analysis within a population as the samples of quantitative methods are able to obtained (Martin & Bridgmon, 2012; Queirós et al., 2017).

3.1.2 Descriptive Research

In this research, descriptive research is applied to characterise people, events, or circumstances accurately by examining target populations that are being studied in their natural setting. Multiple variables can be investigated in descriptive research (Siedlecki & Sandra, 2020).

3.2 Sampling Design

3.2.1 Target Population, Sampling Location and Sampling Frame

The population that is targeted for this research is Malaysian university students as they belong to the millennial generation who are growing up alongside digital technology (Nadlifatin et al., 2022). They are more likely to be tech-savvy and adopt these advanced technologies. Meanwhile, there are about 92 universities (including public and private universities) in Malaysia (UNIPAGE, 2022).

Based on the QS Ranking (2022) ranging from the highest employment rates to the lowest employment rates among these 92 universities, we will be choosing students from 8 universities as our targeted respondents. These 8 universities are holding the highest employment rates and we have divided them into two

categories; public universities (Univerisity of Malays, Universiti Kebangsaan Malaysia, Universiti Malaysia Pahang, Universiti Sains Malaysia) and private universities (Taylor's University, UCSI University, Universiti Tunku Abdul Rahman, Management and Science University) which stated in Appendix 3.1 and 3.2. Due to the field of this study is related to employment and talent recruitment and hence, these criteria will be more relevant to this research compared to the other criteria like the highest number of students, top performance universities and so on. Moreover, students from public universities and private universities might have different views towards the ORP due to the varied education received by the students (Naidu & Shuhada Derani, 2016).

Besides that, the sampling location for this research is the location where these listed universities are located, which comprises urban states and rural states. They are Kuala Lumpur, Selangor, Pahang, Kelantan, Pulau Pinang, Sarawak, Perak, Kedah, Negeri Sembilan, Terengganu and Sarawak. Based on the statistics of the unemployment rate published by the Department of Statistics Malaysia in 2021 shown in Appendix 3.3, all these states have different unemployment rates. Focusing the research on these locations might be useful in examining the adoption trend of ORP for university students in urban states and rural states.

3.2.2 Sampling Technique

Judgemental sampling, which is a form of non-probability technique is applied into this study. It is low-cost, time-saving, easy and convenient to pursue (Taherdoost, 2016). It defines a method in which a researcher based his or her own judgement to choose a group of individuals and decide whether the

samples are suitable and relevant to the specific characteristics of the samples they assume (Rahi, 2017) in order to accomplish this study's objective. The questionnaires will be distributed to the samples who meet the requirements below:

(1) Aged above 20 years old
(2) Final year and Undergraduate students and Postgraduate students in Malaysia
(3) Have at least heard about ORP

3.2.3 Sampling Size

The number of participants in this study or the number of observations that will be made is referred to as the sample size (Memon et al., 2020). G*Power 3.1 software is utilised as a tool to estimate the sample size. Cohen's formula is applied for the calculation of the sample size with the following settings shown in Table 3.1:

Table 3.1:

Cohen's Formula

Effect size	0.15
α	0.05
Number of predictors	4
Power	95%

The suggested minimum sample size is 129. However, as a general rule, sample sizes of 200 to 300 respondents provide an acceptable margin of error and fall before the point of diminishing returns (Minsel, 2021; Ketjutarat, 2020). Thus, 300 samples will be collected for this study.

Meanwhile, the total population of the 8 listed university students is 116,985 while the sample size for this research is 300. The Appendix 3.4 shows the estimated number of questionnaires to be distributed to the university students of the 8 listed universities based on this calculation:

Total population of university students of the 8 listed universities = 116,985
Sample size = 300

Estimated number of questionnaires to be distributed

$$= \frac{Number\ of\ students\ of\ that\ particular\ university}{Total\ population\ of\ university\ students\ of\ the\ 8\ listed\ universities} \times Sample\ Size$$

$$= \frac{Number\ of\ students\ of\ that\ particular\ university}{116{,}985} \times 300$$

3.3 Data Collection Method

3.3.1 Primary data

"Primary data" refers to information that has been obtained directly from the original source and experience (Paridis et al., 2016). It is more credible and genuine as it has not been manipulated by humans (Kabir, 2016). Google Forms,

a web-based form questionnaire will be conducted as the primary research tool. Online questionnaires have good scalability at a low cost, hence, we can reach the respondents and gain feedback in the shortest time. QR codes, emails and social media sharing will all be utilised to disseminate the online questionnaires.

3.3.2 Research Instrument

The questionnaire (see Appendix 3.5) is conducted in English. There are four sections in the questionnaire:

(1) The pre-screening question will be assigned to screen out the qualified respondents before moving to the subsequent sections.
(2) Section A, target respondents are required to fill in their demographic profiles.
(3) Section B is about the acknowledgement of the ORP.
(4) Section C measures the determinants (IV: SN, PBC, PEOU and PU) to use ORP.
(5) Section D measures the intention to use through students' perspective.

Section C and D are allocated with 20 questions. The Five-Point Likert Scale is adopted in this section of the study ranging from "(1) strongly disagrees; (2) disagrees; (3) neutral; (4) agree; (5) strongly agree" (Simms et al., 2019) as it provides a clear midpoint that helps respondents to describe their level of agreement with a question with clarity (Dawes, 2003).

3.3.3 Pre Test

All measures were pre-tested to verify that they functioned appropriately in a variety of research settings (Kumar et al., 2017). The questionnaire was reviewed with the assistance of three academic and research experts in behavioural psychology. Minor changes to the questionnaire were made in response to their suggestions to improve the questions' clarity.

3.3.4 Pilot Test

A pilot test was carried out after pre-test. Browne suggests a minimum sample size of 30 participants for the pilot study (Whitehead et al, 2016). Hence, this pilot study has joined by 30 respondents who fulfil the requirements stated in the Chapter 3.2.2 Sampling Techniques.

A reliability test, Cronbach's Alpha test is conducted. Based on Appendix 3.6, the Cronbach Alpha values are in between 0.739 and 0.887, which fall under the ideal range (Irawan et al., 2021). Hence, it shows that the data collected and the results generated have high reliability.

3.4 Data Analysis Tool

3.4.1 Data Analysis Methods: Descriptive Analysis and Inferential Analysis

Descriptive analysis is applied to demonstrate the collected data in the form of tables, graphs, and charts, descriptive statistics to calculate, explain, and summarise research data in a purpose-oriented, logical, and functional manner (Vetter, 2017). Following that, inferential analysis was utilised to make assumptions, conclusions, forecasts, and explanations regarding the characteristics of the population and validate the proposed hypothesis.

3.4.2 SmartPLS software

SmartPLS software is considered the best tool to analyse statistical data as it has flexibility in being less constrained by the rules and regulations and allows researchers to look into causal pathways using undistributed data (Sander & Teh, 2014; Tee, 2021).

3.4.3 Structural Equation Modelling (SEM)

SEM is used to quantify and examine the correlations between variables that are observable and latent (Beran and Violato, 2010). It is a statistical method that combines two methods: confirmatory factor analysis with the goal of estimating latent psychological traits like attitude and satisfaction (Galton 1888; Pearson and Lee 1903; Spearman 1904; Yi Fan et al., 2016) and path analysis which aimed to create a path diagram to determine the causal relationship between variables (Wright 1918, 1920, 1921; Yi Fan et al., 2016). It can be considered a

flexible framework that enables the researchers to develop and analyse the complex relationships among the multiple variables to validate the theory.

3.4.4 Partial Least Squares Structural Equation Modelling (PLS-SEM)

The partial least squares structural equation modelling (PLS-SEM) approach will be applied to this study. The objective of this study is to predict individual behaviour rather than conform to any theory. Thus, this model is suitable to apply as this research has the aim of confirming or rejecting the proposed theory (Svensson, 2015). Measurement model assessment and structural model are needed to go through.

3.4.4.1 Measurement Model Assessment

The measurement model assessment is sought to confirm each variable's link to the corresponding development as well as to ensure that each construct differs from the others (Hair et al., 2017). There are 2 aspects of construct validities under this model assessment: convergent validity and discriminant validity. Convergent validity refers to how closely the new scale correlates with existing measures and variables of the same concept; it should not only not correlate with different, irrelevant variables but also not just with relevant variables (Krabbe, 2017). It is only achieved when both the average variance extracted (AVE) and composite reliability (CR) coefficients values have met their threshold. The AVE values have to be 0.50 or higher to achieve convergent validity (Henseler et al., 2015) while the CR should be greater than 0.70.

Meanwhile, the degree to which the conceptions truly vary from one another experimentally is referred to as discriminant validity. It also assesses the degree to which the overlapping constructs differ (Hamid, Sami and Sidek, 2017). It can be evaluated by using Fornell Larcker criterion which the square root of AVE of the construct has be higher than the correlations with other latent constructs (Lowry & Gaskin, 2014) as well as cross loading that any indicator's outer loadings on the constructs must be greater than all of its cross-loadings on other constructs (Tan and Ooi, 2016).

3.4.4.2 Structural Model Assessment

The structural model is evaluated using the path diagram's estimations and hypothesis tests for the causal linkages between exogenous and endogenous variables ("How to Guide For SmartPLS", 2017). The assessment process began with the computerization of collinearity, which was accomplished by reporting Variance Inflation Factor (VIF) values (Sukendro et al, 2020). When the VIF value exceeds 10, this is considered harmful as any issues with multicollinearity will be identified.

Next, the hypothesised relationships between the constructs have to be estimated through the path coefficients. The path coefficient is measured based on path coefficient value, t-value, R square, Q square (construct crossvalidated redundancy) and F square (effect size) to develop the hypothesis (Ko & Stewart, 2002; Tee, 2021). The acceptable values for the one-tail test include p-value < 0.01, t-value > 2.33, and R square values that are high and more than 0.7 (Ranatunga et al., 2020). For construct crossvalidated redundancy, the value of

Q^2 for the constructs have to be above 0, or else the constructs lack of predictive relevance. Whilst, F Square (effect size) is also utilised to quantify how much a predictive construct has an impact on an endogenous construct (Hair et al., 2014). There are 3 levels of indication, which is small effect size (0.02), medium effect size (0.15) and large effect size (0.35) (Tan, Lee, Hew, Ooi and Wong, 2018).

3.5 Conclusion

This chapter identifies all research designs, sampling designs, data collection methods, and proposed data analysis tools, allowing for a comprehensive understanding of the data collection process. The following chapter will go through the data analysis process in more detail.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The demographic information on the respondents, the findings of the data analysis, descriptive statistics, and inferential analysis by using the data obtained from the respondents will be explain in this chapter.

4.1 Respondents Demographic Profile

Only 231 of the 300 sets of questionnaires that are being distributed are valid for this study, while 69 sets of questionnaires are unqualified and filtered during the pre-screening section. PLS-SEM software was used to analyse every component of the calculation.

Appendix 4.1 and 4.2 shows that there are 64.1% females (148 respondents) and 35.9% males (83 respondents) who are participating in this study. Thus, it is clearly shown that more women than men responded to this study. Meanwhile. Based on the Appendix 4.3 and 4.4, out of 231 respondents, 226 (97.8%) fell between the ages of 21 and 30, followed by 3 respondents (1.3%) who fell between the ages of 26 and 30, and the remaining 2 respondents (0.9%) who fell between the ages of 30 and 35. In addition, regarding the race of the respondents, Appendix 4.5 and 4.6 demonstrates that the majority of respondents are Chinese and it comprised 219 respondents (97.8%). Followed by Indian, Malay and Iban which comprised 8 (3.5%), 3 (1.3%) and 1 (0.4%) respondents.

Moreover, the respondents' university is illustrated in Appendix 4.7 and 4.8. The highest frequency is UTAR which has 48 respondents (20.8%), while the second-highest is UM which has 42 respondents (18.2%). Following that is UKM and USM holding the same number of 30 respondents (13%). Next, the MSU, UMP, and USCI have 24, 23 and 18 respondents respectively. Finally, the university that has the least respondents is from Taylor's University with only 16 respondents (6.9%). Besides, the level of education of the respondents was divided into three levels. According to the data shown in Appendix 4.9 and 4.10, the majority of respondents (93.9%) are full-time undergraduate students, followed by postgraduate students (4.3%), and undergraduate students (1.7%) (part time).

4.2 Inferential Analysis

4.2.1 Measurement Model Assessment

The measurement model is evaluated with (1) convergent validity which includes Cronbach's alpha, CR and AVE and (2) discriminant validity that takes into account Fornell-Lacker criterion and cross loadings.

4.2.1.1 Internal Consistency Reliability and Convergent Validity

Appendix 4.11 has shown the results of Cronbach's alpha, CR and AVE. The Cronbach's alpha values are ranged from 0.757 to 0.835, whereas the CR values are ranged from 0.846 to 0.890. Thus, both results are considered to have achieved the internal consistency reliability as the values are higher than 0.70. For convergent validity, when the value of AVE is above 0.50, it is deemed to be

acceptable (Hair et al., 2014). Since all of the AVE values shown are higher than 0.5, the convergent validity is statistically proven. This suggests that the constructs and the underlying indicators fit each other well as the constructs have been fully explained with the variance of all indicators and their values fall under the acceptable range.

4.2.1.2 Discriminant Validity

Fornell-Larcker Criterion and cross loading is conducted to measure whether the discriminant validity has been achieved or not. Appendix 4.12 illustrates the results of Fornell-Larcker criterion. Based on the outcomes, the highest values for each construct are recorded as INT (0.818), PBC (0.775), PEoU (0.786), PU (0.762) and SN (0.768). Since each variable's square of AVE is greater than its corresponding inter-construct correlation, the discriminant validity is achieved (Chopdar et al., 2018). Meanwhile, the results of cross loading is shown in Appendix 4.13. Each variable has the highest cross-loading value among its own latent variables. Thus, the discriminant validity has been proven.

4.3 Structural Model Assessment

4.3.1 Path Analysis

Appendix 4.14 above shows the results of VIF values, path coefficients, T-statistics and P value for each variable and hypotheses. All pathways are examined by using the bootstrapping analysis and Appendix 4.15 illustrates the relationships of the variables. According to Sekaran and Bougie (2011), VIF

values of less than 5 indicate that multicollinearity does not exist in the influential assessed factors. These VIF values vary from 1.985 to 2.579 for all variables. By observing the path coefficient values of the constructs, all the values are exceeding 0.1 and this indicates that there are significant relationship between SN → PU, SN → PEoU, PBC → PU, PBC → PEoU, PEoU → PU, PU → INT, PEoU → INT. Furthermore, the one-tail test requires a t-value of greater than 2.33 and a p-value of less than 0.01 (Ranatunga et al., 2020). The results have shown that all of the hypotheses were validated since the t-statistics values for all pathways are over 1.96, which is in between 2.582 and 9.287. The p-values are also less then 0.01. In summary, all hypotheses (H1, H2, H3, H4, H5, H6, H7) were supported based on the path analysis from PLS-SEM analysis and all the relationships are validated.

4.3.2 R Square, Construct Crossvalidated Redundancy and F Square Effect Size

The overall relationship strength of the constructs is evaluated by R Square. Based on Appendix 4.16, the R^2 values of INT (0.552), PEoU (0.612) and PU (0.646) indicated that the model's exogenous constructs have a moderate level of predictive power (Hair et al., 2019). Meanwhile, the results of construct cross validated redundancy is shown in Appendix 4.17. The Q^2 value of INT (0.3622), PEoU (0.3701) and PU (0.3641) are greater than 0.35 and this indicates that these constructs have a decent predictive level and the model is well constructed.

Moreover, a specific construct's influence on an internal construct is measured by the f^2 effect size. Based on the f^2 effect size results shown in Appendix

4.18, the f^2value of PU → INT, PBC → PU, SN → PEoU and SN → PU are between 0.042 and 0.126, hence, this indicates that they have small effect size. The effect size of PEoU → INT and PEoU → PU is medium as their f^2value while the construct of PBC → PEoU has the largest effect size.

4.4 Conclusion

In this study, all the hypotheses for the following constructs are accepted. The total conclusion findings in the original model have demonstrated the validity and dependability of the data in this chapter. The next chapter will go into more detail about the discussion for each hypothesis.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

The summary of statistical results and the discussion on the major findings is summarized in this chapter. Moreover, it also covers the implications as well as the recommendations provided to improve the quality of the future research.

5.1 Summary of Statistical Analysis

Table 5.1:

Summary of Statistical Analysis

H1	The Relationship Between SN and PU	Significant
H2	The Relationship Between SN and PEoU	Significant
H3	The Relationship Between PBC and PU	Significant
H4	The Relationship Between PBC and PEoU	Significant
H5	The Relationship Between PEoU and PU	Significant
H6	The Relationship Between PU and INT	Significant
H7	The Relationship Between PEoU and INT	Significant

Source: Developed from the research

5.2 Discussion on Major Findings

5.2.1 The Relationship Between SN and PU

The study shows that SN had a direct impact on PEoU. Individual prejudice and perceptions lead to subjective PU (Izuagbe et al., 2019). Respondents strongly agreed that they will look for online reviews to choose an appropriate ORP because other people do the same. Job seekers think that if a job site is reliable and helpful for their friends and family, it will be useful to them too (Rahman, 2020) This is further supported by Fort et, al. (2015), Ababneh & Aleassa (2018). Even though Nguyen et al., (2018) stated that individual preferences tend to have a greater impact on individual decision-making since there will be a greater focus on personal interests in jobs, the reviews of ORP also crucial because they have significant power over the information regarding the PU of ORP. This can affect communication outcomes by establishing trust in these resources (Baber et al., 2016).

5.2.2 The Relationship Between SN and PEoU

Ali et al. (2021) also examined that SN has a direct impact on PEoU. This finding is consistent with past research by Kapoor et al. (2018). Respondents strongly agree that they use ORP because of the proportion of people around them who also do so and most of them know these platforms from their friends,

family, relatives. It is obvious that the respondents are significantly influenced by social pressure coming from those who are important to them (Anatasia & Santoso, 2020). It clearly shows how crucial their opinion is. The online recruitment developers could sement the good and bad reviews so that it is easier for the users to make their own judgement based on the reviews. They have to be very sure that the layout and the feature is easy to utilise.

5.2.3 The Relationship Between PBC and PU

The result shows that PBC had a direct influence on PU. Substantial research has supported the advantages of self-efficacy which are included in PBC when doing the job search (Damunupola & Gayan Nayanajith, 2022). Although there are some privacy and security concerns when using the ORP, students with high PBC will tend to avoid misusing the platforms. He or she might tend to do safe behaviour by optimising the use of the ORP to the fullest based on the knowledge and skills he or she has (Savari & Gharechaee, 2020). With this, an individual will search his desired job with the in-built job recommendation system efficiently and effectively.

5.2.4 The Relationship Between PBC and PEoU

It has proven that PBC has a significant relationship with the perceived behavioural control. The study by Fanning and Ricks (2016) found out that the greater their PBC, the greater their willingness to engage in the ORP and hence, the more confident they will have in conquering any level of difficulties in

navigating the ORP. The increase of perceived behavioural control also implies that the level of self-efficacy they have is high. The perception that job seekers have what it takes to succeed motivates and sustains their efforts, resulting in increased effort in job seeking behaviours and success (Kanfer et al., 2001; Liu et al., 2014; Petruzziello et al., 2020).

5.2.5 The Relationship Between PEoU and PU

Based on the outcomes, it shows that PEoU has a significant nexus with PE. The convenience and usability of the ORP are related to one another and the results is consistent with Moghaddam (2015) and Chang (2008). Users appear to find the attributes of the ORP to be generally acceptable when they do not seem to find utilising the tool to be problematic (Grimaldo, 2019). The ease of navigation allows the job application process to be finished within a few clicks by uploading their resume without having to resend the resumes and personal information for repeated job applications (Siew et al., 2018; Basri, 2016). The design of the user interface which is focused on the time-saving and easy-to-use features have matched the users' expectation in functionality and usability. Therefore, it can be concluded that the more user-friendly an ORP is, the job seekers will be more likely to find the ORP useful to them.

5.2.6 The Relationship Between PU and INT

PU and INT are found to have significant relationships between them. When job seekers genuinely think that an ORP is helpful and capable of meeting their needs, they are more inclined to utilise it regularly, especially when it comes to the usability, information and content as well as responsiveness of the company of interest. The real time information which includes firm contact information, personnel count, and company strategy is crucial for job seekers but most of the information cannot be easily obtained through the other resources (Hosain & Liu, 2020). The emergence of ORP has aid the job seekers to be easier in assessing the firm's information as they have reliable content-based recommendation and search engines that enables users to discover the company of interest's information and contents they need on their own profile which has been been created on the ORP by manoeuvring easily (Wadhawan & Sinha, 2018). In short, today's users expect more benefits they can gain while using the ORP and also the ability of offering the extended features which can satisfy job seekers' needs (Venaik & Sinha, 2018).

5.2.7 The Relationship Between PEoU and INT

The findings show that PEoU plays a significant role in determining whether university students will use the ORP. It is found that the majority of navigation system features will essentially affect site traffic (Moghaddam et,al., 2015). University students who are tech-savvy definitely want an user interface and navigation system that makes it simple for them to obtain the information about specific vacancies and submit applications with only using the least amount of effort and time (Rana, 2019; Childers et al., 2001). If an ORP is difficult to use, job seekers will more likely refuse to use or even to switch to the other platforms (Venaik & Sinha, 2018). This is because it requires energy to learn to

use the technology and will lead to frustration on the job seekers. Thus, the willingness to pursue a particular job by using the ORP will influence its level of ease of use and the evaluations.

5.3 Implications of the study

5.3.1 Theoretical implications

As mentioned above, one of the weaknesses of the TAM model is the simplicity of the model because it is challenging to assess job searchers' desire to use the ORP as the variables only focus on the system-specific variables like the functions and usability of the ORP. Meanwhile, the TPB model which consists of control variables predict that only one-half of intentions will turn to behaviour based on the belief that an individual holds and causes the intention realisation cannot be estimated accurately. The proposed framework which blends the TAM model (PEoU, PU and INT) and TPB model (SN and PBC) without the component of attitude has overcome these limitations.

The integration of both models has provided a more comprehensive analysis about the intention of using the ORP from the internal circumstances which the variables of TPB (SN and PBC) has reflected and external circumstances that the variables of TAM (PU and PEoU) has reflected. The information collected from the TPB model is more specific as it helps to identify the circumstance-specific factors which TAM could not supply. When the generalised results obtained from TAM are further analysed with the results of TPB, a more detailed problem from the perspective of personal factors under the

exceptional circumstances can be captured. The proposed framework is suitable for the development and post-implementation evaluation of the technology. The findings of the study definitely will be useful to other researchers as it acts as a guideline to help those who are keen in investigating in this field to gain a deeper understanding.

5.3.2 Managerial implications

This study has given several practical thoughts to online recruitment developers, recruiters, job seekers, as well as government. Firstly, this research implies the significance of the review and word-of-mouth has a direct influence on the intention to use for a particular ORP. Thus, online recruitment developers have to build their reputation in a good manner in order to attract job seekers to choose them. They should also put more effort on marketing such as advertising in order to promote the ORP application. In order to offer the online recruiting service effectively, the website's functionality and performance are also extremely important. ORP developers should incorporate data management tools to aid users in making good use of information. Furthermore, they also need to provide appropriate information to assist consumers in obtaining the things they want with least effort such as providing them with instruction about how to use the navigation system. Last but not least, the Ministry of Human Resources Malaysia (MOHR) and educational organisations can attempt to promote ORP to enhance youths' behavioural intentions to utilise ORP. For instance, MOHR could collaborate with a certain ORP such as Ricebowl, LinkedIn etc to conduct the job career campaign to encourage the job seekers to engage with the company of interest via ORP.

5.4 Limitation

The significant determinant of that affect university students' intention to use ORP was effectively found by this study, nevertheless there are a number of significances that should be considered. Firstly, the study only focuses on several universities only and all of them are located in West Malaysia. Furthermore, the demographic profile is more Chinese which may lead to the result being subject to common source bias as other races are underrepresented. Aside from that, the study was a quantitative research which respondents are restricted by likert scale to represent their degree on that particular question. While precise numerical findings are produced by quantitative research methodologies' constrained data collection and analysis, the data does not show causality. Last but not least, the result might be inaccurate since respondents may answer favourably to portray themselves positively. The study did not focus on specific platforms and fields which lead to general results and data.

5.5 Recommendation

Aforementioned, the results of the research might have low generalizability as it only focuses on a particular category, which is the university students. Therefore, for precision and accuracy in the future research, the researchers are suggested to widen their targeted respondents to the other states in Malaysia and not limited to only a few universities. This allows the researchers to gain more insights by understanding the viewpoints that are held by the students which come from different culture and education backgrounds regarding the use of ORP. The opinions collected will be useful for future researchers to further investigate the factors that will affect their

continual intention. Furthermore, future researchers can use mix methods to conduct the research by involving quantitative and qualitative research methods in the questionnaire so that honest responses and their actual thoughts can also be obtained. Besides, future researchers are advised to do the study using a comparative analysis of different ORP for some particular job field so that the perceptions of various job seekers who are expertise in different fields can be obtained. This will enable future research topics regarding the ORP to be seen from Malaysia's perspective in a stronger and more reasonable manner.

5.6 Conclusion

After filtering out the qualified responses, there are 231 sets out of 300 sets of questionnaires used to analyse and hypothesis testing. In short, this study has met all of the objectives that set out to accomplish, demonstrating that all the hypotheses are valid and each construct has significant relationships between each other.

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Appendices

Appendix 3.1: Top 4 Highest Employment Rate of Public University In Malaysia in 2021

Top 4 Highest Employment Rate of Public University In Malaysia in 2021

Ranking	University	Number of Malaysian Students	Location	Source
1	University of Malaya (UM)	27,000	Kuala Lumpur	(QSChina, 2019)
2	Universiti Kebangsaan Malaysia (UKM)	25,525	Selangor	
3	Universiti Malaysia Pahang (UMP)	8,643	Pahang	
4	Universiti Sains Malaysia (USM)	18,764	Kelantan, Pulau Pinang	

Note. From QS Graduate Employability Rankings 2022 | Top Universities. (2022).

Appendix 3.2: Top 4 Highest Employment Rate of Private University In Malaysia in 2021

Top 4 Highest Employment Rate of Private University In Malaysia in 2021

Ranking	University	Number of Malaysian Students	Location	Source
1	Taylor's University	4,231	Selangor	(QSChina, 2019)
2	UCSI University	5,954	Kuala Lumpur, Sarawak	
3	Univeristi Tunku Abdul Rahman (UTAR)	17,672	Perak, Selangor	
4	Management and Science University (MSU)	9,196	Selangor, Perak, Pulau Pinang, Kedah, Negeri Sembilan, Terengganu, Sabah, Sarawak	

Note. From QS Graduate Employability Rankings 2022 | Top Universities. (2022).

Appendix 3.3: The Unemployment Rate of Malaysia in 2021 Based on States

The Unemployment Rate of Malaysia in 2021 Based on States

States	Unemployment Rate (%)
Sabah	9.0
Putrajaya	7.6
Kuala Lumpur	5.0
Kelantan	4.7
Perak	4.3
Perlis	4.2
Sarawak	4.1
Terengganu	4.1
Kedah	3.8
Johor	3.6
Pahang	3.3
Pulau Pinang	3.2
Negeri Sembilan	3.1
Melaka	3.1
Selangor	2.9
Labuan	1.9

Note. From Principal Statistics of Labour Force, Malaysia, Fourth Quarter (Q4) 2021. (2021). Department of Statistics Malaysia Official Portal.

Appendix 3.4: The Estimated Number of Questionnaires To Be Distributed To University Students From The 8 Listed Universities

The Estimated Number of Questionnaires To Be Distributed To University Students From The 8 Listed Universities

University	Estimated Number of Questionnaires To Be Distributed
University of Malaya (UM)	27,000/116,985*300= 69 (42)
Universiti Kebangsaan Malaysia (UKM)	25,525/116,985*300= 65 (30)
Universiti Malaysia Pahang (UMP)	8,643/116,985*300= 23
Universiti Sains Malaysia (USM)	18,764/116,985*300= 48 (30)
Taylor's University	4,231/116,985*300= 11
UCSI University	5,954/116,985*300= 15
Universiti Tunku Abdul Rahman (UTAR)	17,627/116,985*300= 45
Management and Science University (MSU)	9,196/116,985*300= 24
Total	**300**

Appendix 3.5: Questionnaire

Questionnaire

Section A: Pre-screening Section and Demographic Profile
1. Gender ◯ Male ◯ Female 2. Age ◯ 21-25 years old ◯ 26-30 years old ◯ 30-35 years old ◯ 36 years old and above 3. Race ◯ Malay ◯ Chinese ◯ Indian ◯ Others:_____ 4. University ◯ University of Malaya (UM) ◯ Universiti Kebangsaan Malaysia (UKM) ◯ Universiti Malaysia Pahang (UMP) ◯ Universiti Sains Malaysia (USM) ◯ Taylor's University ◯ UCSI University

◯ Universiti Tunku Abdul Rahman (UTAR)

◯ Management and Science University (MSU)

5. Academic Qualification

◯ Undergraduates students (Full Time)

◯ Undergraduate students (Part Time)

◯ Postgraduates students (Full Time)

◯ Postgraduates student (Part Time)

6. What is your field of study?

◯ Accounting and Finance

◯ Economics

◯ Engineering

◯ Education

◯ Information System and Technology

◯ Law

◯ Language

◯ Medicine and Healthcare

◯ Marketing and Sales

◯ Public Relations

◯ Psychology

◯ Visual and Performing Arts

◯ Others:_____

7. Are you a final year university student or postgraduate student?

◯ Yes

◯ No

8. Have you heard of ORPs?
   ◯ Yes
   ◯ No

Section B: Acknowledgement About ORP

1. How do you know about these ORP?
   ◯ Friends
   ◯ Family
   ◯ Relatives
   ◯ Ads
   ◯ Others:_____

2. Please select the ORP that you have heard of before. (you may select more than one option)
   ◯ JobStreet
   ◯ LinkedIn
   ◯ Ricebowl
   ◯ Maukerja
   ◯ Facebook
   ◯ Instagram
   ◯ Other:_____

3. Do you have any experience using ORP?
   ◯ Yes
   ◯ No, but have intention to use

4. Do you have an account on any ORP?
   - ◯ Yes
   - ◯ No, I never used this before

5. If yes, how long have you been using the ORP?
   - ◯ Less than 1 month of time
   - ◯ Less than 6 months of time
   - ◯ Less than 1 year
   - ◯ More than 1 year
   - ◯ No, I have never use this before

6. Why did you choose an ORP? (you may select more than one option)
   - ◯ Easy to use
   - ◯ Convenience
   - ◯ Low-Cost
   - ◯ More job opportunity
   - ◯ Others: _____

7. How satisfied are you with the current ORP that you are using?
   - ◯ Strongly dissatisfied
   - ◯ Dissatisfied
   - ◯ Neutral
   - ◯ Satisfied
   - ◯ Strongly satisfied

Section C (i): SUBJECTIVE NORMS

This section aims to know about how people's opinions such as family, friends, social

media and so on could affect your intention to use the ORP. Subject norms are referred to as social pressure from others to behave in a certain manner, as well as a person's incentive to follow other people's beliefs.

Kindly respond to each question by putting the tick sign in the box which best reflects your own feelings. The scores in between show varying degrees of strength related to your feeling. You may put a tick at any number from 1 to 5, where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Constructs	Adoption of Measurement Items		Sources
Subjective Norms (SN)	SN1	I will look for online reviews to choose an appropriate ORP because other people do the same.	(Njanja et al., 2014)
	SN2	People who are important to me will support me to use ORP.	(Apostolou, 2017)
	SN3	I use ORP because of the proportion of people around me who also do this.	
	SN4	Most who influence my behaviour think that I should use ORP to seek jobs.	

Section C (ii): PERCEIVED BEHAVIOURAL CONTROL

This section aims to know about how your internal control depending on the external situations could affect your intention to use the ORP. Perceived behavioural control is an individual's perception of how easy or difficult it is to perform a specific behaviour

Kindly respond to each question by putting the tick sign in the box which best reflects your own feelings. The scores in between show varying degrees of strength related to your feeling. You may put a tick at any number from 1 to 5, where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Constructs	**Adoption of Measurement Items**		**Sources**
Perceived Behavioural Control (PBC)	PBC1	I am confident that utilising an ORP can help me to find a job or internship.	(Carmack & Heiss, 2018)
	PBC2	I think I am able to use ORP well to improve my job search.	(Sarian et al., 2012)
	PBC3	I think I have the resources, knowledge and ability to use the ORP.	
	PBC4	I think that using ORP would be entirely under my control.	

Section C (iii): PERCEIVED EASE OF USE

This section aims to know about how the ease of use of ORP could affect your intention to use them. Perceived ease of use referred to as the degree to which individuals feel they will be able to utilise new technology without difficulties

Kindly respond to each question by putting the tick sign in the box which best reflects your own feelings. The scores in between show varying degrees of strength related to your feeling. You may put a tick at any number from 1 to 5, where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Constructs	**Adoption of Measurement Items**	**Sources**

Perceived Ease of Use (PEoU)	PEoU1	ORP are easy and simple to use.	(Irawan et al., 2021)
	PEoU2	The process of registering and utilising the ORP is simple and straightforward.	
	PEoU3	It is easy to learn how to master an ORP.	
	PEoU4	I find the contents of ORP are user friendly and easy to use.	(Kaur & Kaur, 2022)

Section C (iv): PERCEIVED USEFULNESS

This section aims to know about how the usefulness of ORP could affect your intention to use them. Perceived usefulness refers to the degree to which use of the system can improve performance and efficiency

Kindly respond to each question by putting the tick sign in the box which best reflects your own feelings. The scores in between show varying degrees of strength related to your feeling. You may put a tick at any number from 1 to 5, where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Constructs	**Adoption of Measurement Items**		**Sources**
Perceived Usefulness (PU)	PU1	In terms of submitting curriculum vitae (CV) and resumes, using an ORP saves me time over the traditional method.	(Irawan et al., 2021)
	PU2	Using ORP improved my job searches.	(Kaur & Kaur, 2022)
	PU3	I would find the ORP to be useful.	
	PU4	Using ORP increase the chance of my	

		resume being noticed by the recruiters.	

Section D: INTENTION TO USE ORP

This section aims to know about your intention to use the ORP. The intention to use is a reflection of a person's understanding of technology adoption towards ORP that leads to their actions

Kindly respond to each question by putting the tick sign in the box which best reflects your own feelings. The scores in between show varying degrees of strength related to your feeling. You may put a tick at any number from 1 to 5, where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Constructs	Adoption of Measurement Items		Sources
Intention to Use (INT)	INT1	When I'm looking for a job, I prefer to use ORP.	(Irawan et al., 2021)
	INT2	I intend to use an ORP to find a job in the near future.	
	INT3	I intend to register for the ORP and become a member.	(Kaur & Kaur, 2022)
	INT4	I will send or upload a resume on the ORP in the near future.	

Appendix 3.6: Results of Cronbach's Alpha For Pilot Test

Results of Cronbach's Alpha For Pilot Test

		Cronbach's Alpha	N of items	Results of Reliability
Dependent Variable (DV)	**INT**	0.887	4	Very Good
Independent Variables (IV)	**SN**	0.739	4	Good
	PBC	0.809	4	Very Good
	PEoU	0.870	4	Very Good
	PU	0.853	4	Very Good

Appendix 4.1: Descriptive Analysis of Gender

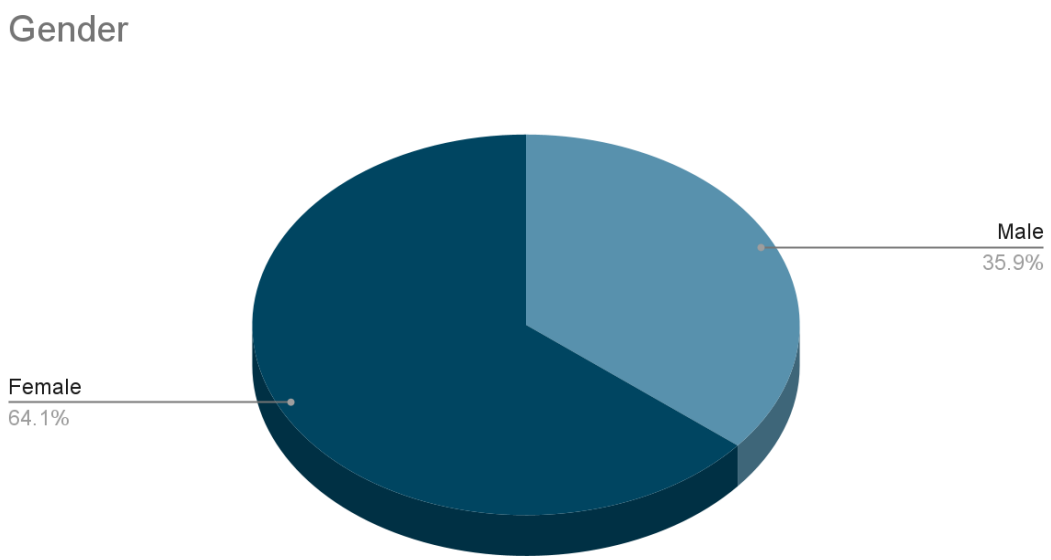
Descriptive Analysis of Gender

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	83	35.9	35.9	35.9
	2	148	64.1	64.1	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Appendix 4.2: Chart for Descriptive Analysis of Gender

Chart for Descriptive Analysis of Gender



Source: Results developed from the research

Appendix 4.3: Descriptive Analysis of Age Group

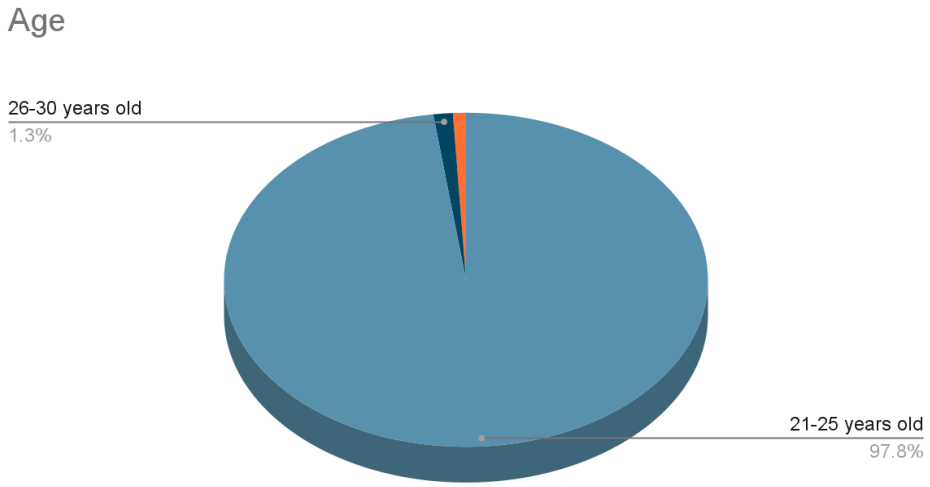
Descriptive Analysis of Age Group

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1	226	97.8	97.8	97.8
2	3	1.3	1.3	99.1
3	2	.9	.9	100.0
Total	231	100.0	100.0	

Source: Results developed from the research

Appendix 4.4: Chart for Descriptive Analysis of Age Group

Chart for Descriptive Analysis of Age Group



Source: Results developed from the research

Appendix 4.5: Descriptive Analysis of Race

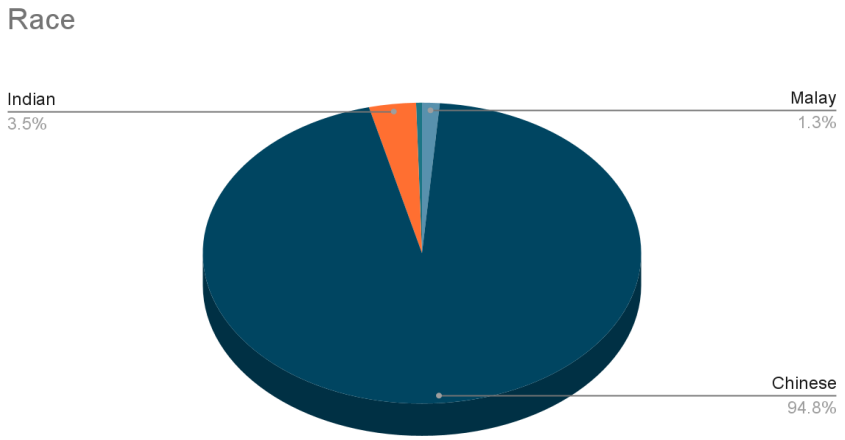
Descriptive Analysis of Race

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	3	1.3	1.3	1.3
	2	219	97.8	94.8	96.1
	3	8	3.5	3.5	99.6
	4	1	.4	.4	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Appendix 4.6: Chart for Descriptive Analysis of Race

Chart for Descriptive Analysis of Race



Source: Results developed from the research

Appendix 4.7: Descriptive Analysis of University

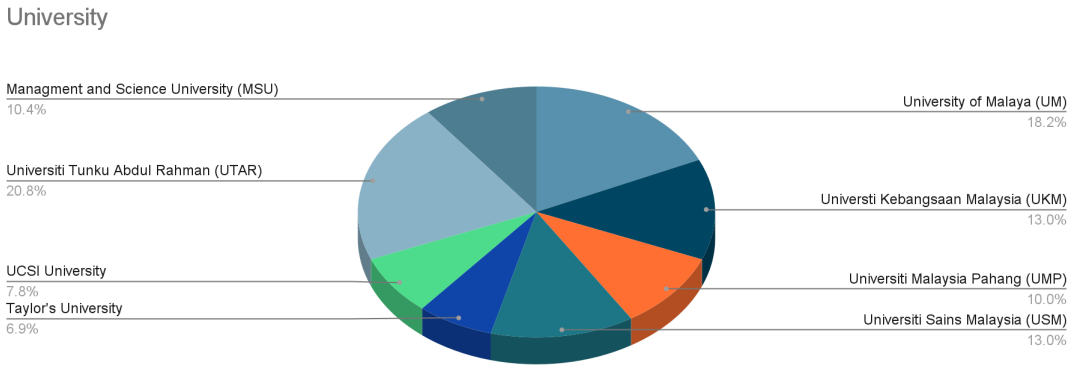
Descriptive Analysis of University

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
1	42	18.2	18.2	18.2
2	30	13.0	13.0	31.2
3	23	10.0	10.0	41.1
4	30	13.0	13.0	54.1
5	16	6.9	6.9	61.0
6	18	7.8	7.8	68.8
7	48	20.8	20.8	89.6
8	24	10.4	10.4	100.0
Total	231	100.0	100.0	

Source: Results developed from the research

Appendix 4.8: Chart for Descriptive Analysis of University

Chart for Descriptive Analysis of University



Appendix 4.9: Descriptive Analysis of Academic Qualification

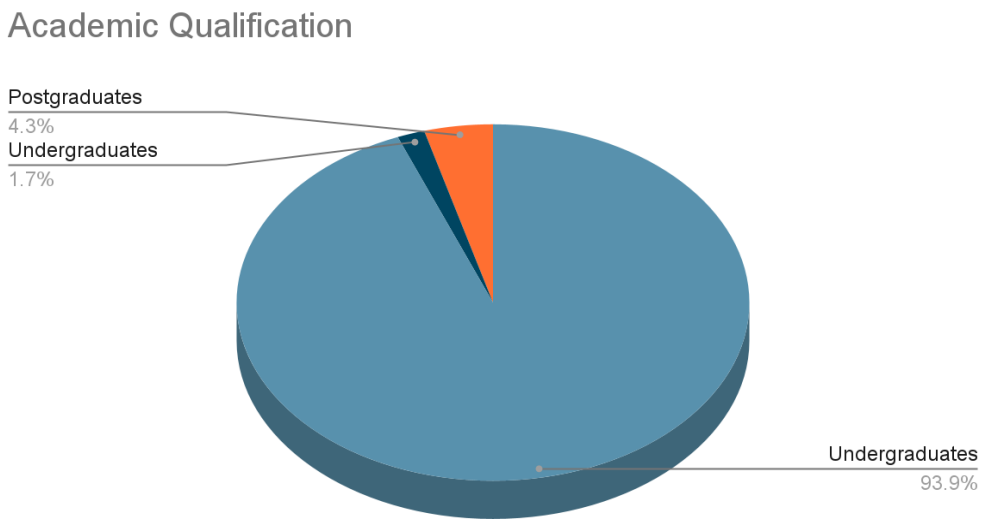
Descriptive Analysis of Academic Qualification

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	217	93.9	93.9	93.9
	2	4	1.7	1.7	95.7
	3	10	4.3	4.3	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Appendix 4.10: Chart for Descriptive Analysis of Academic Qualification

Chart for Descriptive Analysis of Academic Qualification



Appendix 4.11: Convergent Validity Results

Convergent Validity Results

	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
INT	0.835	0.890	0.670
PBC	0.777	0.857	0.600
PEoU	0.791	0.866	0.619
PU	0.757	0.846	0.580
SN	0.769	0.852	0.590

Source: Results developed from the research

Appendix 4.12: Fornell-Larcker Criterion Results

Fornell-Larcker Criterion Results

	INT	**PBC**	**PEoU**	**PU**	**SN**
INT	**0.818**				
PBC	0.713	**0.775**			
PEoU	0.719	0.751	**0.786**		
PU	0.663	0.705	0.749	**0.762**	
SN	0.649	0.704	0.685	0.706	**0.768**

Source: Results developed from the research

Appendix 4.13: Cross Loadings Results

Cross Loadings Results

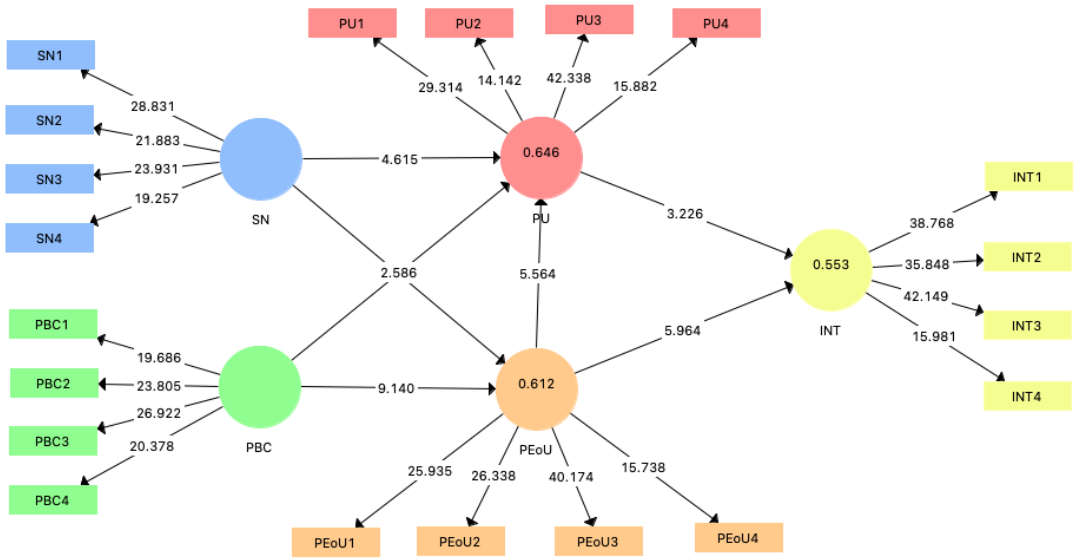
Items		INT	PBC	PEoU	PU	SN
INT	INT1	**0.839**	0.620	0.578	0.564	0.520
	INT2	**0.824**	0.589	0.612	0.513	0.531
	INT3	**0.846**	0.610	0.605	0.616	0.532
	INT4	**0.761**	0.511	0.557	0.468	0.545
PBC	PBC1	0.562	**0.779**	0.578	0.543	0.573
	PBC2	0.579	**0.787**	0.521	0.547	0.542
	PBC3	0.537	**0.799**	0.615	0.599	0.555
	PBC4	0.535	**0.732**	0.606	0.492	0.511
PEoU	PEoU1	0.494	0.600	**0.788**	0.564	0.514
	PEoU2	0.601	0.591	**0.812**	0.521	0.545
	PEoU3	0.573	0.634	**0.848**	0.627	0.563
	PEoU4	0.585	0.530	**0.688**	0.636	0.527
PU	PU1	0.564	0.602	0.633	**0.823**	0.611
	PU2	0.367	0.460	0.535	**0.707**	0.434
	PU3	0.584	0.628	0.613	**0.825**	0.593
	PU4	0.476	0.430	0.489	**0.680**	0.489
SN	SN1	0.482	0.578	0.580	0.596	**0.791**
	SN2	0.431	0.425	0.457	0.492	**0.761**
	SN3	0.465	0.475	0.452	0.504	**0.777**

SN4	0.598	0.654	0.591	0.559	**0.742**

Source: Results developed from the research

Appendix 4.14: Partial Least Square (SMART-PLS 3) Model

Partial Least Square (SMART-PLS 3) Model



Source: Model diagram developed from the research

Appendix 4.15: Path Analysis Results

Path Analysis Results

	Path	VIF	Path Coefficient	T-Statistic	P-Value	Result
H1	**SN → PU**	2.235	0.291	4.576	0.000	Support
H2	**SN → PEoU**	1.985	0.311	5.319	0.000	Support
H3	**PBC → PU**	2.714	0.202	2.582	0.010	Support
H4	**PBC → PEoU**	1.985	0.532	9.287	0.000	Support
H5	**PEoU → PU**	2.579	0.398	5.640	0.000	Support
H6	**PU → INT**	2.277	0.506	3.352	0.001	Support
H7	**PEoU → INT**	2.277	0.284	6.181	0.000	Support

Source: Results developed from the research

Appendix 4.16: R Square Results

R Square Results

	R Square
INT	0.552
PEoU	0.612
PU	0.646

Source: Results developed from the research

Appendix 4.17: Construct Crossvalidated Redundancy Results

Construct Crossvalidated Redundancy Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
INT	924.0000	589.3627	0.3622
PBC	924.0000	924.0000	
PEoU	924.0000	581.9821	0.3701
PU	924.0000	587.6154	0.3641
SN	924.0000	924.0000	

Source: Results developed from the research

Appendix 4.18: F Square Effect Size Results

F Square Effect Size Results

	INT	PBC	PEoU	PU	SN
INT					
PBC			0.367	0.042	
PEoU	0.251			0.174	
PU	0.079				
SN			0.126	0.107	

Source: Results developed from the research

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FACULTY OF BUSINESS AND FINANCE

UNIVERSITI TUNKU ABDUL RAHMAN

Date: 6/9/2022

SUBMISSION OF FINAL YEAR PROJECT

It is hereby certified that Teoh Wevern (1906273) have completed this final year project entitled "The Determinants That Affect University Students' Intention To Use Online Recruitment Platforms in Malaysia" under the supervision of Miss Yip Yen San from the Department of Marketing, Faculty of Business and Finance.

I understand that University will upload softcopy of my final year project in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

Teoh Wevern

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FACULTY OF BUSINESS AND FINANCE

UNIVERSITI TUNKU ABDUL RAHMAN

Date: 6/9/2022

SUBMISSION OF FINAL YEAR PROJECT

It is hereby certified that Christine Liong Siaw Fung (1905435) and Teoh Wevern (1906273) have completed this final year project entitled "The Determinants That Affect University Students' Intention To Use Online Recruitment Platforms in Malaysia" under the supervision of Miss Yip Yen San from the Department of Marketing, Faculty of Business and Finance.

I understand that University will upload softcopy of my final year project in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

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Christine Liong Siaw Fung

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FACULTY OF BUSINESS AND FINANCE

Full Name(s) of Candidate(s)	Christine Liong Siaw Fung Teoh Wevern
ID Number (s)	1905435 1906273
Programme/Course	Bachelor of Marketing (Hons)
Title of Final Year Project	The Determinants That Affect University Students' Intention To Use Online Recruitment Platforms in Malaysia

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Signature of Supervisor

Name: Ms. Yip Yen San
Date: 6/9/2022

FYP MK001/2201

by Wevern Teoh

Submission date: 06-Sep-2022 04:09AM (UTC+0800)
Submission ID: 1891356355
File name: Copy_of_FYP_MK001_2201_2_1.pdf (749.52K)
Word count: 16001
Character count: 87398

ABSTRACT

This study uses a conceptual framework that combines the technology acceptance model (TAM) and the theory of planned behaviour (TPB) to explore university students' intentions to use online recruiting platforms (ORP) in Malaysia.The respondents for this research are university students in Malaysia and 300 responses were collected. Partial least squares structural equation modelling (PLS-SEM) was used to examine the proposed hypothesis. The findings of the study demonstrated that there are significant relationships between partial relationship of the independent variable—subjective norm (SN), perceived behavioural control (PBC) and each moderator—perceived usefulness (PU), perceived ease of use (PEoU) as well as dependent variable— intention to use (INT) with each independent variable and each moderator (PU, PEoU). The discussions of the findings, research implications, limitations and recommendations are included. This research allows the researchers, ORP developers, talent recruiters and the government to gain new insights so that the demands and adoption level of the university students in the adoption of ORP can be met and raised.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

To begin, the research background presents the factors of the evolution of recruitment methods and a broad picture of the worldwide online recruitment platform (ORP). The research problem discussed the crucial issue of the Malaysian university students' intention to utilise the ORP for job search. Research objectives, research questions and research significance have been devised.

1.1 Research Background

Human reliance on the internet has grown significantly as a result of recent technological advancements (Ahmed Awan et al., 2019). Technology gives a big impact on the organisations' ability to recruit talents. One of the human resource roles that have seen significant change is the method of recruitment has transitioned from a traditional paper-based approach to a digital or electronic recruitment process (modern recruitment methods) (Solek-Borowska & Wilczewska, 2018). Traditional recruitment methods refer to hiring techniques that are done via advertising on printed media, internal hiring, employment agency and so on which are much more complex and time-consuming compared to modern recruitment methods. The implementation of modern information systems and technology is beneficial to job seekers (Okolie & Irabor, 2017) as it is more convenient and efficient to apply for several job applications than to apply in person.

Consistent with this trend, there are more and more job seekers using the internet to look for jobs (Petre et al., 2016; Brandão et al., 2019). Nearly 7.3 million job vacancies were registered by the end of June 2019 (Bureau of Labor Statistics, 2019). This availability has led to the increased demand and expansion of ORP like job portals, social networking websites and so on. The size of the global online recruiting market was $28.68 billion in 2019 and is anticipated to grow at a CAGR of 7.1% from 2019 to 2027, reaching $43.39 billion (Fortune Business Insights, 2022). The job seekers are attracted by the usefulness of these ORP. ORP is mainly used by university students and interns to look for jobs as they allow students to exposed to wider job opportunities and act as communication channels to communicate with the recruiters (Yadav et al., 2020).

Since the usage of ORP is demanding and growing, there is a need to study about the factors that draw the university students' attention and features that are lacking in the utilisation of ORP (Rahman and Patra, 2020). Langer et al. (2017) advocated for more research into the job seekers', which includes the university students' experiences and intentions to use the technology which are in-built into the ORP during the online job application process. A recent study by Nadlifatina et al. (2021) also suggested focusing on university students as the targeted segment for the research as they are born in the advanced technology era which compromises millennial characteristics. They will be more tech-savvy and have more acceptance of the information system and technology which will then lower the chance of getting varied results compared to the other job seekers in different ages and generations.

Furthermore, the researchers had carried out some research that is related to the this field in different countries, such as in Chennai, India (Leelavathi et al., 2020), Bangladesh (Khanam et al., 2015), Portugal (Brandãoa et al., 2019) and so on.

Moghaddam et al. (2015) stated that the understanding about how Malaysians are drawn to a specific ORP, especially among the university students, is still underdeveloped from the time being. Given the importance of ORP use, it is crucial to comprehend the factors influencing the intention to use ORP in the Malaysian setting. Therefore, the purpose of this study is to examine the variables that impact Malaysian university students' intentions to use the ORP.

1.2 Problem Statement

According to the Department of Statistics Malaysia's (DOSM) Job Market Insights and Job Profile, the number of online job vacancies has increased from Q3 2020. A total of 49,372 job vacancies were advertised in Q1 2020 and this figure increased to 90,218 in Q1 2021; and to 159,148 in Q1 2022. Based on a nationwide study of internet usage of Malaysian, there are 49.5% of people who use the Internet for job applications and look for jobs are aged 20 to 24 years old (New Straits Times, 2022), which comprised a majority of university students. Nonetheless, Malaysia still face employment issues with college, university, and graduate students every year (Yong & Chung, 2019; NST Online; Rahman & Patra, 2020). According to a 2018 study by the Malaysian Ministry of Education's Graduate Tracer Study, even though 21 public universities and 38 private universities annually generate more than 51,000 graduates, 60% of these graduates remained jobless after a year (New Straits Times, 2020). Yet, research on how younger generations consider the job search process as well as perceive about ORP is very limited (Moore, 2019).

Based on the previous research, perceived ease of use (PEoU) and perceived usefulness (PU) are usually treated as the main determinants which influence job seekers' intention (INT) to use online recruitment websites (ORW). Research by

Alsutanny and Alotaibi (2015) showed that the factors of job searchers' attitudes toward using ORW are validated as PU and PEoU. In addition, Vellasamy et al. (2017) investigated that PEoU had higher correlation with INT compared to PU. Irawan et al. (2021) further strengthened that PEoU of ORW is the determinant of website impressions. Parikh et al. (2021) discovered that the job seeker's PU and INT were significantly impacted by PEOU. However, these research focused on ORW rather than the view of the intention towards various types of ORP (online job portals, social media platforms and corporate websites) that have emerged to be the online source for university students to search for jobs. The impact of PU and PEoU on INT is also required to examine in order to strengthen the statements in Malaysian university students' context.

Furthermore, there has been little research on the university students' perspective, particularly on concerns and consequences related to the social influences and interpersonal influences in job search (Ochmann et al., 2020). Normally, job seekers acquire information from reliable company-independent sources through ORP (Kaur & Kaur, 2022; Van Hoye and Lievens, 2007), such as through their family, friends, institutions, e-WOM and so on which represent the subjective norm (SN). 30% of Malaysians agreed that personal networking, referrals, or word of mouth were efficient methods for finding jobs (Arthamalingam, 2016). Nevertheless, societies and communities' perceptions diverge from person to person on ORP (Leelavathi et al., 2020). Hence, SN may cause job seekers to have different opinions towards PU and PEoU of the ORP which might then affect the INT to adopt the ORP and this field is worth for investigating.

Moreover, the role of perceived behavorial control (PBC) in this context have not received much attention (Nguyen et al., 2018). There are some constraints that might stop the users to have high PBC in performing the action of using the ORP,

such as the risks of the leaks of personal data, fraud and so on. For instance, JobStreet, an ORP was affected by a data breach in Malaysia and it had affected more than 46 million Malaysians, causing their personal information to be exposed (Barker, 2017). The level of PBC which job seekers hold will determine whether they will try their best to overcome constraints or not and this will then affect their perceptions towards PU and PEoU of ORP (Parikh et al., 2021). Parikh et al. (2021) found out that PBC has direct influence towards PU and PEoU in using ORP. Thus, PBC will be studied in this research to reinforce the statement mentioned above.

Thus, the findings of this research attempt to improve the limitations discovered and fill in the gaps which are not covered, that is to investigate whether the partial relationship between each variable, SN and PBC with each moderator PU and PEoU as well as will PU and PEoU motivate university students to have INT to use the ORP.

1.3 Research Questions

i. Does SN affect PU of the ORP?

ii. Does SN affect PEoU of the ORP?

iii. Does PBC affect PU of the ORP?

iv. Does the PBC affect the PEoU of the ORP?

v. Does the PEoU affect PU of the ORP?

vi. Does the PEoU affect INT to use ORP?

vii. Does the PEoU affect INT to use ORP?

1.4 Research Objective

1.4.1 General Objective and Specific Objectives

The main purpose of this study is to investigate the relationship between university students in Malaysia's intention to use ORP to look for work and the determinants that influence their intention. Meanwhile, the specific objectives are:

i. To examine whether the SN will affect the PU of ORP.

ii. To examine whether the SN will affect the PEoU of ORP.

iii. To examine whether the PBC will affect the PU of ORP.

iv. To examine whether the PBC will affect the PEoU of ORP.

v. To examine whether the PEoU will affect the PU of ORP.

vi. To examine whether the PEoU affects the INT to use ORP.

vii. To examine whether the PU affects the INT to use ORP.

1.5 Research Significant

1.5.1 Theoretical significant

Since ORP have become the norm for firms to recruit and train a remote workforce, the results of this study will pinpoint the factors influencing students' intentions to use ORP with the conceptual framework proposed. This research will apply and integrate the TPB into the existing framework of TAM to study the factors that impact students' desire to utilise ORP, which are SN, PBC through PEoU and PU. The framework of this study will offer a more thorough perspective of the intention to adopt ORP by adding the external factors. This research will aid academics in exploring the underlying intention of university students about ORP and studying the efficacy of utilising ORP in searching for an appropriate job. As a result, the study may provide beneficial suggestions for the future development of ORP and forming concepts in cooperation with future researchers.

1.5.2 Practical Significant

From the perspective of recruiters, the research would provide a greater understanding of the varied scenarios between job applicants and recruiters, allowing them to provide higher-quality services. It may be utilised to improve their studies and conduct research into the determinants that influence students' intention to use ORP. ORP developers are also able to analyse customer behaviour toward ORP as well as identify and devise appropriate techniques for encouraging job seekers to use ORP. ORP developers may earn trust with clients

and obtain a competitive edge in the Malaysian market by upgrading their services. Furthermore, the corporation's talent acquisitions department may be able to get some fresh ideas or insights that may aid in the development of new technologies and concepts for their online recruiting platforms. The same goes for The Ministry of Human Resources Malaysia (MOHR), since reducing unemployment would be very beneficial to the country's future. Thus, this will help MOHR to figure out how to strengthen the effectiveness and efficiency of the ORP in order to stimulate the actual adoption and raise the usage of ORP in the future to satisfy the needs of the job seekers.

1.6 Conclusion

The background information on the trends and obstacles in seeking jobs through ORP, research questions and research objectives were discussed in Chapter 1. This brief introduction will aid in determining the scope of the in-depth study in relation to research goals.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter 2, the relevant literature and practical theories will be reviewed. This chapter will also examine the relationship between the dependent variable and the independent variables. The conceptual framework and hypothesis constructed are being discussed indeed.

2.1 Introduction of Online Recruitment Platforms (ORP)

ORP is designed for career seekers to look for job opportunities. It provides job seekers with employment information and matching service to business employers through information technology and the Internet (Huang et al., 2012). There are four common ORP which job seekers can utilise. They are corporate websites, where the trend of e-recruitment first manifested itself; online job portals that compile job postings from various companies into a central site; internet-based candidate recruitment (as known as head hunting) and social media platforms, which has emerged to be the most recent online recruitment methods (Unadkat, 2012; Khlebarodava & Remeikiene, 2019).

Recently, artificial intelligence (AI) was developed into these ORP. These AI tools powered by algorithmic prediction have improved job seekers' experience in

searching for jobs. They overcome the issues of time-consuming and complex application processes, with the aim to improve the job seeking processes (Ochmann et al., 2020). This enables the users to have more understanding about their job preferences and reduce the uncertainties related to their career objectives.

2.2 Underlying Theory

2.2.1 Technology Acceptance Model (TAM)

This research will apply the TAM, a model of internet-related behaviour, to examine job searchers' adoption of AI-based ORP because the paper's focus is on the area of ORP that has been integrated with AI technology. TAM has been applied to a wide range of technologies, in a wide range of contexts, influencing factors, and subjects (Lee et al., 2003). The generality and simplicity of TAM have made itself a behavioural model which can be extended and elaborated in various ways for marketing research studies that are focused on information systems and technology, especially in understanding the factors that contribute to users' intentions in adopting a specific type of technology, including these digital platforms that create the virtual recruitment environment.

TAM was formulated by Davis et al. (1989) by using the Theory of Reasoned Action (TRA) as a theoretical basis to explain and forecast user adoption of technology based on measures taken after a brief period of interaction with the system (Szajna, 1996). It suggests that people's

behaviour-intent to carry out a specific task is determined by their behavioural intention (Alfadda and Mahdi, 2021). TAM has two versions. The original version of TAM addressed that a person's attitude towards the technology and beliefs about the utility can influence the person's intention to accept the technology. It describes users' motivation in three ways: PU, PEoU, and attitude toward (AT) using. Whilst, the revised version of TAM removes the attitudinal components due to the data showing that they only have partially impacted the intention while PEoU and PU is postulated to be the crucial determinants of behavioural intention (BI) towards the acceptance of technology (Szajna, 1996).

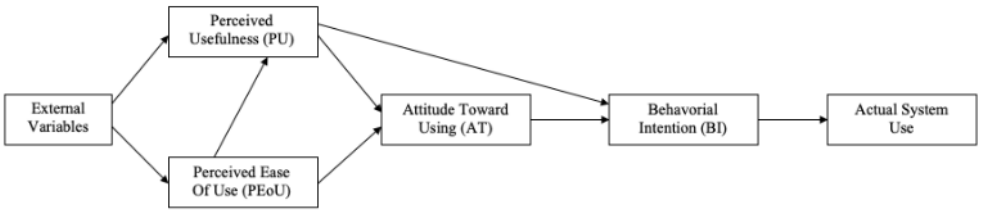

Figure 2.2.1 The final version of the theoretical framework of Technology Acceptance Model (TAM). Adapted from Venkatesh, V., & Davis F.D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186-204.

2.2.2 Theory of Planned Behaviour (TPB)

TPB is a model proposed by Fishbein and Azhen (1975) which stated that a person's behaviour is significantly influenced by the strength of their intention to engage in the behaviour or not. This model was also derived from TRA that

connects attitude to behavioural intention in different conceptualization of attitude with an added variable, control. Fishbein and Ajzen (1975) frequently use language like "this attitude leads to a set of intentions..." to explain the relationship between factors (Sussman & Gifford, 2018). The TPB model has 3 base components and they are AT, SN and PBC. Their relationship between each component and the intention to perform the behaviour were described as: Positive or negative feelings about engaging in the behaviour are reflected in the AT; SN shows how the behaviour was perceived to be influenced by social forces; PBC demonstrates constraints on performing the behaviour (Mooney, 2020).

TPB has been used to investigate and predict behaviour in a variety of contexts. Due to the recent rise of the trend of online recruitment, researchers have adopted TPB to explain the phenomena which is related to recruitment and applicant behaviour. It is frequently applied to identify the determinants of job seeker intentions to engage in the field of online recruitment as it collects data on social and behavioural control factors (Mooney, 2020; Lin, 2010; Mathieson, 1991) which may lead to a more accurate prediction of results.

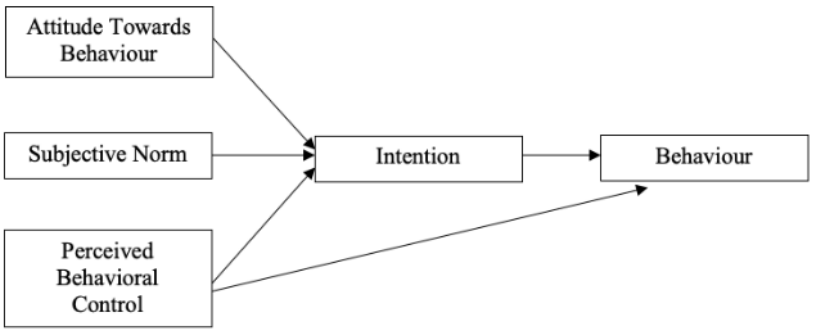

Figure 2.2.2.1 The theoretical framework of the TPB. Adapted from Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

2.2.3 Application of Theory: Blending TAM with TPB

2.2.3.1 Limitations of TAM

Aforementioned, TAM validates that the success of online recruitment depends on the perception of individuals which in turn influences behaviour (Ibrahim et al., 2006). However, TAM has some limitations. TAM relates to the user behaviour variable, which is inexorably evaluated using subjective criteria such as BI, interpersonal impact, personal attitudes and personality factors (Ajibade, 2017). It mainly suggests that the intention of the users to utilise the online platforms is based on the perception an individual holds towards the function of the technology but tends to ignore the other factors like motivational factors and social factors that will also affect an individual perception towards the utility. Besides, another weakness of TAM is its simplicity, which means that the behavioural underpinnings cannot be precisely quantified and evaluated. Thus, numerous studies argued that TAM should be enhanced by adding more variables in the context of transformation-related ICTs (Siegel et al, 2017).

2.2.3.2 Limitations of TPB

"Intention-behaviour gap" is considered as one of the major limitations of TPB. According to the literature, the "intention-behaviour gap" is caused by a number of factors, involving unfavourable outcomes that were not anticipated, challenges encountered when engaging in a behaviour, and a lack of resolve or willpower (Ajzen 2002), as well as the quality and properties of intentions, and the nature of the goal (Sheeran and Webb 2016; Nguyen et al., 2019). Since TPB is predicting an individual's intention to perform the behaviour based on the belief and attitude they have, there might only one-half of intentions be translated into behaviour. This is due to the fact that some of the constraints, pressures and opportunities which may not be in the control of individuals will give a big impact on an individual's intention to perform a job (Savari & Gharechaee, 2020), for instance, economic, time costs, benefits of the execution, workload and so on (Si et al., 2020). Similarly, when it comes to the intention to use a technology, users will consider these factors as well as the PEoU and PU of the technology. Hence, examining the intention of a person to utilise the technology without considering these constraints might not ensure or predict the intention realisation of an individual accurately.

2.1.3.3 Reasons to Blend TPB into TAM

Blending these two models together is able to eliminate the limitations as they are complementary to each other on the basis that both of them are similarly derived from TRA. TPB is a framework which suggests that a person's attitudes and beliefs about a behaviour determine whether they intend to engage in that behaviour (Muduli and Trivedi, 2020). Thus, it can fill in the gap between social variables and control perceptions that TAM has been lacking. Besides, with the control variables that are available in TPB, it enables the researcher to obtain

different outcomes from different user groups even though the same systems are used to conduct the research. Unlike TAM, it specifies general determinants of individual technology acceptance, allowing the construct to be measured in the same way in all situations. Moreover, by combining these two models, it is now feasible for us to investigate how a particular background component affects or fails to affect behaviour by tracking its effects through the behaviour's more immediate antecedents (Alhamad & Donyai, 2021). It also gives us a comprehensive view not only about the perception an individual holds towards the function of the technology as well as the belief which an individual holds.

There are several researchers who combine TAM and TPB as their research frameworks. The combined conceptual framework of TAM and TPB is used in a study by Parith et al. (2021) by adding other external criteria, such as website compatibility and informativeness, to comprehend applicants' desire to use the online job application process. Whilst, Nadlifatin et al. (2021) had made the components of TPB model (SN, PBC and ATT) as the moderators for TAM model to investigate the behavioural perspectives of the millennial generation on job seeking intentions on Multi-Level Marketing Companies via social media. Chen et al. (2008) also integrated TAM with one of the variables of TPB, that is the SN to examine the relational factors which affect individual acceptance behaviour in e-recruitment (Vellaisamy et al., 2017). However, the proposed framework for this research is constructed in the absence of attitudinal components. The reason why attitude is removed from this proposed model is due to Davis et al. (1989) stating that attitude only had a minor impact on intention. Cheng (2018) also mentioned after considering the impact of PU and PEoU the association between attitudes and behaviours was determined to be insignificant. This is because the path from attitude was found to be direct and not so substantial.

2.3 Review of Variables

2.3.1 Intention to Use (INT)

INT is often defined as a person's willingness to perform the behaviour in question by Georgiou et al. (2012) (Chowhury, 2022). It is described as an underlying prerequisite for a person's actual behaviours while implementing systems and using new technology (Marakarkandy et al., 2017). In simpler terms, INT is a reflection of a person's understanding of technology adoption towards ORP that leads to their actions (Bastari et al., 2020). Whenever there is an opportunity for an individual to perform, Fishbein and Ajzen (1975) explained that intention will result in behaviour. Job seekers who are expected to utilise the ORP when they are given the opportunity to do so are also linked closely to INT (Bastari et al., 2020).

2.3.2 Subjective Norms (SN)

SN are referred to as societal and significant influence from others to act in a certain way and an individual's motivation to conform to other people's opinions (Rahman & Patra., 2020) such as friends, family and media (Rejali et al., 2021), especially choices on job. It also means the opinions of the social

pressures to apply for desired positions in the companies of interest (Nadlifatin et al., 2021). Besides, users are now using online reviews instead of WOM (word of mouth) (Nieto et al., 2014). Thus, SN may also be established by EWOM (Electronic Word of Mouth) (Kaur & Kaur, 2022) that refers to the dissemination of information regarding ORP among individuals via the internet (Sandes & Urdan, 2013). In short, SN are societal expectations that people should behave in a specific manner (Igwe et al., 2020).

2.3.3 Perceived Behavioural Control (PBC)

According to Azjen (1991), PBC is an individual's perception of how easy or difficult it is to perform a specific behaviour (Na et al., 2016). It also refers to people's perceptions of the ease or difficulty of executing the behaviour of interest (Lili et al., 2021) as the availability of resources or opportunities required to engage in a particular behaviour is determined by a person's assessment of the significance of such resources or opportunities to engage in such behaviour (Na et al., 2016; Han et al., 2009; Chang, 1998; Ajzen & Madden 1986). Furthermore, Knauder and Koschmieder (2019) defined PBC as the evaluation of one's resources, abilities, and competencies required to demonstrate the desired conduct. Xiao and Wong (2020) stated that PBC is the result of a combination of perceived control and self-efficacy. This implies that an individual will only perform the action when they believe that they have the capabilities to do so.

2.3.4 Perceived Usefulness (PU)

PU is the degree to which use of the system can improve performance and efficiency (A Breckon et al., 2019). Perceived usefulness in the context of online recruitment services refers to a job seeker's confidence in their capacity to acquire career information, improve the efficiency of their job search to look for suitable job positions (Brahmana and Brahmana, 2013). The PU of technology is concerned with how practical it may be in daily interactions (Kim et al., 2021). The subjective anticipation that technology would improve job performance is reflected in PU (Ramkumar et al., 2019). In an event involving information technology systems such as ORP, PU may also function as an extrinsic motivator (Alalwan et al., 2018).

2.3.5 Perceived Ease of Use (PEoU)

The concept of PEoU refers to a system's apparent and intelligible sense of ease of use (Bastari et al., 2020). PEoU is referred to the degree to where individuals feel they will be able to utilise new technology without difficulties (Joo et al., 2018). PEoU also refers to the degree of simplicity which acquiring the ORP (Mezhuyev et al., 2019). Researchers have identified the accessibility, user-friendliness and navigation as determining attributes of a user's evaluation of an ORP in PEoU (Hagger et al., 2022). These PEoU attributes decide how well an applicant understands how to utilise the ORP to acquire information and look for jobs (Irawan et al., 2021). Applications that are simple to use, informative, and quick to use are certainly required by job seekers (Van Gorp and Adam, 2012; Coetzer, 2018).

2.4 Conceptual Framework

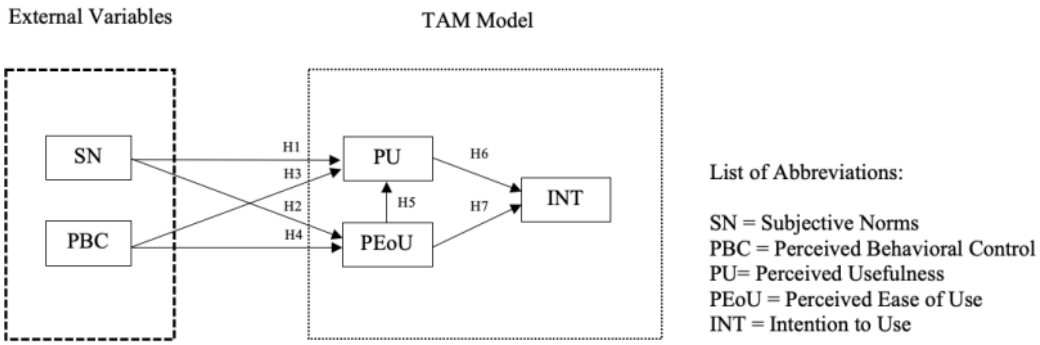

Figure 2.3 The determinants that affect the university students' intention to use the ORP.

The figure 2.3 is a research framework that shows the relationship between the independent variable, moderators and the dependent variable. The independent variables of this conceptual framework are SN and PBC which will affect the dependent variable, INT. Meanwhile, this research also contains two moderators, PEoU and PU, which will strengthen the relationship between the independent variables and dependent variables. This research is going to investigate the partial relationship between each independent variable (SN and PBC) and the moderators (PEoU and PU) first. This research will proceed to examine the relationship between each moderator (PEoU and PU) and dependent variable (INT) to examine whether the moderating effect takes place between them.

2.5 Hypothesis Development

2.5.1 The Relationship Between SN and PU

SN can be an influential factor which affects the university students' perception towards the PU of the ORP. This is due to when users encounter a new type of technology item, they may experience a high level of uncertainty about the item and the consequences of using the item and this uncertainty can be reduced by receiving other users' thoughts on a personal value (Schierz et al., 2010). If the university students are influenced with positive messages, they are more likely to believe that utilising the ORP may improve their job search. Conversely, if the bad reviews towards the use of ORP were received, university students will perceive that ORP are ineffective for them to find jobs. Thus, this study assumes that SN may have an unanticipated effect towards the PU of the ORP and the following hypothesis is developed:

H1: There is a significant relationship between SN and PU.

2.5.2 The Relationship Between SN and PEoU

SN can be a significant barrier for the use of ORP. Inconsistency and discrepancy in the opinion can affect one's judgement of the suitability of a particular technology system regarding its level of easy navigation which will then have an impact on his perceptions towards ORP. Since there will be different opinions about the user experiences on the level of easy navigation of a particular ORP, the social influence may influence the belief of other users that they should try the technology. Some of the ORP include anthropomorphic design which tech-savvy university students may find it is easy to utilise. Yet, some of the students may find it undesirable to utilise and thus leading to bad experiences which will then be spreaded among their circle. Regardless of positive or negative reviews, they will be seen as reliable sources of information, leading people to trust and rely on them (Ali et al., 2021; Kapoor et al., 2018). Thus, this study assumes that SN will influence PEoU and following hypothesis is developed:

H2: There is a significant relationship between SN and PEoU.

2.5.3 The Relationship Between PBC and PU

Most studies utilise PBC as a deputy for actual control. Although the more interactive and attractive the characteristics of ORP will attract more job seekers to utilise them (Moghaddam et al., 2015), the fear of control over the behaviour of the job seekers associated with new technology has always placed a pall over their benefits to mankind. If the individual is confident and has more actual control over his conduct, the more probable it is that they will follow out

their objective (Barbera & Azjen; Yang-Wallentin et al., 2004). A person with greater PBC is more inclined to perform the relevant behaviour when they have greater confidence in their own abilities and skills (Si et al., 2020). Hence, they will use the ORP to the fullest with the skills they have. This study assumes that PBC may have a significant influence on the PU of the ORP and the following hypothesis is developed:

H3: There is a significant relationship between PBC and PU.

2.5.4 The Relationship Between PBC and PEoU

This study assumes that the PBC might have a significant impact on the PEoU towards ORP. According to Cheung and Chan (2002), when there is a control problem in enacting a behaviour, perceiving it as controllable and simple is a necessary but not sufficient condition for translating intention to actual performance. In this context, job seekers may have difficulty in deciding to adopt the ORP as their choice will be based on the costs of adopting the platforms, including the expenses in terms of money, time, effort, and so on (Si et al., 2020). If it takes a longer time and more effort for the job seekers to learn to use the ORP, the PBC will lower his or her intention to utilise the platforms. This is because PBC goes beyond TAM's PEoU construct to embrace other barriers to system use (Mathieson, 1991). Thus, the following hypothesis is developed:

H4: There is a significant relationship between PBC and PEoU.

2.5.5 The Relationship Between PEoU and PU

Marakarkandy et al. (2017) stated that PEoU have a substantial influence on PU this is consistent with the results by Alalwan et al. (2016). The higher the level of PEoU, the more the job seekers will find the ORP useful. The user will consider a system to be more valuable and useful if it is straightforward and easy to use (Ibrahim et al., 2006). This is because they can search their desired jobs and contact their company of interest with the least effort. This will bring greater satisfaction to them. Thus, the following hypothesis is developed:

H5: There is a significant relationship between PEoU and PU.

2.5.6 The Relationship Between PU and INT

The past study of Kashi and Zheng (2013), stated that PU affects INT significantly (Irawan, 2021). The usefulness of e-recruitment platforms improves job seekers' ability to find an appropriate job (Mooney, 2020; Lin, 2010). ORP which provide the right information to the job seekers will ultimately affect its PU (Parikh et al., 2021). Job information and content that will be reviewed by job seekers will influence the flow of information on the ORP (Strong, 1997; Moghaddam et al., 2015). This is due to the fact that the information quality process will be impacted by the usability and responsiveness of the content offered by ORP (Moghaddam et al., 2015). Thus, the following hypothesis is developed:

H6: There is a significant relationship between PU and INT.

2.5.7 The Relationship Between PEoU and INT

According to Kumar and Priyanka (2014) research, INT is significantly impacted by PEoU. Venkatesh and Davis (2000) stated that the less effort an ORP requires to run, the better the job performance will be when it is used. Thus, when the interface of an ORP is easier to use, users have to put in lesser effort, which will then increase the likelihood of utilisation (Rahman & Patra, 2020). Meanwhile, a sophisticated interface is difficult to traverse and hence is less likely to be adopted since it demands the user to put up a lot of work and involvement (Tong, 2009). This will lower the user's intention to adopt the ORP. Thus, this study assumes that PEoU will influence INT and following hypothesis is developed:

H7: There is a significant relationship between PEoU and INT.

2.6 Conclusion

Chapter 2 explained the literature, theory (TAM and TPB) and proposed framework which are relevant to the research topic. The following chapter will go into the

research methodology and data analytical approach to validate the research model and research hypotheses.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlines how this final study result will be accomplished in line with the research's objectives. The research design and methodologies employed throughout this study are discussed in this chapter.

3.1 Research Design

Abutabenjeh and Jaradat (2018) defined a research design as a plan that describes the steps a study will progress from the research questions to the findings, directing the research process. It involves detailed planning procedures for gathering and acquiring data for the purpose of better comprehending the given topic (Jilcha Sileyew, 2020).

3.1.1 Quantitative Research

Quantitative research is a kind of study that generates numerical data (Ahmad et al., 2019) which allows the identification of appropriate and relevant mathematical representations for actual phenomena (Borgstede & Scholz, 2021). By using this approach, quantified data on determining the linkage between determinant and intention to use ORP by using measurement for the

usage of statical analysis within a population as the samples of quantitative methods are able to obtained (Martin & Bridgmon, 2012; Queirós et al., 2017).

3.1.2 Descriptive Research

In this research, descriptive research is applied to characterise people, events, or circumstances accurately by examining target populations that are being studied in their natural setting. Multiple variables can be investigated in descriptive research (Siedlecki & Sandra, 2020).

3.2 Sampling Design

3.2.1 Target Population, Sampling Location and Sampling Frame

The population that is targeted for this research is Malaysian university students as they belong to the millennial generation who are growing up alongside digital technology (Nadlifatin et al., 2022). They are more likely to be tech-savvy and adopt these advanced technologies. Meanwhile, there are about 92 universities (including public and private universities) in Malaysia (UNIPAGE, 2022).

Based on the QS Ranking (2022) ranging from the highest employment rates to the lowest employment rates among these 92 universities, we will be choosing students from 8 universities as our targeted respondents. These 8

universities are holding the highest employment rates and we have divided them into two categories; public universities (Univerisity of Malays, Universiti Kebangsaan Malaysia, Universiti Malaysia Pahang, Universiti Sains Malaysia) and private universities (Taylor's University, UCSI University, Universiti Tunku Abdul Rahman, Management and Science University) which stated in Appendix 3.2 and 3.3. Due to the field of this study is related to employment and talent recruitment and hence, these criteria will be more relevant to this research compared to the other criteria like the highest number of students, top performance universities and so on. Moreover, students from public universities and private universities might have different views towards the ORP due to the varied education received by the students (Naidu & Shuhada Derani, 2016).

Besides that, the sampling location for this research is the location where these listed universities are located, which comprises urban states and rural states. They are Kuala Lumpur, Selangor, Pahang, Kelantan, Pulau Pinang, Sarawak, Perak, Kedah, Negeri Sembilan, Terengganu and Sarawak. Based on the statistics of the unemployment rate published by the Department of Statistics Malaysia in 2021 shown in Appendix 3.4, all these states have different unemployment rates. Focusing the research on these locations might be useful in examining the adoption trend of ORP for university students in urban states and rural states.

3.2.2 Sampling Technique

Judgemental sampling, which is a form of non-probability technique is applied into this study. It is low-cost, time-saving, easy and convenient to pursue (Taherdoost, 2016). It defines a method in which a researcher based his

or her own judgement to choose a group of individuals and decide whether the samples are suitable and relevant to the specific characteristics of the samples they assume (Rahi, 2017) in order to accomplish this study's objective. The questionnaires will be distributed to the samples who meet the requirements below:

(1) Aged above 20 years old
(2) Final year and Undergraduate students and Postgraduate students in Malaysia
(3) Have at least heard about ORP

3.2.3 Sampling Size

The number of participants in this study or the number of observations that will be made is referred to as the sample size (Memon et al., 2020). G*Power 3.1 software is utilised as a tool to estimate the sample size. Cohen's formula is applied for the calculation of the sample size with the following settings shown in Table 3.1:

Table 3.1:

Cohen's Formula

Effect size	0.15
α	0.05
Number of predictors	4
Power	95%

The suggested minimum sample size is 129. However, as a general rule, sample sizes of 200 to 300 respondents provide an acceptable margin of error and fall before the point of diminishing returns (Minsel, 2021; Ketjutarat, 2020). Thus, 300 samples will be collected for this study.

Meanwhile, the total population of the 8 listed university students is 116,985 while the sample size for this research is 300. The Appendix 3.5 shows the estimated number of questionnaires to be distributed to the university students of the 8 listed universities based on this calculation:

Total population of university students of the 8 listed universities = 116,985
Sample size = 300

Estimated number of questionnaires to be distributed

$$= \frac{Number\ of\ students\ of\ that\ particular\ university}{Total\ population\ of\ university\ students\ of\ the\ 8\ listed\ universities} \times Sample\ Size$$

$$= \frac{Number\ of\ students\ of\ that\ particular\ university}{116{,}985} \times 300$$

3.3 Data Collection Method

3.3.1 Primary data

"Primary data" refers to information that has been obtained directly from the original source and experience (Paridis et al., 2016). It is more credible and

genuine as it has not been manipulated by humans (Kabir, 2016). Google Forms, a web-based form questionnaire will be conducted as the primary research tool. Online questionnaires have good scalability at a low cost, hence, we can reach the respondents and gain feedback in the shortest time. QR codes, emails and social media sharing will all be utilised to disseminate the online questionnaires.

3.3.2 Research Instrument

The questionnaire (see Appendix 3.6) is conducted in English. There are four sections in the questionnaire:

(1) The pre-screening question will be assigned to screen out the qualified respondents before moving to the subsequent sections.
(2) Section A, target respondents are required to fill in their demographic profiles.
(3) Section B is about the acknowledgement of the ORP.
(4) Section C measures the determinants (IV: SN, PBC, PEOU and PU) to use ORP.
(5) Section D measures the intention to use through students' perspective.

Section C and D are allocated with 20 questions. The Five-Point Likert Scale is adopted in this section of the study ranging from "(1) strongly disagrees; (2) disagrees; (3) neutral; (4) agree; (5) strongly agree" (Simms et al., 2019) as it provides a clear midpoint that helps respondents to describe their level of agreement with a question with clarity (Dawes, 2003).

3.3.3 Pre Test

All measures were pre-tested to verify that they functioned appropriately in a variety of research settings (Kumar et al., 2017). The questionnaire was reviewed with the assistance of three academic and research experts in behavioural psychology. Minor changes to the questionnaire were made in response to their suggestions to improve the questions' clarity.

3.3.4 Pilot Test

A pilot test was carried out after pre-test. Browne suggests a minimum sample size of 30 participants for the pilot study (Whitehead et al, 2016). Hence, this pilot study has joined by 30 respondents who fulfil the requirements stated in the Chapter 3.2.2 Sampling Techniques.

A reliability test, Cronbach's Alpha test is conducted. Based on Appendix 3.7, the Cronbach Alpha values are in between 0.739 and 0.887, which fall under the ideal range (Irawan et al., 2021). Hence, it shows that the data collected and the results generated have high reliability.

3.4 Data Analysis Tool

3.4.1 Data Analysis Methods: Descriptive Analysis and Inferential Analysis

Descriptive analysis is applied to demonstrate the collected data in the form of tables, graphs, and charts, descriptive statistics to calculate, explain, and summarise research data in a purpose-oriented, logical, and functional manner (Vetter, 2017). Following that, inferential analysis was utilised to make assumptions, conclusions, forecasts, and explanations regarding the characteristics of the population and validate the proposed hypothesis.

3.4.2 SmartPLS software

SmartPLS software is considered the best tool to analyse statistical data as it has flexibility in being less constrained by the rules and regulations and allows researchers to look into causal pathways using undistributed data (Sander & Teh, 2014; Tee, 2021).

3.4.3 Structural Equation Modelling (SEM)

SEM is used to quantify and examine the correlations between variables that are observable and latent (Beran and Violato, 2010). It is a statistical method that combines two methods: confirmatory factor analysis with the goal of estimating latent psychological traits like attitude and satisfaction (Galton 1888; Pearson and Lee 1903; Spearman 1904; Yi Fan et al., 2016) and path analysis which aimed to create a path diagram to determine the causal relationship between variables (Wright 1918, 1920, 1921; Yi Fan et al., 2016). It can be considered a flexible framework that enables the researchers to develop and analyse the complex relationships among the multiple variables to validate the theory.

3.4.4 Partial Least Squares Structural Equation Modelling (PLS-SEM)

The partial least squares structural equation modelling (PLS-SEM) approach will be applied to this study. The objective of this study is to predict individual behaviour rather than conform to any theory. Thus, this model is suitable to apply as this research has the aim of confirming or rejecting the proposed theory (Svensson, 2015). Measurement model assessment and structural model are needed to go through.

3.4.4.1 Measurement Model Assessment

The measurement model assessment is sought to confirm each variable's link to the corresponding development as well as to ensure that each construct differs from the others (Hair et al., 2017). There are 2 aspects of construct validities under this model assessment: convergent validity and discriminant validity. Convergent validity refers to how closely the new scale correlates with existing measures and variables of the same concept; it should not only not correlate with different, irrelevant variables but also not just with relevant variables (Krabbe, 2017). It is only achieved when both the average variance extracted (AVE) and composite reliability (CR) coefficients values have met their threshold. The AVE values have to be 0.50 or higher to achieve convergent validity (Henseler et al., 2015) while the CR should be greater than 0.70.

Meanwhile, the degree to which the conceptions truly vary from one another experimentally is referred to as discriminant validity. It also assesses the degree to which the overlapping constructs differ (Hamid, Sami and Sidek, 2017). It can be evaluated by using Fornell Larcker criterion which the square root of AVE of the construct has be higher than the correlations with other latent constructs (Lowry & Gaskin, 2014) as well as cross loading that any indicator's outer loadings on the constructs must be greater than all of its cross-loadings on other constructs (Tan and Ooi, 2016).

3.4.4.2 Structural Model Assessment

The structural model is evaluated using the path diagram's estimations and hypothesis tests for the causal linkages between exogenous and endogenous variables ("How to Guide For SmartPLS", 2017). The assessment process began with the computerization of collinearity, which was accomplished by reporting Variance Inflation Factor (VIF) values (Sukendro et al, 2020). When the VIF value exceeds 10, this is considered harmful as any issues with multicollinearity will be identified.

Next, the hypothesised relationships between the constructs have to be estimated through the path coefficients. The path coefficient is measured based on path coefficient value, t-value, R square, Q square (construct crossvalidated redundancy) and F square (effect size) to develop the hypothesis (Ko & Stewart, 2002; Tee, 2021). The acceptable values for the one-tail test include p-value < 0.01, t-value > 2.33, and R square values that are high and more than 0.7 (Ranatunga et al., 2020). For construct crossvalidated redundancy, the value of Q^2 for the constructs have to be above 0, or else the constructs lack of predictive

relevance. Whilst, F Square (effect size) is also utilised to quantify how much a predictive construct has an impact on an endogenous construct (Hair et al., 2014). There are 3 levels of indication, which is small effect size (0.02), medium effect size (0.15) and large effect size (0.35) (Tan, Lee, Hew, Ooi and Wong, 2018).

3.5 Conclusion

This chapter identifies all research designs, sampling designs, data collection methods, and proposed data analysis tools, allowing for a comprehensive understanding of the data collection process. The following chapter will go through the data analysis process in more detail.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The demographic information on the respondents, the findings of the data analysis, descriptive statistics, and inferential analysis by using the data obtained from the respondents will be explain in this chapter.

4.1 Respondents Demographic Profile

Only 231 of the 300 sets of questionnaires that are being distributed are valid for this study, while 69 sets of questionnaires are unqualified and filtered during the pre-screening section. PLS-SEM software was used to analyse every component of the calculation.

Appendix 4.1 and 4.2 shows that there are 64.1% females (148 respondents) and 35.9% males (83 respondents) who are participating in this study. Thus, it is clearly shown that more women than men responded to this study. Meanwhile. Based on the Appendix 4.3 and 4.4, out of 231 respondents, 226 (97.8%) fell between the ages of 21 and 30, followed by 3 respondents (1.3%) who fell between the ages of 26 and 30, and the remaining 2 respondents (0.9%) who fell between the ages of 30 and 35. In addition, regarding the race of the respondents, Appendix 4.5 and 4.6 demonstrates that the majority of respondents are Chinese and it comprised 219 respondents (97.8%). Followed by Indian, Malay and Iban which comprised 8 (3.5%), 3 (1.3%) and 1 (0.4%) respondents.

Moreover, the respondents' university is illustrated in Appendix 4.7 and 4.8. The highest frequency is UTAR which has 48 respondents (20.8%), while the second-highest is UM which has 42 respondents (18.2%). Following that is UKM and USM holding the same number of 30 respondents (13%). Next, the MSU, UMP, and USCI have 24, 23 and 18 respondents respectively. Finally, the university that has the least respondents is from Taylor's University with only 16 respondents (6.9%). Besides, the level of education of the respondents was divided into three levels. According to the data shown in Appendix 4.9 and 4.10, the majority of respondents (93.9%) are full-time undergraduate students, followed by postgraduate students (4.3%), and undergraduate students (1.7%) (part time).

4.2 Inferential Analysis

4.2.1 Measurement Model Assessment

The measurement model is evaluated with (1) convergent validity which includes Cronbach's alpha, CR and AVE and (2) discriminant validity that takes into account Fornell-Lacker criterion and cross loadings.

4.2.1.1 Internal Consistency Reliability and Convergent Validity

Appendix 4.11 has shown the results of Cronbach's alpha, CR and AVE. The Cronbach's alpha values are ranged from 0.757 to 0.835, whereas the CR values are ranged from 0.846 to 0.890. Thus, both results are considered to have achieved the internal consistency reliability as the values are higher than 0.70. For convergent validity, when the value of AVE is above 0.50, it is deemed to be

acceptable (Hair et al., 2014). Since all of the AVE values shown are higher than 0.5, the convergent validity is statistically proven. This suggests that the constructs and the underlying indicators fit each other well as the constructs have been fully explained with the variance of all indicators and their values fall under the acceptable range.

4.2.1.2 Discriminant Validity

Fornell-Larcker Criterion and cross loading is conducted to measure whether the discriminant validity has been achieved or not. Appendix 4.12 illustrates the results of Fornell-Larcker criterion. Based on the outcomes, the highest values for each construct are recorded as INT (0.818), PBC (0.775), PEoU (0.786), PU (0.762) and SN (0.768). Since each variable's square of AVE is greater than its corresponding inter-construct correlation, the discriminant validity is achieved (Chopdar et al., 2018). Meanwhile, the results of cross loading is shown in Appendix 4.13. Each variable has the highest cross-loading value among its own latent variables. Thus, the discriminant validity has been proven.

4.3 Structural Model Assessment

4.3.1 Path Analysis

Appendix 4.14 above shows the results of VIF values, path coefficients, T-statistics and P value for each variable and hypotheses. All pathways are examined by using the bootstrapping analysis and Appendix 4.15 illustrates the

relationships of the variables. According to Sekaran and Bougie (2011), VIF values of less than 5 indicate that multicollinearity does not exist in the influential assessed factors. These VIF values vary from 1.985 to 2.579 for all variables. By observing the path coefficient values of the constructs, all the values are exceeding 0.1 and this indicates that there are significant relationship between SN → PU, SN → PEoU, PBC → PU, PBC → PEoU, PEoU → PU, PU → INT, PEoU → INT. Furthermore, the one-tail test requires a t-value of greater than 2.33 and a p-value of less than 0.01 (Ranatunga et al., 2020). The results have shown that all of the hypotheses were validated since the t-statistics values for all pathways are over 1.96, which is in between 2.582 and 9.287. The p-values are also less then 0.01. In summary, all hypotheses (H1, H2, H3, H4, H5, H6, H7) were supported based on the path analysis from PLS-SEM analysis and all the relationships are validated.

4.3.2 R Square, Construct Crossvalidated Redundancy, Effect Size

The overall relationship strength of the constructs is evaluated by R Square. Based on Appendix 4.16, the R^2 values of INT (0.552), PEoU (0.612) and PU (0.646) indicated that the model's exogenous constructs have a moderate level of predictive power (Hair et al., 2019). Meanwhile, the results of construct cross validated redundancy is shown in Appendix 4.17. The Q^2 value of INT (0.3622), PEoU (0.3701) and PU (0.3641) are greater than 0.35 and this indicates that these constructs have a decent predictive level and the model is well constructed.

Moreover, a specific construct's influence on an internal construct is measured by the f^2 effect size. Based on the f^2 effect size results shown in Appendix 4.18, the f^2value of PU → INT, PBC → PU, SN → PEoU and SN → PU are between 0.042 and 0.126, hence, this indicates that they have small effect size. The effect size of PEoU → INT and PEoU → PU is medium as their f^2value while the construct of PBC → PEoU has the largest effect size.

4.4 Conclusion

In this study, all the hypotheses for the following constructs are accepted. The total conclusion findings in the original model have demonstrated the validity and dependability of the data in this chapter. The next chapter will go into more detail about the discussion for each hypothesis.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

The summary of statistical results and the discussion on the major findings is summarized in this chapter. Moreover, it also covers the implications as well as the recommendations provided to improve the quality of the future research.

5.1 Summary of Statistical Analysis

Table 5.1:

Summary of Statistical Analysis

H1	The Relationship Between SN and PU	Significant
H2	The Relationship Between SN and PEoU	Significant
H3	The Relationship Between PBC and PU	Significant
H4	The Relationship Between PBC and PEoU	Significant
H5	The Relationship Between PEoU and PU	Significant
H6	The Relationship Between PU and INT	Significant
H7	The Relationship Between PEoU and INT	Significant

Source: Developed from the research

5.2 Discussion on Major Findings

5.2.1 The Relationship Between SN and PU

The study shows that SN had a direct impact on PEoU. Individual prejudice and perceptions lead to subjective PU (Izuagbe et al., 2019). Respondents strongly agreed that they will look for online reviews to choose an appropriate ORP because other people do the same. Job seekers think that if a job site is reliable and helpful for their friends and family, it will be useful to them too (Rahman, 2020) This is further supported by Fort et, al. (2015), Ababneh & Aleassa (2018). Even though Nguyen et al., (2018) stated that individual preferences tend to have a greater impact on individual decision-making since there will be a greater focus on personal interests in jobs, the reviews of ORP also crucial because they have significant power over the information regarding the PU of ORP. This can affect communication outcomes by establishing trust in these resources (Baber et al., 2016).

5.2.2 The Relationship Between SN and PEoU

Ali et al. (2021) also examined that SN has a direct impact on PEoU. This finding is consistent with past research by Kapoor et al. (2018). Respondents strongly agree that they use ORP because of the proportion of people around

them who also do so and most of them know these platforms from their friends, family, relatives. It is obvious that the respondents are significantly influenced by social pressure coming from those who are important to them (Anatasia & Santoso, 2020). It clearly shows how crucial their opinion is. The online recruitment developers could sement the good and bad reviews so that it is easier for the users to make their own judgement based on the reviews. They have to be very sure that the layout and the feature is easy to utilise.

5.2.3 The Relationship Between PBC and PU

The result shows that PBC had a direct influence on PU. Substantial research has supported the advantages of self-efficacy which are included in PBC when doing the job search (Damunupola & Gayan Nayanajith, 2022). Although there are some privacy and security concerns when using the ORP, students with high PBC will tend to avoid misusing the platforms. He or she might tend to do safe behaviour by optimising the use of the ORP to the fullest based on the knowledge and skills he or she has (Savari & Gharechaee, 2020). With this, an individual will search his desired job with the in-built job recommendation system efficiently and effectively.

5.2.4 The Relationship Between PBC and PEoU

It has proven that PBC has a significant relationship with the perceived behavioural control. The study by Fanning and Ricks (2016) found out that the greater their PBC, the greater their willingness to engage in the ORP and hence,

the more confident they will have in conquering any level of difficulties in navigating the ORP. The increase of perceived behavioural control also implies that the level of self-efficacy they have is high. The perception that job seekers have what it takes to succeed motivates and sustains their efforts, resulting in increased effort in job seeking behaviours and success (Kanfer et al., 2001; Liu et al., 2014; Petruzziello et al., 2020).

5.2.5 The Relationship Between PEoU and PU

Based on the outcomes, it shows that PEoU has a significant nexus with PE. The convenience and usability of the ORP are related to one another and the results is consistent with Moghaddam (2015) and Chang (2008). Users appear to find the attributes of the ORP to be generally acceptable when they do not seem to find utilising the tool to be problematic (Grimaldo, 2019). The ease of navigation allows the job application process to be finished within a few clicks by uploading their resume without having to resend the resumes and personal information for repeated job applications (Siew et al., 2018; Basri, 2016). The design of the user interface which is focused on the time-saving and easy-to-use features have matched the users' expectation in functionality and usability. Therefore, it can be concluded that the more user-friendly an ORP is, the job seekers will be more likely to find the ORP useful to them.

5.2.6 The Relationship Between PU and INT

PU and INT are found to have significant relationships between them. When job seekers genuinely think that an ORP is helpful and capable of meeting their needs, they are more inclined to utilise it regularly, especially when it comes to the usability, information and content as well as responsiveness of the company of interest. The real time information which includes firm contact information, personnel count, and company strategy is crucial for job seekers but most of the information cannot be easily obtained through the other resources (Hosain & Liu, 2020). The emergence of ORP has aid the job seekers to be easier in assessing the firm's information as they have reliable content-based recommendation and search engines that enables users to discover the company of interest's information and contents they need on their own profile which has been been created on the ORP by manoeuvring easily (Wadhawan & Sinha, 2018). In short, today's users expect more benefits they can gain while using the ORP and also the ability of offering the extended features which can satisfy job seekers' needs (Venaik & Sinha, 2018).

5.2.7 The Relationship Between PEoU and INT

The findings show that PEoU plays a significant role in determining whether university students will use the ORP. It is found that the majority of navigation system features will essentially affect site traffic (Moghaddam et,al., 2015). University students who are tech-savvy definitely want an user interface and navigation system that makes it simple for them to obtain the information about specific vacancies and submit applications with only using the least amount of effort and time (Rana, 2019; Childers et al., 2001). If an ORP is difficult to use, job seekers will more likely refuse to use or even to switch to the other platforms (Venaik & Sinha, 2018). This is because it requires energy to

learn to use the technology and will lead to frustration on the job seekers. Thus, the willingness to pursue a particular job by using the ORP will influence its level of ease of use and the evaluations.

5.3 Implications of the study

5.3.1 Theoretical implications

As mentioned above, one of the weaknesses of the TAM model is the simplicity of the model because it is challenging to assess job searchers' desire to use the ORP as the variables only focus on the system-specific variables like the functions and usability of the ORP. Meanwhile, the TPB model which consists of control variables predict that only one-half of intentions will turn to behaviour based on the belief that an individual holds and causes the intention realisation cannot be estimated accurately. The proposed framework which blends the TAM model (PEoU, PU and INT) and TPB model (SN and PBC) without the component of attitude has overcome these limitations.

The integration of both models has provided a more comprehensive analysis about the intention of using the ORP from the internal circumstances which the variables of TPB (SN and PBC) has reflected and external circumstances that the variables of TAM (PU and PEoU) has reflected. The information collected from the TPB model is more specific as it helps to identify the circumstance-specific factors which TAM could not supply. When the generalised results obtained from TAM are further analysed with the results of TPB, a more detailed problem from the perspective of personal factors under

the exceptional circumstances can be captured. The proposed framework is suitable for the development and post-implementation evaluation of the technology. The findings of the study definitely will be useful to other researchers as it acts as a guideline to help those who are keen in investigating in this field to gain a deeper understanding.

5.3.2 Managerial implications

This study has given several practical thoughts to online recruitment developers, recruiters, job seekers, as well as government. Firstly, this research implies the significance of the review and word-of-mouth has a direct influence on the intention to use for a particular ORP. Thus, online recruitment developers have to build their reputation in a good manner in order to attract job seekers to choose them. They should also put more effort on marketing such as advertising in order to promote the ORP application. In order to offer the online recruiting service effectively, the website's functionality and performance are also extremely important. ORP developers should incorporate data management tools to aid users in making good use of information. Furthermore, they also need to provide appropriate information to assist consumers in obtaining the things they want with least effort such as providing them with instruction about how to use the navigation system. Last but not least, the Ministry of Human Resources Malaysia (MOHR) and educational organisations can attempt to promote ORP to enhance youths' behavioural intentions to utilise ORP. For instance, MOHR could collaborate with a certain ORP such as Ricebowl, LinkedIn etc to conduct the job career campaign to encourage the job seekers to engage with the company of interest via ORP.

5.4 Limitation

The significant determinant of that affect university students' intention to use ORP was effectively found by this study, nevertheless there are a number of significances that should be considered. Firstly, the study only focuses on several universities only and all of them are located in West Malaysia. Furthermore, the demographic profile is more Chinese which may lead to the result being subject to common source bias as other races are underrepresented. Aside from that, the study was a quantitative research which respondents are restricted by likert scale to represent their degree on that particular question. While precise numerical findings are produced by quantitative research methodologies' constrained data collection and analysis, the data does not show causality. This leads to this research. Last but not least, the result might be inaccurate since respondents may answer favourably to portray themselves positively. The study did not focus on specific platforms and fields which lead to general results and data.

5.5 Recommendation

Aforementioned, the results of the research might have low generalizability as it only focuses on a particular category, which is the university students. Therefore, for precision and accuracy in the future research, the researchers are suggested to widen their targeted respondents to the other states in Malaysia and not limited to only a few universities. This allows the researchers to gain more insights by understanding the viewpoints that are held by the students which come

from different culture and education backgrounds regarding the use of ORP. The opinions collected will be useful for future researchers to further investigate the factors that will affect their continual intention. Furthermore, future researchers can use mix methods to conduct the research by involving quantitative and qualitative research methods in the questionnaire so that honest responses and their actual thoughts can also be obtained. Besides, future researchers are advised to do the study using a comparative analysis of different ORP for some particular job field so that the perceptions of various job seekers who are expertise in different fields can be obtained. This will enable future research topics regarding the ORP to be seen from Malaysia's perspective in a stronger and more reasonable manner.

5.6 Conclusion

After filtering out the qualified responses, there are 231 sets out of 300 sets of questionnaires used to analyse and hypothesis testing. In short, this study has met all of the objectives that set out to accomplish, demonstrating that all the hypotheses are valid and each construct has significant relationships between each other.

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Submission ID: 1891356355
File name: FYP_MK001_2201_Draft.pdf (1.27M)
Word count: 16080
Character count: 87599

ABSTRACT

This study uses a conceptual framework that combines the technology acceptance model (TAM) and the theory of planned behaviour (TPB) to explore university students' intentions to use online recruiting platforms (ORP) in Malaysia.The respondents for this research are university students in Malaysia and 300 responses were collected. Partial least squares structural equation modelling (PLS-SEM) was used to examine the proposed hypothesis. The findings of the study demonstrated that there are significant relationships between partial relationship of the independent variable—subjective norm (SN), perceived behavioural control (PBC) and each moderator—perceived usefulness (PU), perceived ease of use (PEoU) as well as dependent variable— intention to use (INT) with each independent variable and each moderator (PU, PEoU). The discussions of the findings, research implications, limitations and recommendations are included. This research allows the researchers, ORP developers, talent recruiters and the government to gain new insights so that the demands and adoption level of the university students in the adoption of ORP can be met and raised.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

To begin, the research background presents the factors of the evolution of recruitment methods and a broad picture of the worldwide online recruitment platform (ORP). The research problem discussed the crucial issue of the Malaysian university students' intention to utilise the ORP for job search. Research objectives, research questions and research significance have been devised.

1.1 Research Background

Human reliance on the internet has grown significantly as a result of recent technological advancements (Ahmed Awan et al., 2019). Technology gives a big impact on the organisations' ability to recruit talents. One of the human resource roles that have seen significant change is the method of recruitment has transitioned from a traditional paper-based approach to a digital or electronic recruitment process (modern recruitment methods) (Solek-Borowska & Wilczewska, 2018). Traditional recruitment methods refer to hiring techniques that are done via advertising on printed media, internal hiring, employment agency and so on which are much more complex and time-consuming compared to modern recruitment methods. The implementation of modern information systems and technology is beneficial to job seekers (Okolie & Irabor, 2017) as it is more convenient and efficient to apply for several job applications than to apply in person.

Consistent with this trend, there are more and more job seekers using the internet to look for jobs (Petre et al., 2016; Brandão et al., 2019). Nearly 7.3 million job

vacancies were registered by the end of June 2019 (Bureau of Labor Statistics, 2019). This availability has led to the increased demand and expansion of ORP like job portals, social networking websites and so on as the job seekers are attracted by the usefulness of these ORP. ORP is mainly used by university students and interns to look for jobs as they allow students to exposed to wider job opportunities and act as communication channels to communicate with the recruiters (Yadav et al., 2020).

According to the Department of Statistics Malaysia's (DOSM) Job Market Insights and Job Profile, the number of online job vacancies has increased from Q3 2020. A total of 49,372 job vacancies were advertised in Q1 2020 and this figure increased to 90,218 in Q1 2021; and to 159,148 in Q1 2022. Nonetheless, Malaysia still face employment issues with college, university, and graduate students every year (Yong & Chung, 2019; NST Online; Rahman & Patra, 2020). According to a 2018 study by the Malaysian Ministry of Education's Graduate Tracer Study, even though 21 public universities and 38 private universities annually generate more than 51,000 graduates, 60% of these graduates remained jobless after a year (New Straits Times, 2020). However, based on a nationwide study of internet usage of Malaysian, there are 49.5% of people who use the Internet for job applications and look for jobs are aged 20 to 24 years old (News Straits Times, 2020), which comprised a majority of university students. This scenario has caused the researchers to doubt the adoption trend of ORP among university students.

Since the market of ORP is demanding and growing, there is a need to study about the factors that draw the job seekers' attention and features that are lacking in the utiilsation of ORP (Rahman and Patra, 2020). the researchers carried out some research that is related to the university students' usage on ORP. There are a few related studies conducted in different countries, such as in Chennai, India (Leelavathi et al., 2020), Bangladesh (Khanam et al., 2015), Portugal (Brandãoa et al., 2019) and so on. Moghaddam et al. (2015) stated that the understanding about how Malaysians are drawn to a specific ORP, especially among the university students is still underdeveloped from the time being. Given the importance of ORP use, it is crucial

to comprehend the factors influencing the intention to use ORP in the Malaysian setting. Therefore, the purpose of this study is to examine the variables that impact Malaysian university students' intentions to use the ORP.

1.2 Problem Statement

Based on the previous research, perceived ease of use (PEoU) and perceived usefulness (PU) are usually treated as the main determinants which influence job seekers' intention (INT). Research by Alsutanny and Alotaibi (2015) showed that the factors of job searchers' attitudes toward using ORP are validated as PU and PEoU. In addition, Vellasamy et al. (2017) investigated that PEoU had higher correlation with INT compared to PU. Irawan et al. (2021) further strengthened that PEoU of online recruitment websites is the determinant of website impressions. Parikh et al. (2021) discovered that the job seeker's PU and INT were significantly impacted by PEOU. However, none of the research mentioned had obtained the view of university students' intention towards various types of ORP (online job portals, social media platforms and corporate websites) that have emerged to be the online source for university students to search for jobs.

There has been little research on the university students' perspective, particularly on concerns and consequences related to the social influences and interpersonal influences in job search (Ochmann et al., 2020). Normally, job seekers acquire information from reliable company-independent sources through ORP (Kaur & Kaur, 2022; Van Hoye and Lievens, 2007), such as through their family, friends, institutions, e-WOM and so on which represent the subjective norm (SN). 30% of Malaysians agreed that personal networking, referrals, or word of mouth were efficient methods for finding jobs (Arthamalingam, 2016). Nevertheless, societies and communities' perceptions diverge from person to person on ORP (Leelavathi et al., 2020). Hence, SN may cause job seekers to have different opinions towards PU and

PEoU of the ORP which might then affect the INT to adopt the ORP and this field is worth for investigating.

Furthermore, the role of perceived behavorial control (PBC) in this context have not received much attention (Nguyen et al., 2018). There are some constraints that might stop the users to have high PBC in performing the action of using the ORP, such as the risks of the leaks of personal data, fraud and so on. For instance, JobStreet, an ORP was affected by a data breach in Malaysia and it had affected more than 46 million Malaysians, causing their personal information to be exposed (Barker, 2017). The level of PBC which job seekers hold will determine whether they will try their best to overcome constraints or not and this will then affect their perceptions towards PU and PEoU of ORP (Parikh et al., 2021). Parikh et al. (2021) found out that PBC has direct influence towards PU and PEoU in using ORP. Thus, PBC will be studied in this research to reinforce the statement mentioned above.

Moreover, Langer, Konig, and Fitili (2017) advocated for more research into the job seekers', which includes the university students' experiences and intentions to use the technology which are in-built into the ORP during the online job application process. A recent study by Nadlifatina et al. (2021) also suggested focusing on university students as the targeted segment for the research as they are born in the advanced technology era which compromises millennial characteristics. They will be more tech-savvy and have more acceptance of the information system and technology which will then lower the chance of getting varied results compared to the other job seekers in different ages and generations.

Thus, the findings of this research attempt to improve the limitations discovered and fill in the gaps which are not covered, that is to investigate whether SN and PBC are the antecedents of PU and PEoU which will then motivate university students to have INT to use the ORP.

1.3 Research Questions

i. Does SN affect PU of the ORP?

ii. Does SN affect PEoU of the ORP?

iii. Does PBC affect PU of the ORP?

iv. Does the PBC affect PEoU of the ORP?

v. Does the PEoU affect PU of the ORP?

vi. Does the PEoU affect INT to use ORP?

vii. Does the PEoU affect INT to use ORP?

1.4 Research Objective

1.4.1 General Objective and Specific Objectives

The main purpose of this study is to investigate the relationship between university students in Malaysia's intention to use ORP to look for work and the determinants that influence their intention. Meanwhile, the specific objectives are:

i. To examine whether the SN will affect the PU of ORP.

ii. To examine whether the SN will affect the PEoU of ORP.

iii. To examine whether the PBC will affect the PU of ORP.

iv. To examine whether the PBC will affect the PEoU of ORP.

v. To examine whether the PEoU will affect the PU of ORP.

vi. To examine whether the PEoU affects the INT to use ORP.

vii. To examine whether the PU affects the INT to use ORP.

1.5 Research Significant

1.5.1 Theoretical significant

The epidemic and its aftermath wreaked havoc on lots of talent acquisition teams. ORP have become the norm for firms to recruit and train a remote workforce. The results of this study will pinpoint the factors influencing students' intentions to use ORP with the conceptual framework proposed. This research will apply and integrate the TPB into the existing framework of TAM to study the factors that impact students' desire to utilise ORP, which are SN, PBC through PEoU and PU. The framework of this study will offer a more thorough perspective of the intention to adopt ORP by adding the external factors. This research will aid academics in exploring the underlying intention of university students about ORP and studying the efficacy of utilising ORP in searching for an appropriate job. As a result, the study may provide beneficial suggestions for the future development of ORP and forming concepts in cooperation with future researchers.

1.5.2 Practical Significant

From the perspective of recruiters, the research would provide a greater understanding of the varied scenarios between job applicants and recruiters, allowing them to provide higher-quality services. It may be utilised to improve their studies and conduct research into the determinants that influence students' intention to use ORP. ORP developers are also able to analyse customer behaviour toward ORP as well as identify and devise appropriate techniques for encouraging job seekers to use ORP. ORP developers may earn trust with clients and obtain a competitive edge in the Malaysian market by upgrading their services. Furthermore, the corporation's talent acquisitions department may be able to get some fresh ideas or insights that may aid in the development of new technologies and concepts for their online recruiting platforms. The same goes for The Ministry of Human Resources Malaysia (MOHR), since reducing unemployment would be very beneficial to the country's future. Thus, this will help MOHR to figure out how to strengthen the effectiveness and efficiency of the ORP in order to stimulate the actual adoption and raise the usage of ORP in the future to satisfy the needs of the job seekers.

1.6 Conclusion

The background information on the trends and obstacles in seeking jobs through ORP, research questions and research objectives were discussed in Chapter 1. This brief introduction will aid in determining the scope of the in-depth study in relation to research goals.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In Chapter 2, the relevant literature and practical theories will be reviewed. This chapter will also examine the relationship between the dependent variable and the independent variables. The conceptual framework and hypothesis constructed are being discussed indeed.

2.1 Introduction of Online Recruitment Platforms (ORP)

ORP is designed for career seekers to look for job opportunities. It provides job seekers with employment information and matching service to business employers through information technology and the Internet (Huang et al., 2012). There are four common ORP which job seekers can utilise. They are corporate websites, where the trend of e-recruitment first manifested itself; online job portals that compile job postings from various companies into a central site; internet-based candidate recruitment (as known as head hunting) and social media platforms, which has emerged to be the most recent online recruitment methods (Unadkat, 2012; Khlebarodava & Remeikiene, 2019).

Recently, artificial intelligence (AI) was developed into these ORP. These AI tools powered by algorithmic prediction have improved job seekers' experience in searching for jobs. They overcome the issues of time-consuming and complex application processes, with the aim to improve the job seeking processes (Ochmann et

al., 2020). This enables the users to have more understanding about their job preferences and reduce the uncertainties related to their career objectives.

2.2 Underlying Theory

2.2.1 Technology Acceptance Model (TAM)

This research will apply the TAM, a model of internet-related behaviour, to examine job searchers' adoption of AI-based ORP because the paper's focus is on the area of ORP that has been integrated with AI technology. TAM has been applied to a wide range of technologies, in a wide range of contexts, influencing factors, and subjects (Lee et al., 2003). The generality and simplicity of TAM have made itself a behavioural model which can be extended and elaborated in various ways for marketing research studies that are focused on information systems and technology, especially in understanding the factors that contribute to users' intentions in adopting a specific type of technology, including these digital platforms that create the virtual recruitment environment.

TAM was formulated by Davis et al. (1989) by using the Theory of Reasoned Action (TRA) as a theoretical basis to explain and forecast user adoption of technology based on measures taken after a brief period of interaction with the system (Szajna, 1996). It suggests that people's behaviour-intent to carry out a specific task is determined by their behavioural intention (Alfadda and Mahdi, 2021). TAM has two versions. The original version of TAM addressed that a person's attitude towards the technology and beliefs about the utility can influence the person's intention to accept the technology. It describes users' motivation in three ways: PU, PEoU, and attitude toward (AT) use. Whilst, the

revised version of TAM removes the attitudinal components due to the data showing that they only have partially impacted the intention while PEoU and PU is postulated to be the crucial determinants of behavioural intention (BI) towards the acceptance of technology (Szajna, 1996).

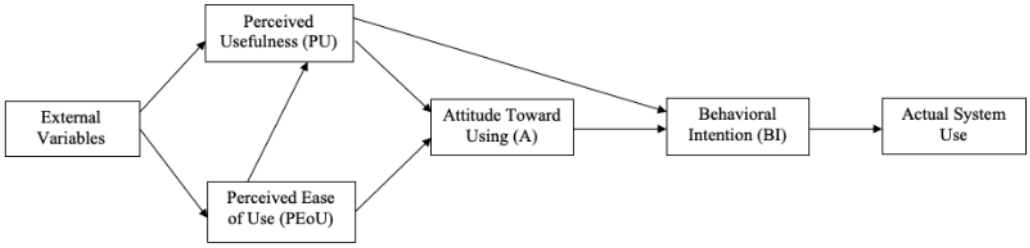


Figure 2.2.1 The final version of the theoretical framework of Technology Acceptance Model (TAM). Adapted from Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, *46*(2), 186–204.

2.2.2 Theory of Planned Behaviour (TPB)

TPB is a model proposed by Fishbein and Azhen (1975) which stated that a person's behaviour is significantly influenced by the strength of their intention to engage in the behaviour or not. This model was also derived from TRA that connects attitude to behavioural intention in different conceptualization of attitude with an added variable, control. Fishbein and Ajzen (1975) frequently use language like "this attitude leads to a set of intentions..." to explain the relationship between factors (Sussman & Gifford, 2018). The TPB model has 3 base components and they are AT, SN and PBC. Their relationship between each component and the intention to perform the behaviour were described as:

Positive or negative feelings about engaging in the behaviour are reflected in the AT; SN shows how the behaviour was perceived to be influenced by social forces; PBC demonstrates constraints on performing the behaviour (Mooney, 2020).

TPB has been used to investigate and predict behaviour in a variety of contexts. Due to the recent rise of the trend of online recruitment, researchers have adopted TPB to explain the phenomena which is related to recruitment and applicant behaviour. It is frequently applied to identify the determinants of job seeker intentions to engage in the field of online recruitment as it collects data on social and behavioural control factors (Mooney, 2020; Lin, 2010; Mathieson, 1991) which may lead to a more accurate prediction of results.

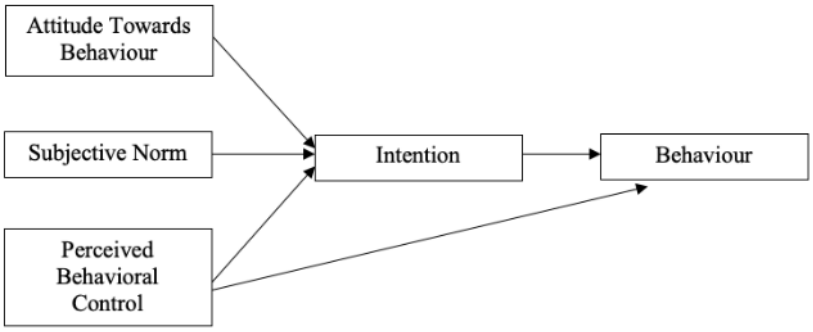


Figure 2.2.2.1 The theoretical framework of the TPB. Adapted from Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

2.2.3 Application of Theory: Blending TAM with TPB

2.2.3.1 Limitations of TAM

Aforementioned, TAM validates that the success of online recruitment depends on the perception of individuals which in turn influences behaviour (Ibrahim et al., 2006). However, TAM has some limitations. TAM relates to the user behaviour variable, which is inexorably evaluated using subjective criteria such as BI, interpersonal impact, personal attitudes and personality factors (Ajibade, 2017). It mainly suggests that the intention of the users to utilise the online platforms is based on the perception an individual holds towards the function of the technology but tends to ignore the other factors like motivational factors and social factors that will also affect an individual perception towards the utility. Besides, another weakness of TAM is its simplicity, which means that the behavioural underpinnings cannot be precisely quantified and evaluated. Thus, numerous studies argued that TAM should be enhanced by adding more variables in the context of transformation-related ICTs (Siegel et al, 2017).

2.2.3.2 Limitations of TPB

"Intention-behaviour gap" is considered as one of the major limitations of TPB. According to the literature, the "intention-behaviour gap" is caused by a number of factors, involving unfavourable outcomes that were not anticipated, challenges encountered when engaging in a behaviour, and a lack of resolve or willpower (Ajzen 2002), as well as the quality and properties of intentions, and the nature of the goal (Sheeran and Webb 2016; Nguyen et al., 2019). Since TPB is predicting an individual's intention to perform the behaviour based on the belief and attitude they have, there might only one-half of intentions be translated into behaviour. This is due to the fact that some of the constraints, pressures and opportunities which may not be in the control of individuals will give a big impact on an individual's intention to perform a job (Savari & Gharechaee, 2020), for instance, economic, time costs, benefits of the execution, workload

and so on (Si et al., 2020). Similarly, when it comes to the intention to use a technology, users will consider these factors as well as the PEoU and PU of the technology. Hence, examining the intention of a person to utilise the technology without considering these constraints might not ensure or predict the intention realisation of an individual accurately.

2.1.3.3 Reasons to Blend TPB into TAM

Blending these two models together is able to eliminate the limitations as they are complementary to each other on the basis that both of them are similarly derived from TRA. TPB is a framework which suggests that a person's attitudes and beliefs about a behaviour determine whether they intend to engage in that behaviour (Muduli and Trivedi, 2020). Thus, it can fill in the gap between social variables and control perceptions that TAM has been lacking. Besides, with the control variables that are available in TPB, it enables the researcher to obtain different outcomes from different user groups even though the same systems are used to conduct the research. Unlike TAM, it specifies general determinants of individual technology acceptance, allowing the construct to be measured in the same way in all situations. Moreover, by combining these two models, it is now feasible for us to investigate how a particular background component affects or fails to affect behaviour by tracking its effects through the behaviour's more immediate antecedents (Alhamad & Donyai, 2021). It also gives us a comprehensive view not only about the perception an individual holds towards the function of the technology as well as the belief which an individual holds.

There are several researchers who combine TAM and TPB as their research frameworks. The combined conceptual framework of TAM and TPB is used in a study by Parith et al. (2021) by adding other external criteria, such as website compatibility and informativeness, to comprehend applicants' desire to use the online job application process. Whilst, Nadlifatin et al. (2021) had made the

components of TPB model (SN, PBC and ATT) as the moderators for TAM model to investigate the behavioural perspectives of the millennial generation on job seeking intentions on Multi-Level Marketing Companies via social media. Chen et al. (2008) also integrated TAM with one of the variables of TPB, that is the SN to examine the relational factors which affect individual acceptance behaviour in e-recruitment (Vellaisamy et al., 2017). However, the proposed framework for this research is constructed in the absence of attitudinal components. The reason why attitude is removed from this proposed model is due to Davis et al. (1989) stating that attitude only had a minor impact on intention. Cheng (2018) also mentioned after considering the impact of PU and PEoU the association between attitudes and behaviours was determined to be insignificant. This is because the path from attitude was found to be direct and not so substantial.

2.3 Review of Variables

2.3.1 Intention to Use (INT)

INT is often defined as a person's willingness to perform the behaviour in question by Georgiou et al. (2012) (Chowhury, 2022). It is described as an underlying prerequisite for a person's actual behaviours while implementing systems and using new technology (Marakarkandy et al., 2017). In simpler terms, INT is a reflection of a person's understanding of technology adoption towards ORP that leads to their actions (Bastari et al., 2020). Whenever there is an opportunity for an individual to perform, Fishbein and Ajzen (1975) explained that intention will result in behaviour. Job seekers who are expected to utilise the

ORP when they are given the opportunity to do so are also linked closely to INT (Bastari et al., 2020).

2.3.2 Subjective Norms (SN)

SN are referred to as societal and significant influence from others to act in a certain way and an individual's motivation to conform to other people's opinions (Rahman & Patra., 2020) such as friends, family and media (Rejali et al., 2021), especially choices on job. Besides, users are now using online reviews instead of WOM (word of mouth) (Nieto et al., 2014). Thus, SN may also be established by EWOM (Electronic Word of Mouth) (Kaur & Kaur, 2022) that refers to the dissemination of information regarding ORP among individuals via the internet (Sandes & Urdan, 2013). In short, SN are societal expectations that people should behave in a specific manner (Igwe et al., 2020).

2.3.3 Perceived Behavioural Control (PBC)

According to Azjen (1991), PBC is an individual's perception of how easy or difficult it is to perform a specific behaviour (Na et al., 2016). It also refers to people's perceptions of the ease or difficulty of executing the behaviour of interest (Lili et al., 2021) as the availability of resources or opportunities required to engage in a particular behaviour is determined by a person's assessment of the significance of such resources or opportunities to engage in such behaviour (Na et al., 2016; Han et al., 2009; Chang, 1998; Ajzen & Madden 1986). Furthermore, Knauder and Koschmieder (2019) defined PBC as the evaluation of one's resources, abilities, and competencies required to demonstrate the desired conduct. Xiao and Wong (2020) stated that PBC is the result of a combination of

perceived control and self-efficacy. This implies that an individual will only perform the action when they believe that they have the capabilities to do so.

2.3.4 Perceived Usefulness (PU)

PU ris the degree to which use of the system can improve performance and efficiency (A Breckon et al., 2019). The PU of technology is concerned with how practical it may be in daily interactions (Kim et al., 2021). The subjective anticipation that technology would improve job performance is reflected in PU (Ramkumar et al., 2019). In an event involving information technology systems such as ORP, PU may also function as an extrinsic motivator (Alalwan et al., 2018). ORP offers a wide opportunity for job seekers to search for relevant jobs through AI based recommendations which are updated regularly. Users find them useful as these AI-powered job recommendations assist them in job findings (Ochmann et al., 2020) by matching their user profile to the job descriptions which leads to better decision-making in job search (Nor Mahmood & Feng Ling, 2017).

2.3.5 Perceived Ease of Use (PEoU)

The concept of PEoU refers to a system's apparent and intelligible sense of ease of use (Bastari et al., 2020). PEoU is referred to the degree to where individuals feel they will be able to utilise new technology without difficulties (Joo et al., 2018). PEoU also refers to the degree of simplicity which acquiring the ORP (Mezhuyev et al., 2019). Researchers have identified the accessibility, user-friendliness and navigation as determining attributes of a user's evaluation of an ORP in PEoU (Hagger et al., 2022). These PEoU attributes decide how well an applicant understands how to utilise the ORP to acquire information and

look for jobs (Irawan et al., 2021). Applications that are simple to use, informative, and quick to use are certainly required by job seekers (Van Gorp and Adam, 2012; Coetzer, 2018).

2.4 Conceptual Framework

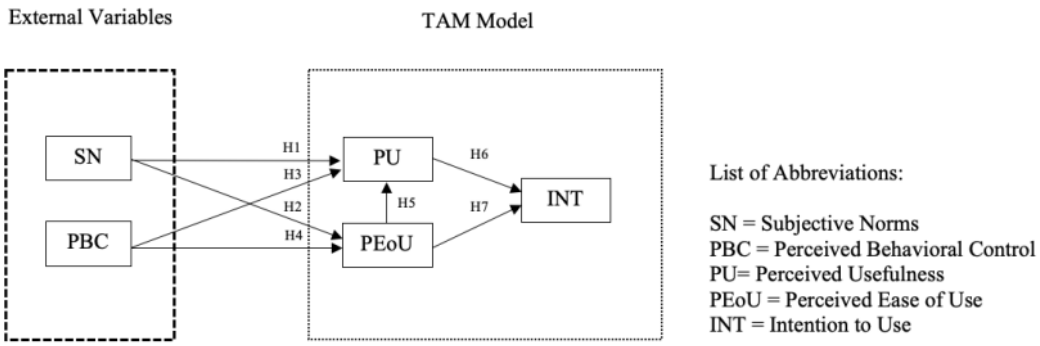


Figure 2.3 The determinants that affect the university students' intention to use the ORP.

The figure 2.3 is a research framework that shows the relationship between the independent variable, moderators and the dependent variable. The independent variables of this conceptual framework are SN and PBC which will affect the dependent variable, INT. Meanwhile, this research also contains two moderators, PEoU and PU, which will strengthen the relationship between the independent variables and dependent variables. This research is going to investigate the partial relationship between each independent variable (SN and PBC) and the moderators (PEoU and PU) first. This research will proceed to examine the

relationship between each moderator (PEoU and PU) and dependent variable (INT) to examine whether the moderating effect takes place between them.

2.5 Hypothesis Development

2.5.1 The Relationship Between SN and PU

SN can be an influential factor which affects the university students' perception towards the PU of the ORP. This is due to when users encounter a new type of technology item, they may experience a high level of uncertainty about the item and the consequences of using the item and this uncertainty can be reduced by receiving other users' thoughts on a personal value (Schierz et al., 2010). If the university students are influenced with positive messages, they are more likely to believe that utilising the ORP may improve their job search. Conversely, if the bad reviews towards the use of ORP were received, university students will perceive that ORP are ineffective for them to find jobs. Thus, this study assumes that SN may have an unanticipated effect towards the PU of the ORP and the following hypothesis is developed:

H1: There is a significant relationship between SN and PU.

2.5.2 The Relationship Between SN and PEoU

SN can be a significant barrier for the use of ORP. Inconsistency and discrepancy in the opinion can affect one's judgement of the suitability of a particular technology system regarding its level of easy navigation which will then have an impact on his perceptions towards ORP. Since there will be different opinions about the user experiences on the level of easy navigation of a particular ORP, the social influence may influence the belief of other users that they should try the technology. Some of the ORP include anthropomorphic design which tech-savvy university students may find it is easy to utilise. Yet, some of the students may find it undesirable to utilise and thus leading to bad experiences which will then be spreaded among their circle. Regardless of positive or negative reviews, they will be seen as reliable sources of information, leading people to trust and rely on them (Ali et al., 2021; Kapoor et al., 2018). Thus, this study assumes that SN will influence PEoU and following hypothesis is developed:

H2: There is a significant relationship between SN and PEoU.

2.5.3 The Relationship Between PBC and PU

Most studies utilise PBC as a deputy for actual control. Although the more interactive and attractive the characteristics of ORP will attract more job seekers to utilise them (Moghaddam et al., 2015), the fear of control over the behaviour of the job seekers associated with new technology has always placed a pall over their benefits to mankind. If the individual is confident and has more actual control over his conduct, the more probable it is that they will follow out their objective (Barbera & Azjen; Yang-Wallentin et al., 2004). A person with greater PBC is more inclined to perform the relevant behaviour when they have greater confidence in their own abilities and skills (Si et al., 2020). Hence, they will use

the ORP to the fullest with the skills they have. This study assumes that PBC may have a significant influence on the PU of the ORP and the following hypothesis is developed:

H3: There is a significant relationship between PBC and PU.

2.5.4 The Relationship Between PBC and PEoU

This study assumes that the PBC might have a significant impact on the PEoU towards ORP. According to Cheung and Chan (2002), when there is a control problem in enacting a behaviour, perceiving it as controllable and simple is a necessary but not sufficient condition for translating intention to actual performance. In this context, job seekers may have difficulty in deciding to adopt the ORP as their choice will be based on the costs of adopting the platforms, including the expenses in terms of money, time, effort, and so on (Si et al., 2020). If it takes a longer time and more effort for the job seekers to learn to use the ORP, the PBC will lower his or her intention to utilise the platforms. This is because PBC goes beyond TAM's PEoU construct to embrace other barriers to system use (Mathieson, 1991). Thus, the following hypothesis is developed:

H4: There is a significant relationship between PBC and PEoU.

2.5.5 The Relationship Between PEoU and PU

Marakarkandy et al. (2017) stated that PEoU have a substantial influence on PU this is consistent with the results by Alalwan et al. (2016). These results match those mentioned in earlier studies of Mooney (2020), both PU and PEoU were shown to be predictors of job applicant's behavioural intention in the research,

demonstrating the efficiency of ORP in attracting top talent.The higher the level of PEoU, the more the job seekers will find the ORP useful. This is because they can search their desired jobs and contact their company of interest with least effort. This will bring greater satisfaction to them. Thus, the following hypothesis is developed:

H5: There is a significant relationship between PEoU and PU.

2.5.6 The Relationship Between PU and INT

The past study of Kashi and Zheng (2013), stated that PU affects INT significantly (Irawan, 2021). The usefulness of e-recruitment platforms improves job seekers' ability to find an appropriate job (Mooney, 2020; Lin, 2010). ORP which provide the right information lead the job seekers to learn how to use the platforms will ultimately affect its PU (Parikh et al., 2021). Job information and content that will be reviewed by job seekers will influence the flow of information on the ORP (Strong, 1997; Moghaddam et al., 2015). This is due to the fact that the information quality process will be impacted by the usability and responsiveness of the content offered by ORP (Moghaddam et al., 2015). The user considers a system to be more valuable and useful if it is straightforward and easy to use (Ibrahim et al., 2006). Thus, the following hypothesis is developed:

H6: There is a significant relationship between PU and INT.

2.5.7 The Relationship Between PEoU and INT

According to Kumar and Priyanka (2014) research, INT is significantly impacted by PEoU. Venkatesh and Davis (2000) stated that the less effort an ORP requires to run, the better the job performance will be when it is used. Thus, when the interface of an ORP is easier to use, users have to put in lesser effort, which will then increase the likelihood of utilisation (Rahman & Patra, 2020). Meanwhile, a sophisticated interface is difficult to traverse and hence is less likely to be adopted since it demands the user to put up a lot of work and involvement (Tong, 2009). This will lower the user's intention to adopt the ORP. Thus, this study assumes that PEoU will influence INT and following hypothesis is developed:

H7: There is a significant relationship between PEoU and INT.

2.6 Conclusion

Chapter 2 explained the literature, theory (TAM and TPB) and proposed framework which are relevant to the research topic. The following chapter will go into the research methodology and data analytical approach to validate the research model and research hypotheses.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlines how this final study result will be accomplished in line with the research's objectives. The research design and methodologies employed throughout this study are discussed in this chapter.

3.1 Research Design

Abutabenjeh and Jaradat (2018) defined a research design as a plan that describes the steps a study will progress from the research questions to the findings, directing the research process. It involves detailed planning procedures for gathering and acquiring data for the purpose of better comprehending the given topic (Jilcha Sileyew, 2020).

3.1.1 Quantitative Research

Quantitative research is a kind of study that generates numerical data (Ahmad et al., 2019) which allows the identification of appropriate and relevant mathematical representations for actual phenomena (Borgstede & Scholz, 2021). By using this approach, quantified data on determining the linkage between determinant and intention to use ORP by using measurement for the usage of statical analysis within a population as the samples of quantitative methods are able to obtained (Martin & Bridgmon, 2012; Queirós et al., 2017).

3.1.2 Descriptive Research

In this research, descriptive research is applied to characterise people, events, or circumstances accurately by examining target populations that are being studied in their natural setting. Multiple variables can be investigated in descriptive research (Siedlecki & Sandra, 2020).

3.2 Sampling Design

3.2.1 Target Population, Sampling Location and Sampling Frame

The population that is targeted for this research is Malaysian university students as they belong to the millennial generation who are growing up alongside digital technology (Nadlifatin et al., 2022). They are more likely to be tech-savvy and adopt these advanced technologies. There are about 92 universities (including public and private universities) in Malaysia (UNIPAGE, 2022).

Based on the QS Ranking (2022) ranging from the highest employment rates to the lowest employment rates among these 92 universities, we will be choosing students from 8 universities as our targeted respondents. These 8 universities are holding the highest employment rates and we have divided them into two categories; public universities and private universities which stated in Table 3.2.1.

Table 3.2.1:

Top 4 Highest Employment Rate of Public University In Malaysia in 2021

Ranking	University	Number of Malaysian Students	Location	Source
1	University of Malaya (UM)	27,000	Kuala Lumpur	(QSChina , 2019)
2	Universiti Kebangsaan Malaysia (UKM)	25,525	Selangor	
3	Universiti Malaysia Pahang (UMP)	8,643	Pahang	
4	Universiti Sains Malaysia (USM)	18,764	Kelantan, Pulau Pinang	

Note. From QS Graduate Employability Rankings 2022 | Top Universities. (2022).

Table 3.2.2:

Top 4 Highest Employment Rate of Private University In Malaysia in 2021

Ranking	University	Number of Malaysian Students	Location	Source
1	Taylor's University	4,231	Selangor	(QSChina, 2019)
2	UCSI University	5,954	Kuala Lumpur, Sarawak	
3	Univeristi Tunku Abdul Rahman (UTAR)	17,672	Perak, Selangor	
4	Management and Science University (MSU)	9,196	Selangor, Perak, Pulau Pinang, Kedah, Negeri Sembilan, Terengganu, Sabah, Sarawak	

Note. From QS Graduate Employability Rankings 2022 | Top Universities. (2022).

This is because the field of this study is related to employment and talent recruitment and hence, these criteria will be more relevant to this research compared to the other criteria like the highest number of students, top performance universities and so on. Moreover, students from public universities

and private universities might have different views towards the ORP due to the varied education received by the students (Naidu & Shuhada Derani, 2016).

Besides that, the sampling location for this research is the location where these listed universities are located, which comprises urban states and rural states. They are Kuala Lumpur, Selangor, Pahang, Kelantan, Pulau Pinang, Sarawak, Perak, Kedah, Negeri Sembilan, Terengganu and Sarawak. Based on the statistics of the unemployment rate published by the Department of Statistics Malaysia in 2021 shown in Table 3.2.3, all these states have different unemployment rates. Focusing the research on these locations might be useful in examining the adoption trend of ORP for university students in urban states and rural states.

Table 3.2.3:

The Unemployment Rate of Malaysia in 2021 Based on States

States	Unemployment Rate (%)
Sabah	9.0
Putrajaya	7.6
Kuala Lumpur	5.0
Kelantan	4.7
Perak	4.3
Perlis	4.2
Sarawak	4.1
Terengganu	4.1
Kedah	3.8

Johor	3.6
Pahang	3.3
Pulau Pinang	3.2
Negeri Sembilan	3.1
Melaka	3.1
Selangor	2.9
Labuan	1.9

Note. From Principal Statistics of Labour Force, Malaysia, Fourth Quarter (Q4) 2021. (2021). Department of Statistics Malaysia Official Portal.

3.2.2 Sampling Technique

Judgemental sampling, which is a form of non-probability technique is applied into this study. It is low-cost, time-saving, easy and convenient to pursue (Taherdoost, 2016). It defines a method in which a researcher based his or her own judgement to choose a group of individuals and decide whether the samples are suitable and relevant to the specific characteristics of the samples they assume (Rahi, 2017) in order to accomplish this study's objective. The questionnaires will be distributed to the samples who meet the requirements below:

(1) Aged above 20 years old

(2) Final year and Undergraduate students and Postgraduate students in Malaysia

(3) Have at least heard about ORP

3.2.3 Sampling Size

The number of participants in this study or the number of observations that will be made is referred to as the sample size (Memon et al., 2020). G*Power 3.1 software is utilised as a tool to estimate the sample size. Cohen's formula is applied for the calculation of the sample size with the following settings:

Effect size	0.15
α	0.05
Number of predictors	4
Power	95%

The suggested minimum sample size is 129. However, as a general rule, sample sizes of 200 to 300 respondents provide an acceptable margin of error and fall before the point of diminishing returns (Minsel, 2021; Ketjutarat, 2020). Thus, 300 samples will be collected for this study.

Meanwhile, the total population of the 8 listed university students is 116,985 while the sample size for this research is 300. The Table 3.2.4 shows the estimated number of questionnaires to be distributed to the university students of the 8 listed universities based on this calculation:

Total population of university students of the 8 listed universities = 116,985

Sample size = 300

Estimated number of questionnaires to be distributed

$$= \frac{Number\ of\ students\ of\ that\ particular\ university}{Total\ population\ of\ university\ students\ of\ the\ 8\ listed\ universities} \times Sample\ Size$$

$$= \frac{Number\ of\ students\ of\ that\ particular\ university}{116{,}985} \times 300$$

Table 3.2.4:

The Estimated Number of Questionnaires To Be Distributed To University Students From The 8 Listed Universities

University	Estimated Number of Questionnaires To Be Distributed
University of Malaya (UM)	27,000/116,985*300= 69 (42)
Universiti Kebangsaan Malaysia (UKM)	25,525/116,985*300= 65 (30)
Universiti Malaysia Pahang (UMP)	8,643/116,985*300= 23
Universiti Sains Malaysia (USM)	18,764/116,985*300= 48 (30)
Taylor's University	4,231/116,985*300= 11
UCSI University	5,954/116,985*300= 15
Universiti Tunku Abdul Rahman (UTAR)	17,627/116,985*300= 45
Management and Science University (MSU)	9,196/116,985*300= 24
Total	**300**

3.3 Data Collection Method

3.3.1 Primary data

"Primary data" refers to information that has been obtained directly from the original source and experience (Paridis et al., 2016). It is more credible and genuine as it has not been manipulated by humans (Kabir, 2016). Google Forms, a web-based form questionnaire will be conducted as the primary research tool. Online questionnaires have good scalability at a low cost, hence, we can reach the respondents and gain feedback in the shortest time. QR codes, emails and social media sharing will all be utilised to disseminate the online questionnaires.

3.3.2 Research Instrument

The questionnaire (See Appendix G1) is conducted in English. There are four sections in the questionnaire:

(1) The pre-screening question will be assigned to screen out the qualified respondents before moving to the subsequent sections.
(2) Section A, target respondents are required to fill in their demographic profiles.
(3) Section B is about the acknowledgement of the ORP.
(4) Section C measures the determinants (IV: SN, PBC, PEOU and PU) to use ORP.
(5) Section D measures the intention to use through students' perspective.

Section C and D are allocated with 20 questions. The Five-Point Likert Scale is adopted in this section of the study ranging from "(1) strongly disagrees; (2) disagrees; (3) neutral; (4) agree; (5) strongly agree" (Simms et al., 2019) as it provides a clear midpoint that helps respondents to describe their level of agreement with a question with clarity (Dawes, 2003).

3.3.3 Pre Test

All measures were pre-tested to verify that they functioned appropriately in a variety of research settings (Kumar et al., 2017). The questionnaire was reviewed with the assistance of three academic and research experts in behavioural psychology. Minor changes to the questionnaire were made in response to their suggestions to improve the questions' clarity.

3.3.4 Pilot Test

A pilot test was carried out after pre-test. Browne suggests a minimum sample size of 30 participants for the pilot study (Whitehead et al, 2016). Hence, this pilot study has joined by 30 respondents who fulfil the requirements stated in the Chapter 3.2.2 Sampling Techniques.

A reliability test, Cronbach's Alpha test is conducted. Based on Table 3.3.4, the Cronbach Alpha values are in between 0.739 and 0.887, which fall under the ideal range (Irawan et al., 2021). Hence, it shows that the data collected and the results generated have high reliability.

Table 3.3.4:

Cronbach Alpha Results

		Cronbach's Alpha	N of items	Results of Reliability
Dependent Variable (DV)	**INT**	0.887	4	Very Good
Independent Variables (IV)	**SN**	0.739	4	Good
	PBC	0.809	4	Very Good
	PEoU	0.870	4	Very Good
	PU	0.853	4	Very Good

3.4 Data Analysis Tool

3.4.1 Data Analysis Methods: Descriptive Analysis and Inferential Analysis

Descriptive analysis is applied to demonstrate the collected data in the form of tables, graphs, and charts, descriptive statistics to calculate, explain, and summarise research data in a purpose-oriented, logical, and functional manner (Vetter, 2017). Following that, inferential analysis was utilised to make assumptions, conclusions, forecasts, and explanations regarding the characteristics of the population and validate the proposed hypothesis.

3.4.2 SmartPLS software

SmartPLS software is considered the best tool to analyse statistical data as it has flexibility in being less constrained by the rules and regulations and allows researchers to look into causal pathways using undistributed data (Sander & Teh, 2014; Tee, 2021).

3.4.3 Structural Equation Modelling (SEM)

SEM is used to quantify and examine the correlations between variables that are observable and latent (Beran and Violato, 2010). It is a statistical method that combines two methods: confirmatory factor analysis with the goal of estimating latent psychological traits like attitude and satisfaction (Galton 1888; Pearson and Lee 1903; Spearman 1904; Yi Fan et al., 2016) and path analysis which aimed to create a path diagram to determine the causal relationship between variables (Wright 1918, 1920, 1921; Yi Fan et al., 2016). It can be considered a flexible framework that enables the researchers to develop and analyse the complex relationships among the multiple variables to validate the theory.

3.4.4 Partial Least Squares Structural Equation Modelling (PLS-SEM)

The partial least squares structural equation modelling (PLS-SEM) approach will be applied to this study. The objective of this study is to predict individual behaviour rather than conform to any theory. Thus, this model is suitable to apply as this research has the aim of confirming or rejecting the proposed theory (Svensson, 2015). Measurement model assessment and structural model are needed to go through.

3.4.4.1 Measurement Model Assessment

The measurement model assessment is sought to confirm each variable's link to the corresponding development as well as to ensure that each construct differs from the others (Hair et al., 2017). There are 2 aspects of construct validities under this model assessment: convergent validity and discriminant validity. Convergent validity refers to how closely the new scale correlates with existing measures and variables of the same concept; it should not only not correlate with different, irrelevant variables but also not just with relevant variables (Krabbe, 2017). It is only achieved when both the average variance extracted (AVE) and composite reliability (CR) coefficients values have met their threshold. The AVE values have to be 0.50 or higher to achieve convergent validity (Henseler et al., 2015) while the CR should be greater than 0.70.

Meanwhile, the degree to which the conceptions truly vary from one another experimentally is referred to as discriminant validity. It also assesses the degree to which the overlapping constructs differ (Hamid, Sami and Sidek, 2017). It can be evaluated by using Fornell Larcker criterion which the square root of AVE of the construct has be higher than the correlations with other latent constructs (Lowry & Gaskin, 2014) as well as cross loading that any indicator's

outer loadings on the constructs must be greater than all of its cross-loadings on other constructs (Tan and Ooi, 2016).

3.4.4.2 Structural Model Assessment

The structural model is evaluated using the path diagram's estimations and hypothesis tests for the causal linkages between exogenous and endogenous variables ("How to Guide For SmartPLS", 2017). The assessment process began with the computerization of collinearity, which was accomplished by reporting Variance Inflation Factor (VIF) values (Sukendro et al, 2020). When the VIF value exceeds 10, this is considered harmful as any issues with multicollinearity will be identified.

Next, the hypothesised relationships between the constructs have to be estimated through the path coefficients. The path coefficient is measured based on path coefficient value, t-value, R square, Q square (construct crossvalidated redundancy) and F square to develop the hypothesis (Ko & Stewart, 2002; Tee, 2021). The acceptable values for the one-tail test include p-value < 0.01, t-value > 2.33, and R square values that are high and more than 0.7 (Ranatunga et al., 2020). For construct crossvalidated redundancy, the value of Q^2 for the constructs have to be above 0, or else the constructs lack of predictive relevance. Whilst, F Square (effect size) is also utilised to quantify how much a predictive construct has an impact on an endogenous construct (Hair et al., 2014). There are 3 levels of indication, which is small effect size (0.02), medium effect size (0.15) and large effect size (0.35) (Tan, Lee, Hew, Ooi and Wong, 2018).

3.5 Conclusion

This chapter identifies all research designs, sampling designs, data collection methods, and proposed data analysis tools, allowing for a comprehensive understanding of the data collection process. The following chapter will go through the data analysis process in more detail.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

The demographic information on the respondents, the findings of the data analysis, descriptive statistics, and inferential analysis by using the data obtained from the respondents will be explain in this chapter.

4.1 Respondents Demographic Profile

Only 231 of the 300 sets of questionnaires that are being distributed are valid for this study, while 69 sets of questionnaires are unqualified and filtered during the pre-screening section. PLS-SEM software was used to analyse every component of the calculation.

4.1.1 Gender

Table 4.1:

Descriptive Analysis For Gender

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	83	35.9	35.9	35.9
	2	148	64.1	64.1	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Figure 4.1 Descriptive Analysis for Gender

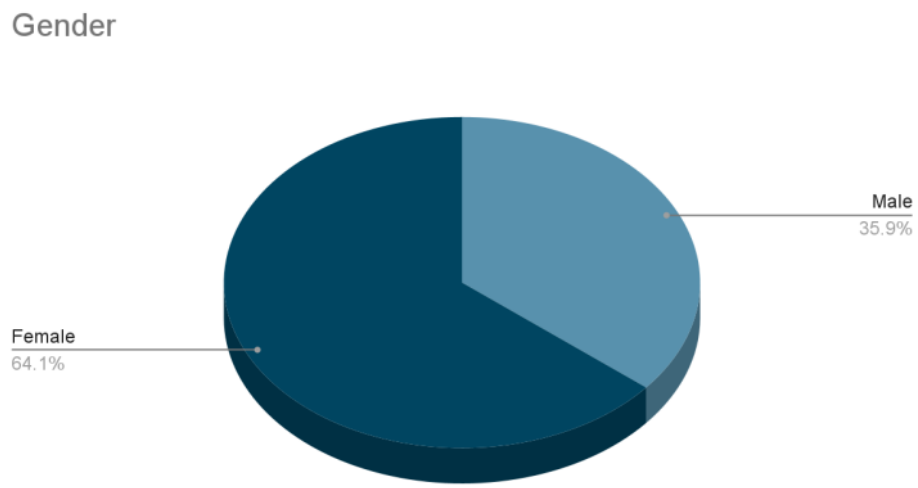


Table 4.1 and Figure 4.1 shows that there are 64.1% females (148 respondents) and 35.9% males (83 respondents) who are participating in this study. Thus, it is clearly shown that more women than men responded to this study.

4.1.2 Age Group

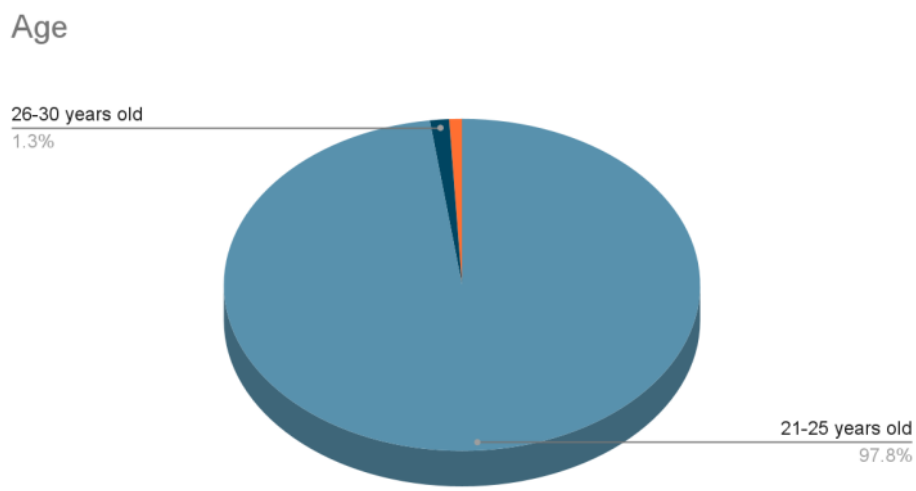
Table 4.2:

Descriptive Analysis for Age Group

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	226	97.8	97.8	97.8
	2	3	1.3	1.3	99.1
	3	2	.9	.9	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Figure 4.2: Descriptive Analysis for Age Group



Based on the Table 4.2 and Figure 4.2 above, out of 231 respondents, 226 (97.8%) fell between the ages of 21 and 30, followed by 3 respondents (1.3%) who fell between the ages of 26 and 30, and the remaining 2 respondents (0.9%) who fell between the ages of 30 and 35.

4.1.3 Race

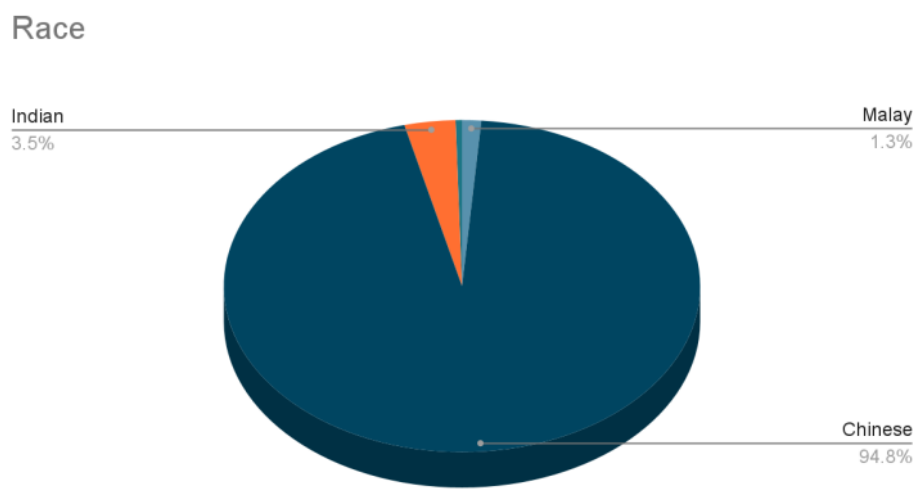
Table 4.3:

Descriptive Analysis for Race

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	3	1.3	1.3	1.3
	2	219	97.8	94.8	96.1
	3	8	3.5	3.5	99.6
	4	1	.4	.4	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Figure 4.3: Descriptive Analysis for Race



Referring to the result above, it demonstrates that the majority of respondents are Chinese and it comprised 219 respondents (97.8%). Indian, Malay and Iban which comprised 8 (3.5%), 3 (1.3%) and 1 (0.4%) respondents.

4.1.4 University

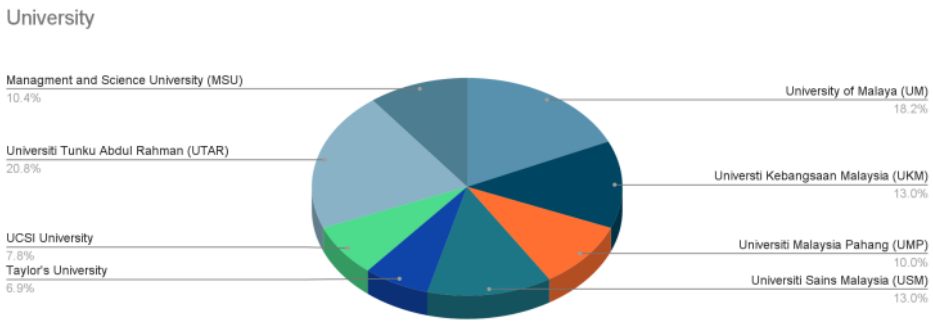
Table 4.4:

Descriptive Analysis for University

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	42	18.2	18.2	18.2
	2	30	13.0	13.0	31.2
	3	23	10.0	10.0	41.1
	4	30	13.0	13.0	54.1
	5	16	6.9	6.9	61.0
	6	18	7.8	7.8	68.8
	7	48	20.8	20.8	89.6
	8	24	10.4	10.4	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Figure 4.4: Descriptive Analysis for University



The respondents' university is illustrated in table 4.4. The highest frequency is UTAR which has 48 respondents (20.8%), while the second-highest is UM which has 42 respondents (18.2%). Following that is UKM and USM holding the same number of 30 respondents (13%). Next, the MSU, UMP, and USCI have 24, 23 and 18 respondents respectively. Finally, the university that has the least respondents is from Taylor's University with only 16 respondents (6.9%).

4.1.5 Academic Qualification

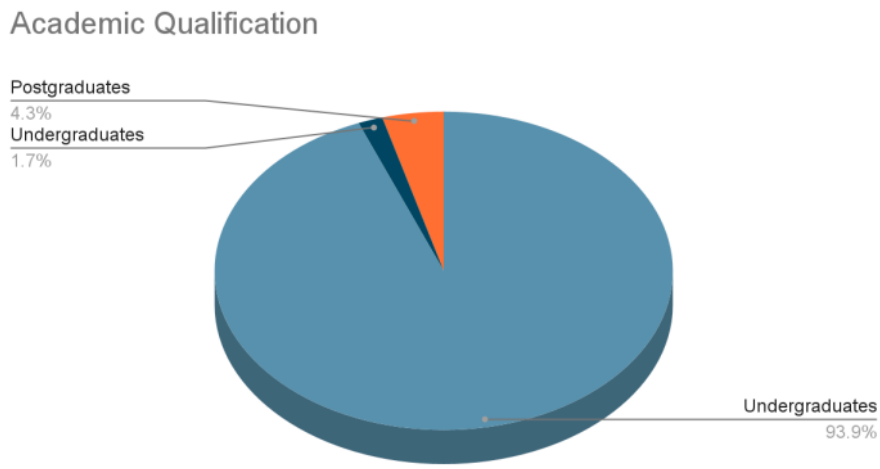
Table 4.4:

Descriptive Analysis for University

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	1	217	93.9	93.9	93.9
	2	4	1.7	1.7	95.7
	3	10	4.3	4.3	100.0
	Total	231	100.0	100.0	

Source: Results developed from the research

Figure 4.5: Descriptive Analysis for Academic Qualification



The level of education was divided into three levels. According to the data, the majority of respondents (93.9%) are full-time undergraduate students, followed by postgraduate students (4.3%), and undergraduate students (1.7%). (part time).

4.2 Inferential Analysis

4.2.1 Measurement Model Assessment

The measurement model is evaluated with (1) convergent validity which includes Cronbach's alpha, CR and AVE and (2) discriminant validity that takes into account Fornell-Lacker criterion and cross loadings.

4.2.1.1 Internal Consistency Reliability and Convergent Validity

Table 4.6:

Convergent Validity Results

	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
INT	0.835	0.890	0.670
PBC	0.777	0.857	0.600
PEoU	0.791	0.866	0.619
PU	0.757	0.846	0.580
SN	0.769	0.852	0.590

Source: Results developed from the research

Table 4.6 has shown the results of Cronbach's alpha, CR and AVE. The Cronbach's alpha values are ranged from 0.757 to 0.835, whereas the CR values are ranged from 0.846 to 0.890. Thus, both results are considered to have achieved the internal consistency reliability as the values are higher than 0.70. For convergent validity, when the value of AVE is above 0.50, it is deemed to be acceptable (Hair et al., 2014). Since all of the AVE values shown are higher than 0.5, the convergent validity is statistically proven. This suggests that the constructs and the underlying indicators fit each other well as the constructs have been fully explained with the variance of all indicators and their values fall under the acceptable range.

4.2.1.2 Discriminant Validity

4.2.1.2.1 Fornell-Larcker Criterion

Table 4.7:

Fornell-Larcker Criterion Results

	INT	PBC	PEoU	PU	SN
INT	**0.818**				
PBC	0.713	**0.775**			
PEoU	0.719	0.751	**0.786**		
PU	0.663	0.705	0.749	**0.762**	
SN	0.649	0.704	0.685	0.706	**0.768**

Source: Results developed from the research

Table 4.7 illustrates the results of Fornell-Larcker criterion. Based on the outcomes, the highest values for each construct are recorded as INT (0.818), PBC (0.775), PEoU (0.786), PU (0.762) and SN (0.768). Since each variable's square of AVE is greater than its corresponding inter-construct correlation, the discriminant validity is achieved (Chopdar et al., 2018).

4.2.1.2.2 Cross Loadings

Table 4.8:

Fornell-Larcker Criterion Results

Items		INT	PBC	PEoU	PU	SN
INT	INT1	**0.839**	0.620	0.578	0.564	0.520
	INT2	**0.824**	0.589	0.612	0.513	0.531
	INT3	**0.846**	0.610	0.605	0.616	0.532
	INT4	**0.761**	0.511	0.557	0.468	0.545
PBC	PBC1	0.562	**0.779**	0.578	0.543	0.573
	PBC2	0.579	**0.787**	0.521	0.547	0.542
	PBC3	0.537	**0.799**	0.615	0.599	0.555
	PBC4	0.535	**0.732**	0.606	0.492	0.511
PEoU	PEoU1	0.494	0.600	**0.788**	0.564	0.514
	PEoU2	0.601	0.591	**0.812**	0.521	0.545
	PEoU3	0.573	0.634	**0.848**	0.627	0.563
	PEoU4	0.585	0.530	**0.688**	0.636	0.527
PU	PU1	0.564	0.602	0.633	**0.823**	0.611
	PU2	0.367	0.460	0.535	**0.707**	0.434
	PU3	0.584	0.628	0.613	**0.825**	0.593
	PU4	0.476	0.430	0.489	**0.680**	0.489
SN	SN1	0.482	0.578	0.580	0.596	**0.791**
	SN2	0.431	0.425	0.457	0.492	**0.761**
	SN3	0.465	0.475	0.452	0.504	**0.777**
	SN4	0.598	0.654	0.591	0.559	**0.742**

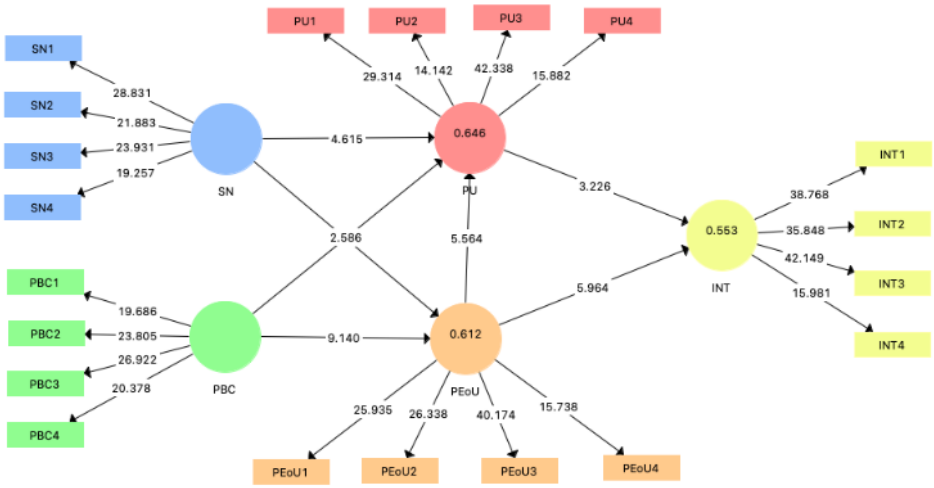
Source: Results developed from the research

As shown in Table 4.8, each variable has the highest cross-loading value among its own latent variables. Thus, the discriminant validity has been proven.

4.3 Structural Model Assessment

4.3.1 Path Analysis

Figure 4.6: Partial Least Square (SMART-PLS 3) Model



Source: Model diagram developed from the research

Table 4.9:

Path Analysis Results

	Path	VIF	Path Coefficient	T-Statistic	P-Value	Result
H1	**SN → PU**	2.235	0.291	4.576	0.000	Support
H2	**SN → PEoU**	1.985	0.311	5.319	0.000	Support
H3	**PBC → PU**	2.714	0.202	2.582	0.010	Support
H4	**PBC → PEoU**	1.985	0.532	9.287	0.000	Support
H5	**PEoU → PU**	2.579	0.398	5.640	0.000	Support
H6	**PU → INT**	2.277	0.506	3.352	0.001	Support
H7	**PEoU → INT**	2.277	0.284	6.181	0.000	Support

Source: Results developed from the research

Table 4.9 above shows the results of VIF values, path coefficients, T-statistics and P value for each variable and hypotheses. All pathways are examined for significance using the bootstrap process. According to Sekaran and Bougie (2011), VIF values of less than 5 indicate that multicollinearity does not exist in the influential assessed factors. These VIF values vary from 1.985 to 2.579 for all variables. By observing the path coefficient values of the constructs, all the values are exceeding 0.1 and this indicates that there are significant relationship between SN → PU, SN → PEoU, PBC → PU, PBC → PEoU, PEoU → PU, PU → INT, PEoU → INT. The one-tail test requires a t-value of greater than 2.33 and a p-value of less than 0.01 (Ranatunga et al., 2020). Furthermore, the table above showed that all of the hypotheses were validated since the t-statistics values for all pathways are over 1.96, which is in between 2.582 and 9.287. The p-values are also less then 0.01. In summary, all hypotheses (H1, H2, H3, H4, H5, H6, H7) were supported based on the path analysis from PLS-SEM analysis. Hence, the results also show that SN and PBC are the antecedents of

PU and PEoU while PU and PEoU act as the moderators between SN, PBC and INT.

4.3.2 R Square

Table 4.10:

R Square Results

	R Square
INT	0.552
PEoU	0.612
PU	0.646

Source: Results developed from the research

Based on Table 4.10, the R^2 values of INT (0.552), PEoU (0.612) and PU (0.646) indicated that the model's exogenous constructs have a moderate level of predictive power (Hair et al., 2019).

4.3.3 Construct Crossvalidated Redundancy

Table 4.11:

Construct Crossvalidated Redundancy Results

	SSO	SSE	Q^2 (=1-SSE/SSO)
INT	924.0000	589.3627	0.3622
PBC	924.0000	924.0000	
PEoU	924.0000	581.9821	0.3701
PU	924.0000	587.6154	0.3641
SN	924.0000	924.0000	

Source: Results developed from the research

The results of construct cross validated redundancy is shown in Table 4.11. The Q^2 value of INT (0.3622), PEoU (0.3701) and PU (0.3641) are greater than 0.35 and this indicates that these constructs have a decent predictive level and the model is well constructed.

4.3.4 Effect Size

Table 4.12:

Effect Size Results

	INT	PBC	PEoU	PU	SN
INT					
PBC			0.367	0.042	
PEoU	0.251			0.174	
PU	0.079				
SN			0.126	0.107	

Source: Results developed from the research

A specific construct's influence on an internal construct is measured by the f^2 effect size. Based on the f^2 effect size results shown above, the f^2 value of PU → INT, PBC → PU, SN → PEoU and SN → PU are between 0.042 and 0.126, hence, this indicates that they have small effect size. The effect size of PEoU → INT and PEoU → PU is medium as their f^2 value while the construct of PBC → PEoU has the largest effect size.

4.4 Conclusion

In this study, all the hypotheses for the following constructs are accepted. The total conclusion findings in the original model with an R-square value of INT (0.552), PEoU (0.612) and PU (0.646) demonstrate the validity and dependability of the data in this chapter. This also indicates that SN and PBC are the antecedents of PEoU and PU to INT. The next chapter will go into more detail about the discussion for each hypothesis.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

The summary of statistical results and the discussion on the major findings is summarized in this chapter. Moreover, it also covers the implications as well as the recommendations provided to improve the quality of the future research.

5.1 Summary of Statistical Analysis

	Hypothesis	
H1	The Relationship Between SN and PU	Significant
H2	The Relationship Between SN and PEoU	Significant
H3	The Relationship Between PBC and PU	Significant
H4	The Relationship Between PBC and PEoU	Significant
H5	The Relationship Between PEoU and PU	Significant
H6	The Relationship Between PU and INT	Significant
H7	The Relationship Between PEoU and INT	Significant

5.2 Discussion on Major Findings

5.2.1 The Relationship Between SN and PU

The study shows that SN had a direct impact on PEoU. Individual prejudice and perceptions lead to subjective PU (Izuagbe et al., 2019). Respondents strongly agreed that they will look for online reviews to choose an appropriate ORP because other people do the same. Job seekers think that if a job site is reliable and helpful for their friends and family, it will be useful to them too (Rahman, 2020) This is further supported by Fort et, al. (2015), Ababneh & Aleassa (2018). Even though Nguyen et al., (2018) stated that individual preferences tend to have a greater impact on individual decision-making since there will be a greater focus on personal interests in jobs, the reviews of ORP also crucial because they have significant power over the information. This can affect communication outcomes by establishing trust in these resources (Baber et al., 2016).

5.2.2 The Relationship Between SN and PEoU

Ali et al. (2021) also examined that SN has a direct impact on PEoU. This finding is consistent with past research by Kapoor et al. (2018). Respondents strongly agree that they use ORP because of the proportion of people around them who also do so and most of them know these platforms from their friends, family, relatives. It is obvious that the respondents are significantly influenced by social pressure coming from those who are important to them (Anatasia & Santoso, 2020). It clearly shows how crucial their opinion is. The online recruitment developers could sement the good and bad reviews so that it is easier for the users to make their own judgement based on the reviews. They have to be very sure that the layout and the feature is easy to utilise.

5.2.3 The Relationship Between PBC and PU

The result shows that PBC had a direct influence on PU. Substantial research has supported the advantages of self-efficacy which are included in PBC when doing the job search (Damunupola & Gayan Nayanajith, 2022). Although there are some privacy and security concerns when using the ORP, students with high perceived behavioural control will tend to avoid misusing the platforms. He or she might tend to do safe behaviour by optimising the use of the ORP to the fullest based on the knowledge and skills he or she has (Savari & Gharechaee, 2020). With this, an individual will search his desired job with the in-built job recommendation system efficiently and effectively.

5.2.4 The Relationship Between PBC and PEoU

It has proven that PBC has a significant relationship with the perceived behavioural control. The study by Fanning and Ricks (2016) found out that the greater their PBC, the greater their willingness to engage in the ORP and hence, the more confident they will have in conquering any level of difficulties in navigating the ORP. The increase of perceived behavioural control also implies that the level of self-efficacy they have is high. The perception that job seekers have what it takes to succeed motivates and sustains their efforts, resulting in increased effort in job seeking behaviours and success (Kanfer et al., 2001; Liu et al., 2014; Petruzziello et al., 2020).

5.2.5 The Relationship Between PEoU and PU

Based on the outcomes, it shows that PEoU has a significant nexus with PE. The convenience and usability of the ORP are related to one another and the

results is consistent with Moghaddam (2015) and Chang (2008). Users appear to find the attributes of the ORP to be generally acceptable when they do not seem to find utilising the tool to be problematic (Grimaldo, 2019). The ease of navigation allows the job application process to be finished within a few clicks by uploading their resume without having to resend the resumes and personal information for repeated job applications (Siew et al., 2018; Basri, 2016). The design of the user interface which is focused on the time-saving and easy-to-use features have matched the users' expectation in functionality and usability. Therefore, it can be concluded that the more user-friendly an ORP is, the job seekers will be more likely to find the ORP useful to them.

5.2.6 The Relationship Between PU and INT

PU and INT are found to have significant relationships between them. When job seekers genuinely think that an ORP is helpful and capable of meeting their needs, they are more inclined to utilise it regularly, especially when it comes to the usability, information and content as well as responsiveness of the company of interest. The real time information which includes firm contact information, personnel count, and company strategy is crucial for job seekers but most of the information cannot be easily obtained through the other resources (Hosain & Liu, 2020). The emergence of ORP has aid the job seekers to be easier in assessing the firm's information as they have reliable content-based recommendation and search engines that enables users to discover the company of interest's information and contents they need on their own profile which has been been created on the ORP by manoeuvring easily (Wadhawan & Sinha, 2018). In short, today's users expect more benefits they can gain while using the ORP and also the ability of offering the extended features which can satisfy job seekers' needs (Venaik & Sinha, 2018).

5.2.7 The Relationship Between PEoU and INT

The findings show that PEoU plays a significant role in determining whether university students will use the ORP. It is found that the majority of navigation system features will essentially affect site traffic (Moghaddam et,al., 2015). University students who are tech-savvy definitely want an user interface and navigation system that makes it simple for them to obtain the information about specific vacancies and submit applications with only using the least amount of effort and time (Rana, 2019; Childers et al., 2001). If an ORP is difficult to use, job seekers will more likely refuse to use or even to switch to the other platforms (Venaik & Sinha, 2018). This is because it requires energy to learn to use the technology and will lead to frustration on the job seekers. Thus, the willingness to pursue a particular job by using the ORP will influence its level of ease of use and the evaluations.

5.3 Implications of the study

5.3.1 Theoretical implications

As mentioned above, one of the weaknesses of the TAM model is the simplicity of the model because it is challenging to assess job searchers' desire to use the ORP as the variables only focus on the system-specific variables like the functions and usability of the ORP. Meanwhile, the TPB model which consists of control variables predict that only one-half of intentions will turn to behaviour based on the belief that an individual holds and causes the intention realisation cannot be estimated accurately. The proposed framework which blends the TAM model (PEoU, PU and INT) and TPB model (SN and PBC) without the component of attitude has overcome these limitations.

The integration of both models has provided a more comprehensive analysis about the intention of using the ORP from the internal circumstances which the variables of TPB (SN and PBC) has reflected and external circumstances that the variables of TAM (PU and PEoU) has reflected. The information collected from the TPB model is more specific as it helps to identify the circumstance-specific factors which TAM could not supply. When the generalised results obtained from TAM are further analysed with the results of TPB, a more detailed problem from the perspective of personal factors under the exceptional circumstances can be captured. The proposed framework is suitable for the development and post-implementation evaluation of the technology. The findings of the study definitely will be useful to other researchers as it acts as a guideline to help those who are keen in investigating in this field to gain a deeper understanding.

5.3.2 Managerial implications

This study has given several practical thoughts to online recruitment developers, recruiters, job seekers, as well as government. Firstly, this research implies the significance of the review and word-of-mouth has a direct influence on the intention to use for a particular ORP. Thus, online recruitment developers have to build their reputation in a good manner in order to attract job seekers to choose them. They should also put more effort on marketing such as advertising in order to promote the ORP application. In order to offer the online recruiting service effectively, the website's functionality and performance are also extremely important. ORP developers should incorporate data management tools to aid users in making good use of information. Furthermore, they also need to provide appropriate information to assist consumers in obtaining the things they want with least effort such as providing them with instruction about how to use the navigation system. Last but not least, the Ministry of Human

Resources Malaysia (MOHR) and educational organisations can attempt to promote ORP to enhance youths' behavioural intentions to utilise ORP. For instance, MOHR could collaborate with a certain ORP such as Ricebowl, LinkedIn etc to conduct the job career campaign to encourage the job seekers to engage with the company of interest via ORP.

5.4 Limitation

The significant determinant of that affect university students' intention to use ORP was effectively found by this study, nevertheless there are a number of significances that should be considered. Firstly, the study only focuses on several universities only and all of them are located in West Malaysia. Furthermore, the demographic profile is more Chinese which may lead to the result being subject to common source bias as other races are underrepresented. Aside from that, the study was a quantitative research which respondents are restricted by likert scale to represent their degree on that particular question. While precise numerical findings are produced by quantitative research methodologies' constrained data collection and analysis, the data does not show causality. This leads to this research. Last but not least, the result might be inaccurate since respondents may answer favourably to portray themselves positively. The study did not focus on specific platforms and fields which lead to general results and data.

5.5 Recommendation

Aforementioned, the results of the research might have low generalizability as it only focuses on a particular category, which is the university students. Therefore, for precision and accuracy in the future research, the researchers are suggested to widen their targeted respondents to the other states in Malaysia and not limited to only a few

universities. This allows the researchers to gain more insights by understanding the viewpoints that are held by the students which come from different culture and education backgrounds regarding the use of ORP. The opinions collected will be useful for future researchers to further investigate the factors that will affect their continual intention. Furthermore, future researchers can use mix methods to conduct the research by involving quantitative and qualitative research methods in the questionnaire so that honest responses and their actual thoughts can also be obtained. Besides, future researchers are advised to do the study using a comparative analysis of different ORP for some particular job field so that the perceptions of various job seekers who are expertise in different fields can be obtained. This will enable future research topics regarding the ORP to be seen from Malaysia's perspective in a stronger and more reasonable manner.

5.6 Conclusion

After filtering out the qualified responses, there are 231 sets out of 300 sets of questionnaires used to analyse and hypothesis testing. In short, this study has met all of the objectives that set out to accomplish, demonstrating that all the hypotheses are valid and each construct has significant relationships between each other.

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