FACTORS INFLUENCING BEHAVIOUR INTENTION OF JOB SEEKERS TOWARDS SOCIAL MEDIA RECRUITMENT IN MALAYSIA

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BY

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

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

(4) The word count of this research report is 13694 words.

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LIST OF ABBREVIATIONS

UTAR	University Tunku Abdul Rahman
SPSS	Statistical Package for Social Science
SNS	Social Networking Sites

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PREFACE

The research project that is undertook by my constituted as a fulfilment of the requirement in pursuing the Undergraduate of Bachelor of International Business (Hons). I have selected "Social Media Recruitment" as my topic to conduct this research. In this research, I have outlined the few variables towards behaviour intention of job seekers which are useful ness of social media, information quality, website usability and privacy/security concern using social media recruitment sites.

The selected variables play a crucial role in determining the possible factors affect the behaviour of job seekers towards social media recruitment. The motive of choosing social media recruitment as the area of this study is due to the topic of social media recruitment is relative new and getting more and more popular in the market and it does not consist much of emphasize and focus of the researchers from the perspective of job seekers on this topic. The topic that I have chosen may also contribute useful information and findings to several parties such as recruiting companies, government, future researchers and other job seekers to have better understanding on the behaviour of job seekers in Malaysia and its determinants. Hence, the research project could provide a vital to the field of social media recruitment.
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ABSTRACT

This study was aimed to investigate the behaviour intention to use of job seekers towards social media in Malaysia. To specifically examine the in-depth of intention to use of job seekers, background and issues related to the research topic has been discussed. This study is designed to achieve the following objectives: To investigate the significant relationship between the independent variables and dependent variables. The independent variables are (1) usefulness of social media, (2) information quality, (3) website usability, (4) privacy/ security concern. While the dependent variables are behaviour intention of job seekers towards social media recruitment sites.

This research might also be beneficial to certain parties" recruiting companies, government, future researchers and other jobseekers or employers. Furthermore, reviews of literature by previous author and researcher are provided in order to further explain the association between the variables and the explanation of behaviour intention to use social media recruitment.

In this research, data are collected from primary sources where questionnaires are distributed to 200 respondents in Malaysia using convenient sampling technique, in which the respondent who experienced in using social media to find or get a job before. Statistical Package for the Social Sciences (SPSS) software version 21.0 is used to carry out the research to construct new findings in the association between the independents variables and dependents variables. The results and findings are then demonstrated in few different parts which included descriptive analysis for demographic profile, constructs for central tendencies measurement, measurement of scale and the inferential analysis. Lastly, all the findings in the research are concluded in the last chapter. Implications of the study are also further described, as well as the limitations and delimitation of the study. Not to mention, several recommendations for future research are provided to sums up the entire completed research.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

There are 8 sections will be discussed in this topic in details. The section consists of the background of the research such as problem statement, research questions, research objectives, hypothesis and significance of the research, outline of the chapter and conclusion. The research background is briefly explained the factors that influencing jobseeker's intention to use social media recruitment in Malaysia. The problem statement will be explaining in following part. The research objectives are identified to examine the independent of variables that affect the dependent variables. Besides, the research questions are determined and hypotheses are formed in the research. Moreover, the significance of this research is presented.

1.1   Research Background

Nowadays social media has become the important part of one's life. It plays a vital role in transforming people's life style. It can easily connect people through social networking. Apart of that, job seekers also using it as a tool to research the company and looking for open job (Meaghan, 2016). One of the major trend in recruiting now is social recruiting. Social recruiting also known as social media recruiting or social networking sites recruitment. It is a platform or channel where it allows recruiter to recruit candidates through posting open jobs and advertisements at social media. It has become a useful tool to people using it for daily usage purpose or even businesses also using them to encourage inter-communication or hire employees.

According to the survey done by LinkedIn (2016), it showed that among 3000 of applicants, 85% of them revealed that they get a job through networking. Another survey from Pew Research (2015) shows that 65% of American are

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using social media platform and 35% of them have used social media to look or research for a job. Based on the research younger users who age between 18 to 29 was found especially active when it comes to using these platforms to look for employment and alert their networks about available jobs. Moreover, according to the online report of iCIMS in 2015, it found that 57% of job seekers used social media at least once a month to learn about the potential recruiter or company.

According to the 2014 Kelly Global Workforce Index (KGWI), an annual global survey found out more than half or 60% of Malaysians use social media to search for jobs which lead Malaysia ranked the world's fourth in workers' use of social media in making their career decisions (New Straits Times, 2015). As a result, it showed that social media recruitment is becoming a popular method used by job seekers to look for job. Thus, recruitment through social media is a relatively new research area and it is necessary to study what are the factors that may influence the behavioural intention of job seekers toward social media recruitment sites.

1.2   Problem Statement

Due to the advancement of technology, nowadays human life is being improved day by day as innovation helps human life become easier and more efficient. Internet has changed the world the way business work and communicate, including management of human resource (Teoh, Tan, and Chong, 2013).

Recruitment has evolved from the traditional recruitment to online recruitment, even now moving forward to social media recruitment. In the past, people looked for job through newspaper or notice board. Then, people started using online recruitment websites to search for jobs through Internet while social media was used as a tool to connect people with their friends. Why do company started using social media to recruit talents? Most probably is because social media has become a dominated platform for social

communication and it begun to greatly influence business in the world (Teoh, Tan, and Chong, 2013). Also, according to Statista (2016), the number of users of social media recruitment sites such as Facebook, LinkedIn are found continuously increasing.

To stay competitiveness in the market, companies started using social media sites as recruitment tool. They used it to screen applicants in selecting process. According to a study stated in research done by Madera (2012), 45% of employers in US was found to use social networking sites search to screen applicants and reported that 20% of the searches led to disqualifying applicants based on the searched content. However, 11% of the employers had started to plan using social media to screen applicants in future. Similar research done by Abel (2011), shows that the companies in German using social networking sites in recruitment process and how it helps recruiter in increasing the effectiveness in recruitment process.

This phenomenon has become more popular as job seekers are proficient in technology and constantly exposed to new trends and methods of recruitment. However, there is lack of studies examining from the perspective of job seekers on how they perceive and react to the use of social media recruitment sites to look for job. Consequently, their attitude and perception would be different, and this component would not have been captured in prior studies. Therefore, researcher decided to conduct this research in Malaysia to find out what are the factors affects the behaviour of job seekers when using social media to job.

1.3 Research Questions

1. Is there any significant positive relationship between user friendliness and behavioural intention of job seekers toward social media recruitment sites?

2. Is there any significant positive relationship between quality information and behavioural intention of job seekers toward social media recruitment sites?

3. Is there any significant positive relationship between website usability and behavioural intention of job seekers toward social media recruitment sites?

4. Is there any significant positive relationship between privacy and security concern and behavioural intention of job seekers toward social media recruitment sites?

1.4   Research Objective

1. To investigate the significant relationship between user friendliness and behavioural intention of job seekers toward social media recruitment sites.

2. To investigate the significant relationship between information quality and behavioural intention of job seekers toward social media recruitment sites.

3. To investigate the significant relationship between website usability and behavioural intention of job seekers toward social media recruitment sites.

4. To investigate the significant relationship between privacy and security concern and behavioural intention of job seekers toward social media recruitment sites.

1.5   Hypotheses of the Study

1. There is a significant positive relationship between user friendliness and behavioural intention of job seekers toward social media recruitment sites.

2. There is a significant positive relationship between quality information and behavioural intention of job seekers toward social media recruitment sites.

3. There is a significant positive relationship between website usability and behavioural intention of job seekers toward social media recruitment sites.

4. There is a significant positive relationship between privacy and security concern and behavioural intention of job seekers toward social media recruitment sites.

1.6   Significance of the Study

Nowadays, social media has become part of an individual life. People use social media to share their feeling, to keep their memorable memories, to connect with their friends and family, and to find for a job. Thus, there are several important reasons to study this research.

As more businesses are using social media to recruit for recruitment purposes and more user are using social media, it is important to understand how individual will react using social media for recruitment purposes. Also, to understand does public are aware to social media recruitment sites. In this study, researcher will focus more into social media recruitment sites to understand that what are the popular social media sites that used by job seekers to look for job in Malaysia.

Second, the purpose of this research was to study the factors that influence intention of job seekers towards social media recruitment sites in Malaysia. The target market is job seekers in Malaysia who experienced to look for job through social media recruitment sites. It is important to examine the intention of job seekers as it was to use to evaluate the behaviour of job seekers using social media recruitment sites to look for job.

In this research, it will also discover the relationship between independent variables (factors) and dependent variable (intention of job seekers). it will explain and shape how all these caused a significant effect on the behavioural intention of job seekers toward social media recruitment sites. By doing so, it

able to helps recruiter to more understand what affect their talents in using social media recruitment platform when looking for job in Malaysia. It also helps job seekers either in Malaysia or in other countries to more understanding of what are the factors that influences majority of job seekers when using social media recruitment sites.

1.7 Chapter Layout

In this research, there are few more chapters such as Chapter 2, Chapter 3, Chapter 4 and Chapter 5.

Chapter 2: Literature review

In chapter 2, journals and articles were used to support and identify the dependent and independent variables. In the beginning of the chapter, it explained the evolution of the recruitment, the types of social recruitment sites and the impact of social media recruitment. The review of the literature explained the variables that influences jobseeker's intention to use social media recruitment sites such as user friendliness, quality information, website usability, and privacy and security concern. Moreover, the impact of social media recruitment sites was explained in this chapter as well. Next, there are two relevant theoretical models used to generate the dependent and independent variables of this study.

Chapter 3: Research methodology

This chapter includes research design, data collection methods, sampling design, research instruments, construct measurement, data processing and data analysis. The method and techniques used for data collection of the study was described and explained accordingly.

Chapter 4: Research Result

In chapter 4, it shows the data analysis from the questionnaire. The data will be interpreted through T- test and ANOVA. The result is used to investigate the relationship of the variables. The result of the data will be presented in the use of tables, charts, and figures.

Chapter 5: Discussions and Conclusion

The discussion and conclusion of this research will be concluded and reviewed in this chapter. This chapter deliberate about the summary of the research finding, statistical analysis and discussion of major. It shows the discussion and explanation of the results generated from previous chapter. It also consists of the discussion of major findings, implication of study, limitations of the study, as well as recommendation for future research.

1.8 Conclusion

As a summary, Chapter 1 had presented and mapped out the overview of this research. Researcher had briefly explained the background of social media recruitment and reason to conduct this research. Further details discussion will be discussed in following chapter.

CHAPTER 2 LITERATURE REVIEW

2.0   Introduction

Previous chapter had given a brief understanding of the background and purpose to conduct this research. In chapter 2, a multiple of published and unpublished information such as journals, articles and news that found related to social media recruitment were used as references for this study will be discussed and evaluate in this literature reviews. An overview of the social media recruitment will be discussed about the evolution of social media, the definition of the social media recruitment and the trend of social media recruitment around the world. Based on the information supported from the previous researches, a relevant theoretical model will be built to have a further discussion of this topic. Followed by a set of hypotheses will be carried out to explain the interrelationship between the variables.

2.1   Overview of Social Media Recruitment

2.1.1   The Evolution of Recruitment

In the past without Internet, it was general that people searched job through newspaper, flyers, job boards, advertisement on signboard, or even words of mouth and employment agencies which known as traditional recruitment method. The recruitment process was complicated, and it depend on the conventional delivery mechanisms and hard copy documents to finish the process of recruiting between recruiters and job seekers which caused ended up costly and inefficient. This is because the process had been fraught with delays of miscommunication and activities such as posting job advertisement on flyers, signboard, newspaper and etc were expensive.

Due to the advancement of technology, the evolution of recruitment has changed the way recruiter recruit people and jobseekers to find a job through internet which is known as online recruitment. Online recruitment also known as internet recruitment or E-recruitment. E-recruitment is the practice of utilizing the advanced technology and resources from the web for the purposes of finding, attracting, examining, interviewing, and hiring (Shahila & Vijayalakshmi, 2013). It has been recognized as the most powerful and cost-effective ways for both recruiters and job seekers.

A study found by Feldman & Klass in 2002 as cited by Al Baghlani & Al Tabbaa in 2014 has found that over 90% of 500 organizations utilize the internet for recruiting. Many big organisations used the online technology helps to attract and source candidates and aid the recruitment process (Kapse, Patil & Patil, 2012). They advertised the job post on the worldwide web with a click of mouse. Also, job seekers can also upload their resume or CV in worldwide web. By doing so, it allowed prospective recruiter to research their profile depend upon their requirements (Kapse et al, 2012).

Followed by a new phenomenon appeared in recruitment, social media is now one of the most popular recruitment method that adopted by recruiter and job seekers. According to Statista (2016), the number of users of social media recruitment sites such as Facebook, LinkedIn are found continuously increasing. An annual global survey reported by 2014 Kelly Global Workforce Index (KGWI), found out more than half or 60% of Malaysians use social media to search for jobs. To stay competitiveness in the market, employers also used social networking sites to as a tool in recruitment process. 45% of employers was found to use social networking sites search to screen applicants and 11% of

employers had plans to start using them for screening future applicants in US (Madera, 2012).

2.1.2 Definition and background of Social Media Recruitment

Social Media is defined as a wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communities (Boyd & Ellison, 2007). It is all about facilitating people to express and share ideas, thoughts, and opinions with others. It is also enabling people to connect with others (Fotis, 2015). In this study, social media is defined as the online platform which allows user to share opinion and swap perspective through the application. While the definition of social media recruitment is where recruitment sourcing candidates via social media sites such as Facebook, LinkedIn and Twitter.

Social media recruitment which also known as social recruiting, is the existing new trend of recruitment method adopted by recruiters and job seekers. In the era of globalization, due to the proficiency of job seekers are in technology and the time job seekers spent in social media, recruitment changed. According to Figure 2.1, Global Digital Report 2018, it showed that the number of social media users worldwide in January 2018 is 3.196 billion. It presented that the potential market in social media was huge for businesses, thus companies forced to adopt new strategies to change and grow constantly in human resource management. Human resource management had changed the way they posted open jobs online, not only recruitment website, social media is also one of the channel used to post job vacancies recently. It is not used to replace job boards or corporate website, it is just supplementary activities that happened in

social media. It enables companies to establish a relationship with individual, groups and institutions through social media.

Figure 2.1 Digital around the world in January 2018

Source: Latest Digital In 2018 Global Report. (2018, January 31). *Digital in Asia.* Retrieved September 7, 2018, from https://digitalinasia.com/2018/01/31/latest-digital-in-2018-global-report/

Soon, social recruiting is becoming a key part of HR departments. According to the survey conducted by Careerbuilder (2017), 3 in 10 employers are using social recruiting to perform task. 70 percent of employers use social media to screen candidates before hiring, up significantly from 60 percent last year and 11 percent in 2006. According to figure 2.2, a survey done in Jobvite (2015), it showed that 92% of recruiter adopted social media in recruitment process while 4% of them not adopted. According to the research done by Vicknair, Elkersh, Yancey, & Budden (2010), it stated that recruiter used social networking sites as a strategy in recruitment process for screening job applicants. Reviewing candidates' social networking profiles helps recruiters review the candidate's profile (Vicknair et al, 2010). However, not only recruiters are using social media to hire and screen job seekers, a study done by shows that 70% of the jobseekers would use social media network to find employment as well (CareerBuilder, 2017).
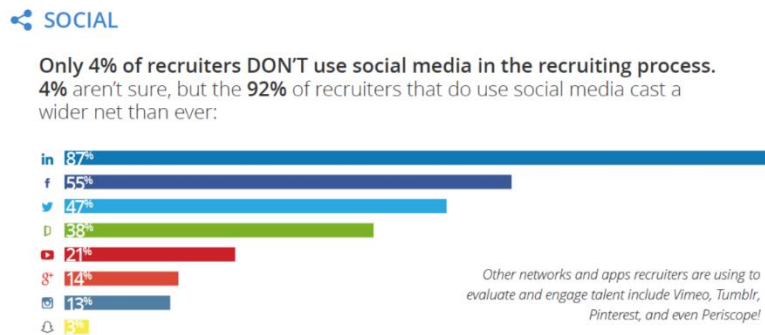
Figure 2.2 Social Networking Websites used for recruiting

Source: Using social media in the recruitment process. (n.d.). Retrieved from August 11, 2018, from https://www.robertwalters.com/content/dam/robert-walters/corporate/news-and-pr/files/whitepapers/using-social-media-in-the-recruitment-process.pdf

2.1.3 Social Media Trend around the world

According to Figure 2.3, Global Digital Report (2018), it presented that the annual growth of social media around the world. The global increase13 % in social media usage since January 2017 until January 2018. Saudi Arabia has the largest year-on-year increase in social media users since January 2017 (32%), a 17% increase compared to the global average. Other countries with the largest social media usage increase includes India, Indonesia and Ghana as technology is improving and social media becomes easily accessible to more of the population while U.A.E, South Korea and the UK have the slowest increase (Global Digital Report, 2018).
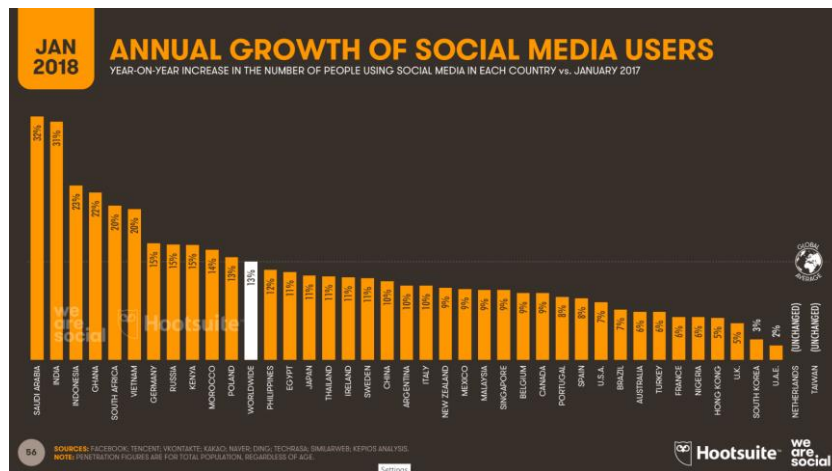
Figure 2.3 Annual growth of social media users in January 2018

Source: Latest Digital In 2018 Global Report. (2018, January 31). *Digital in Asia.* Retrieved September 7, 2018, from https://digitalinasia.com/2018/01/31/latest-digital-in-2018-global-report/

Another survey report that done by Smith (2015), presented user from many age group use social media as platforms for employment-related purposes. 65% of Americans use social media platforms and 35% of them have used social media to look for or research a job. Younger social media users were found as active users when it comes to using these platforms to look for employment and alert their networks about available jobs. Social media users ages 30 to 49 are just as likely as younger users to engage in, and roughly one-quarter of social media users ages 50 and older have used these platforms to look for work and let their friends know about job openings at their own company.

Figure 2.4 Social media users from many age group use these platforms for employment-related purposes.

Social media users from many age groups use these platforms for employment-related purposes

% of social media users in each age group who have …

- 18-29
- 30-49
- 50+

Used social media to look for or research a job
- 43
- 36
- 24

Used social media to let friends know about a job
- 40
- 38
- 24

Applied for a job you found on social media
- 29
- 23
- 11

Note: Based on the 65% of Americans who use social media.

Survey conducted June 10-July 12, 2015. Sample size = 2,001

PEW RESEARCH CENTER

Source: Smith, A. (2015, November 19). Job seeking in the era of smartphone and social media. *Pew Research Centre*. Retrieved 10 October, 2018, from http://www.pewinternet.org/2015/11/19/2-job-seeking-in-the-era-of-smartphones-and-social-media/

According to Job Seeker Nation Study from JobVite (2016), it found out that 48% of job seekers used social in the search for their most recent job. 67% of those who used social media to find their most recent job used Facebook. Only 35% used Twitter (JobVite, 2016). Meanwhile, Jobvite's Recruiter Nation survey also found that 87% of recruiters use LinkedIn, but only 55% use Facebook (JobVite, 2016). However, in Malaysia, according to New Straits Time (2014), reported that 60% of job seekers in Malaysia use social media in making their career decision. It also reported that phenomenon of using social media as job search tool was more inclined in Asia Pacific countries, which stands out as a hot spot with approximately half (51 percent) of the employees involving their social media network for employment

decisions (New Straits Time, 2014). However, it also stated that the concept is still relatively new in Malaysia (New Straits Time, 2014).

2.1.4 Social Media Sites

There are a lot of social media sites are coming and going. According to figure 2.1 as stated above, it showed the social media sites that used by recruiter in recruitment process. The social media includes LinkedIn, Facebook, Twitter, YouTube, Google+, Instagram, Snapchat and others network and applications. However, in this study only the top 3 most popular social media sites that used in the recruiting process will used to discuss which are LinkedIn, Facebook and Twitter.

The reason was because a research done by Cülcüloğlu in 2013 showed that 95% of organizations used LinkedIn for their recruiting practices. Also, as mentioned above, according to JobVite (2016), 87% of recruiters use LinkedIn, but only 55% use Facebook. However, out of several of social media sites 17% of recruiter prefer used Twitter, 20% of employers prefer LinkedIn, and 21% of them felt that Facebook. This is because different channels are more successful for certain activities than others such as Twitter is best for looking up current employees to understand experience or skills, LinkedIn is best for finding mutual connections for networking and getting a sense of company leadership, and Facebook is best for browsing photos and content to get a sense of company culture and understanding brand reputation.

Therefore, the top 3 most popular social media sites will be discussed as below:

LinkedIn

LinkedIn is considered the world's largest professional social network and most frequented social media platform for recruiting by businesses. LinkedIn now has over 500 million members in March 2017 (LinkedIn, 2017). It helps to build professional network and engagement with other users. It allows to connect professionals, to market one's skills, to share knowledge and experiences, and to plan future career steps (Caers & Castelyns, 2011). With the vast network of valued connection, it allows employers to look to employees for a boost via social distribution, which automatically shares job posting on their profiles for greater exposure, promoting internal referral processes.

Facebook

Facebook is the king in social networking platform all around the world, with more than 2 billion monthly active users (Business News Daily, 2018). It allows public to connect with friends, to share personal information, and to meet new people. Also for businesses, Facebook has released the ability for company pages to post job vacancies and subsequently review the application they receive, all within Facebook. It allows recruiter reached target desired audiences by post advertisements in Facebook as Facebook can analyse all the information that millions of users enter into their profiles (Business News Daily, 2018). Therefore, research done by Caers & Castelyns (2011) presented that 55 percent of employers utilise Facebook for sourcing candidates.

Twitter

Twitter is one of the most popular social networks worldwide and it has 330 million monthly active users. It is a social networking and microblogging service, enabling registered users to read and post short messages, so-called tweets. The amounts of messages are limited to

280 characters and users are also able to upload photos or short videos. Tweets are posted to a publicly available profile or can be sent as direct messages to other users which allowed job seekers to follow and contact with the employer they want to work with. Twitter is the fastest way for public get real time information around the world. 85% of small medium business user used Twitter to provide customer support as the customer service features on Twitter is quickly and easily respond to people.

2.1.5 Impact of Social Media Recruitment

With the rise of social media and online communities, individuals can easily share and access information. However, these caused some impact towards jobseekers and employers.

The benefit that social media recruitment had bring to job seekers and employers are employers can reach target candidates and able to build and develop relationships with them through using social networking sites (Albel, 2011). In the study of Jäger & Porr (2008) highlighted that recruiters can search talents and filter for candidates with specific backgrounds required which can lead to a time reduction for the search. It also able to help in improving the opportunities to look for the right candidates. Apart of it, job seekers use social networking sites as a media to search for information about the companies they interested to. For companies they use it as a media to source for information about candidates. This has become a usual practices done in recruiting process (Jäger & Porr, 2008). Majority of social media allows job seekers to access to for any job information, company information and contact with potential employers nationally and internationally for free (Teoh et al., 2013).

However, having profiles in social networking sites had caused few sensitive factors such as ethic challenges and privacy of data for recruiter and job seekers. This is because being public in social media sites, information that published by job seeker such as education level and professional fields in general can be easily surf by recruiters. Indirectly it may affect recruiter contact potential candidates and communicate with them in a noncommittal manner (Albel, 2011). The problem of fake user data or completely fake profile is one of the major issues concerning data acquisition in online social network (Krombholz, Merkl, & Weippl, 2012). Finding through Krombholz, et al., (2012) research showed that the reasons for providing fake user data are usually a result of privacy enhancement strategies due to conflicting privacy configurations and data protection policies caused by the platform. A report released by Facebook on May 2018, highlighted that around 4% of active users in Facebook are using fake profile, although Facebook had removed around 583 million of fake account from January 2018 to March 2018. Inaccurate or false information may endanger employers and job seekers in doing the wrong decision when source candidate's and company's information.

2.2   Review of Theoretical Models

2.2.1 Review of Model 1 from Abel (2011)

Framework 1 showed that there are five independent variables and a dependent variable. The independent variable has a significant relationship with the dependent variable. The independent variable included ease of navigations, security of privacy, information quality, popularity among applicants and networking scope. The dependent variable is the use of social networking sites lead to effective recruitment.

Figure 2.5: Investigate the extent to which Social Networking Sites lead to effective recruitment.

IVs	DV
Ease of Navigations	The use of Social Networking Sites lead to effective recruitment
Security of Privacy	
Information Quality	
Popularity among applicants	
Networking Scope	

Source: Abel, S. (2011). *The role of social networking sites in recruitment: Results of a quantitative study among German companies* (Master's thesis, University of Twente).

This research is done by Sandra Abel about the role of social networking sites to effective recruitment among German companies with minimal 300 employees. The purpose of this research is to investigate which social networking sites have led to the most effectiveness in recruitment. As mentioned in the research, effective recruitment includes the most effective set of activities and processes used to obtain a sufficient number of qualified people at the right place and time so that the applicants and the organization can select each other in their own best short and long-term interests. It has showed that Social Networking Sites is becoming an popular topic and much more important in recruitment in German companies. Obviously, the result of the research indicate a trend to use the sites for recruitment and it became obvious this issue will gain importance in the future (Abel, 2011).

According to the research, there are five factors which can influenced the role of social networking sites that lead to effective recruitment are ease of navigations, security of privacy, information quality, popularity among applicants and networking scope. However, the most relevant website factors which can be adapted to the qualities of Social

Networking Sites are ease of navigations, security of privacy, information quality. These three factors are indicators for a satisfactory website and can be adapted to indicators of Social Networking Sites. Ease of navigation means that a site contains functions that help users to find what they need without difficulty, that it possesses a good search engine, and that it allows the user to maneuver easily and quickly back and forth through the pages. In this study, ease of navigation is measured by ease of use and usability of the sites which includes that the use of Social Networking Site is easy to learn and user-friendly designed. Security/privacy involves the degree to which the user believes that the site is safe from intrusion and that personal information is protected. Information quality is the quality of information that the system produces and delivers. In this study the information quality of Social Networking Sites is referred to the information on applicants` sites (Abel, 2011)

Another two factors are popularity among applicants and networking scope. In this study, popularity among applicants is measured by registered users of the Social Networking Sites and the reputation of these sites. Networking scope is the scope of the web of social relationships and the number of people that is expected to be involved in this network. Referred to the study, the networking scope is defined as the connections which people have and the network effect of the site (Abel, 2011)

2.2.2 Review of Model 2 from Al Baghlani & Al Tabbaa (2014)

Framework 2 showed that there are four independent variables and a dependent variable. The independent variable has a significant relationship with the dependent variable. The independent variable included usefulness of social media, privacy concern, technology self-

efficiency and time of graduation. The dependent variable is the student's attitude towards using social media as a recruitment tool.

Figure 2.6: Investigate factors influencing student's attitude toward using social media as a recruitment tool.
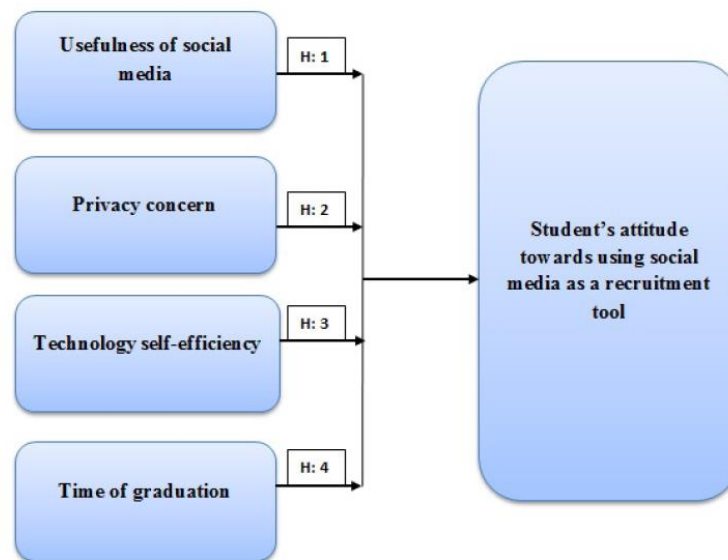
Source: Al Baghlani, A., & Al Tabbaa, O. (2014). An Investigation into Factors Influencing Students' Attitude toward using Social Media as a Recruitment Tool. *International Journal of Management Academy*, *2*(1), 9-26.

This research is done by Ali Lafta Khalaf Al-BAGHLANI and Omar Al TABBAA (2014) to investigate the factors that influencing student's attitude toward using social media as a recruitment tool. There were total 101 participants were responded in this quantitative research. According to the research, there are four independent variables that influences student's attitude towards using social media as a recruitment tool (Al Baghlani et al, 2014).

The first variable is usefulness of social media. The research showed that the utilizing social media sites will develop users' ability to gain information regarding new job opportunity. This study examined the influence of usefulness of social media platforms on student attitude

toward using those platforms as a tool for looking for job opportunities. The second variables, privacy concern refers to the desire of somebody to maintain his personal information and keep it safe from being revealed by others. In terms of student, privacy concern means that, students desire to prevent anybody form outside his or her network of friends to access their personal information. The third variable that effects the individual attitude is technology self-efficacy which refers to a person's ability to use technology with confidence. Technology self-efficacy was found to be the second significant predictor of the students' attitude. Students from Huddersfield University who participated were found to have high perception of self-efficacy toward using social media as a recruitment tool (Al Baghlani et al,.2014).

The last variable is time of graduation. In this study, they argued that the attitude of freshman may be because of their filling of distance from time of graduation which means time to enter labour market and on the same bases seniors and juniors were found least posting an appropriate post because of their feeling being close from the labour market. Inappropriate comments of photos or information posted on social networking account may have unwanted results on university students who are looking for job. However, in result, Year of study was found have no influence on students' attitude and not statistically correlated as well (Al Baghlani et al,.2014).

2.2.3 Review of Model 3 from Teoh, Tan & Chong (2013)

Framework 3 showed that there are three independent variables and one dependent variable. The independent variable has a significant relationship with the dependent variable. The independent variable included user friendliness, information provision and website usability. The dependent variable is the perception of university students towards internet recruitment.

Figure 2.7: University students perception towards Internet recruitment
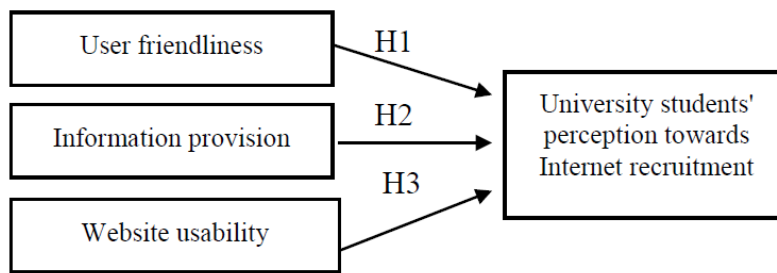
Source: Teoh, W. M. Y., Tan, S. C., & Chong, S. C. (2013). FACTORS INFLUENCING PERCEPTIONS OF UNIVERSITY STUDENTS TOWARDS INTERNET RECRUITMENT. *Asian Academy of Management Journal*, *18*(1).

This research is done by Teoh, Tan and Chong in year 2013. It indicated the factors influencing perceptions of University students towards internet recruitment. The research had collected 250 data from five different university students and found out there were three factors were considered to influence the perception of University students.

The three factors were user friendliness, information provision and website usability. In this research, information provision was found to be the strongest predictors towards the perception of University students. This is because job seekers were found to rely on the information that available online. Thus, when the information from online is unlikely to be true or correct, it will cause a negative perception towards the students. The information provision in this research used to measure how trustful of the career information were to job seekers when they found the job opportunities through internet (Teoh et al., 2013).

User friendliness was defined in this research was the degree of easiness and effort paid by the user through using the internet recruitment. The indicator for user friendliness were the effort paid by the user to search for information, the speed of the information can be

obtained, the duration that spent by the user when using it and the easiness of the website to use by users. While the website usability here was defined as the interface of website which offer the job seekers an efficient and effective way to search for career information. According to their research, they found out that many other studies proved that user perception was influenced by the characteristic of the website. In fact, their studies also proved that website usability was significantly influence the perception of University students towards internet recruitment (Teoh et al., 2013).

In the result of the study, all these three independent variables were found to be significantly associated with the perception of University students towards internet recruitment (Teoh et al., 2013).

2.3 Proposed Theoretical Framework

2.3.1 Independent Variables

2.3.1.1 Usefulness of Social Media

The concept of usefulness of social media indicates that utilizing social media sites will develop users' ability to gain information regarding new job opportunity (Al Baghlani et al.,2014). Also, ease of navigation means that a site contains functions that help users to find what they need without difficulty (Abel, 2011). The degree of easiness and effort paid by user through online was defined as user friendliness (Teoh et al.,2013). In this study, the variable of usefulness of social media combined the concept of usefulness of social media, ease of navigation and user friendliness. It was used to investigate the effort that paid by job seekers when using social recruiting sites, the easiness of the function provided to users when job searching, and the belief of job seeker in the

ability to obtain career information through social media recruitment sites.

According to the study done Abel (2011), ease of navigation is measured by ease of use and usability of the sites which includes that the use of Social Networking Site is easy to search for job and user-friendly designed. The result of the research found out that the perceived usefulness of social media was the best predictor of students' attitude. When students perceived the usefulness of social media, their attitude toward those websites will be positively increased. Other studies supported from Al Baghlani et al. (2014) research highlighted that user's perceived of usefulness would influence individual attitude toward using internet technology websites and platforms. Consequently, usefulness of social media sites is an important factor that influence jobseekers' intention to use.

2.3.1.2 Security and Privacy Concern

Security and privacy is one of the most important and often discussed ethical issues in the area of information technology and the media in general (Abel, 2011). Security and privacy involved the degree to which the user believes that the site is safe from intrusion and that personal information is protected. As social networking is a platform which connect people worldwide, information shared among the members is common. Information of profile is being public caused unsecure for individual as the information is very important. The high level of privacy concern, lead to a lower of student attitude towards using social media as recruitment tools (Al Baghlani et al., 2014). Security and privacy was found to be the strong influences on students' attitude towards social media recruitment (Al Baghlani et al., 2014). Thus, security and privacy concern was adopted to be one of the factors

influencing the behavioral intention of job seekers towards social recruiting.

In this study, security and privacy was measured by improper access and unauthorized secondary use. Improper access considers that data about individuals is readily available to people and who are properly authorized to view or work with this data. Unauthorized secondary use means that information collected by individuals for one purpose is used for another secondary purpose without authorization from same individuals (Abel, 2011).

2.3.1.3 Information Quality

Nowadays, job seekers tend to rely on the information online, a result of the information is unlikely to be trust or true will affects the perception of users (Teoh et al.,2013). Fake information will lead a negative perception of users towards using the system and vice versa. Information quality was referred to the quality of information that the system produces and delivers to the audiences (Abel, 2011). It is important to study because information provision was the strong predictors in the study of Teoh et al. (2013). Therefore, applied to this study, information quality was believed to be one of the important factor that affects the behavior of job seekers. In this study, information quality of social media recruitment sites was to study how trustful and correct the career information was sourced by job seekers via social media recruitment sites.

2.3.1.4 Website Usability

Usability was defined as the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use (Punchoojit, & Hongwarittorrn, 2017). In general, website usability is recognized as the simplicity to use a website (Teoh et al., 2014). However, in this study website usability was defined to the design and the function of the webpage of social media recruitment sites used by job seekers to search for job opportunities. According to the research done by Teoh et al. (2014), the finding showed that website usability was one of the factor that influence the perception of students towards using internet recruitment. In this research website usability was used to study three main outcomes. The first would be does the interface of social recruitment sites are pleasant to job seekers, followed by does social recruitment sites easy for users to achieve their objective through using it such as effective complete the application without fill in the information individually. Lastly, does the functions provided in social recruitment sites satisfied the need of the job seekers.

2.3.2 Dependent Variables

2.3.2.1 Intention to use

Intention to use was a behavioural that defined as the willingness of individual to use and to continue use a technology system (Miladinovic, & Hong, 2016). Different researchers point out different factors that affect the behavioural intention. According to Akar, & Mardikyan (2014) found that behaviour of intention to use social media platform is positively affected by perceived ease of use, perceived usefulness, and trust. It revealed that if users believe that using social media platforms would enhance their own performances, they are more intended to use these platforms. According to the research done by Brahmana, & Brahmana (2013), perceived usefulness, ease of use, and enjoyment were the three

most important intention aspects in e-recruitment. All these three variables gave more impact on individual in decision making (Brahmana et al.,2013). Moreover, according to the research done by Al Baghlani et al. (2014), proved that usefulness of social media, self-efficacy and privacy concern have significantly influence the attitude of students towards using social media as recruitment tools. In this study, intention to use was used to study the behaviour of job seekers towards using social media recruitment sites and point out the factors that affect this behaviour.

```
┌─────────────────────────────────────────────────┐
│  ┌──────────────┐                                │
│  │ Usefulness of│                                │
│  │ Social Media │                                │
│  └──────────────┘                                │
│  ┌──────────────┐        ┌──────────────┐        │
│  │  Security &  │        │Intention to use│      │
│  │Privacy Concern│       └──────────────┘        │
│  └──────────────┘                                │
│  ┌──────────────┐                                │
│  │ Information  │                                │
│  │   Quality    │                                │
│  └──────────────┘                                │
│  ┌──────────────┐                                │
│  │Website Usability│                             │
│  └──────────────┘                                │
└─────────────────────────────────────────────────┘
```
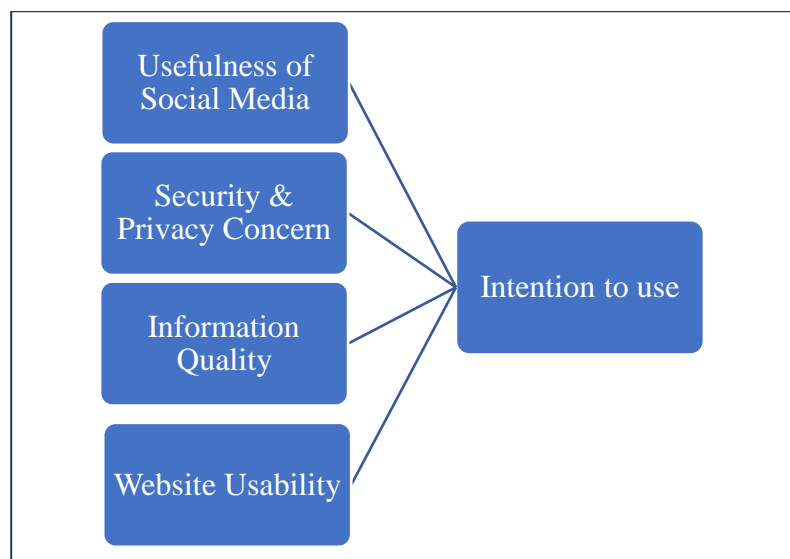
Source: Develop for the research

2.4   Hypothesis Development

From the literature review, the hypotheses in this study were developed and referenced from the three researches discussed above. Thus, to investigate the factors that affect the behavior of jobseekers' intention to use social media recruitment, four hypotheses will be tested as followed.

H1: There is a significant positive between usefulness of social media and behavioural intention of job seeker toward social media recruitment sites.

H2: There is a significant positive relationship between security and privacy concern of social media and behavioural intention of job seeker toward social media recruitment sites.

H3: There is a significant positive relationship between website usability and behavioural intention of job seeker towards social media recruitment sites.

H4: There is a significant positive relationship between quality information of social media and behavioural intention of job seeker toward social media recruitment sites.

2.5   Conclusion

This chapter has outlined the evolution of recruitment and background of social media recruitment that can ease the understanding of this study. The overview of the independent variables (usefulness of social media, security and privacy and quality information) and dependent variable (intention) were given in this chapter as well. Furthermore, a conceptual framework was also developed to evaluate the relationships the factors which can affect the intention of jobseekers to use social media recruitment sites. The methodology used for this study will be discussed next.

CHAPTER 3 RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is defined as techniques that used to collect data or information in conducting the research. Therefore, this chapter includes research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis to show how the research is carried out.

3.1 Research Design

To investigate the factors that affect job seekers in Malaysia toward using social media recruitment sites to look for job, data is required to conduct the research. According to Zikmund, Babin, Carr & Griffin (2009), research design is defined as the principal that clearly states the strategies and measures for gathering and examining the desired information to answer the research problem. In this research, quantitative research was chosen as data collection method to collect data from a sizable target respondent by using online survey.

Furthermore, both descriptive and causal research are used in this research was used and applied in this study to investigate the association between variables. Descriptive analysis was used to study the demographic profile and general information about target respondent. Causal research was used to identify the extent and nature of cause-and-effect relationship on how the dependent variable changes with variation in the independent variable. This study investigates how usefulness of social media, quality information, website usability, and privacy and security concern influence the intention of job seekers using social media recruitment sites to look for job.

3.2   Data Collection Method

Data collection is one of the essential part in this research. It is a procedure which data collected from various sources was measured and found to answer the problem of the research. They are two types of data conducted in this research which is primary data and secondary data.

3.2.1 Primary Data

Primary data is defined as data observed and collected directly from researchers for specific purpose. Primary data is known as more reliable as it was collected through first hand experienced by doing original research.

3.2.1 Secondary Data

Secondary data is known as data already published and collected by previous researcher for other purpose. Researchers utilized secondary data for other purpose from previous. However, secondary data is less reliable as compared to primary data as information can be collected through internet, journals and newspaper. Outdated information also may affect the accuracy of the data. Therefore, researcher must be more aware when utilized secondary data. This type of data was chosen to conduct in this research as information was collected through Google Scholar.

3.3   Sampling Design

The target population of this study is focus on jobseekers who experienced search for jobs through using social media sites in Malaysia. The reason of choosing Malaysia is because there is a small amount of studies done on social media in Malaysia from the perspective of jobseekers more is focused on recruiter perspective. Also, as mentioned in Chapter 2, in 2015, there is 60% of job seekers in Malaysia using social media sites to look for job information. Since there is a increasing usage trend in using social media sites to look for job in Malaysia, it is important for us to understand the development of this new media on the Malaysian users, particularly on the usage and effects of social media and SNS on these users.

The sampling elements in this research are jobseekers who age above 14 in Malaysia who used social media sites to look for job and apply for jobs. This is because according to Malaysia Labour Law, workers in Malaysia are eligible for full-time employment at the age of 14, however there are certain protective regulations covering adolescents aged 14 to 16. This group of respondents will be chosen because they can provide more accurate information than those who never use social media sites to apply for job before. Thus, their experience and knowledge allow this research to get more relevant and precise results.

In this research, convenience sampling is selected in the study under the non-probability sampling. Before actual survey was delivered out, a pilot test of 20 sets of questionnaires have been conduct. Then a total of 200 questionnaires were sent to target respondent via online who are free to answer this questionnaire. All the data was collected from target respondents who are free to answer this questionnaire.

3.4 Research Instrument

Questionnaire, a low cost and time-consuming research instrument was chosen in this research which also known as the fastest way to collect data compared to interview and observation. Also, with the advancement technology, questionnaire sent out through online help to collect more data as it can reach sizable of respondents. Due to limited resources, questionnaire is a most effective way to help to collect data in this research.

3.4.1 Design of questionnaire

The questionnaire was modified from the past journals and researches. English is chosen as the main language set on the questionnaire because English is known as international language and is understood by the majority of Malaysian.

The questionnaire contains of three section which are section A to section C. A total of 6 questions about demographic information are asked in Section A such as gender, race, age, educational level, occupation and the frequency visited to social media recruitment sites. Section B consist of screening question about the general information of respondent in relation to the research. One question in section B used determinant-choice question that require respondents to choose one or more options from several alternatives. In the last section of section C, five questions are used to study the factors that affect the behavioural intention of job seekers toward social media recruitment sites. All the variables are measured on a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

3.4.2 Pilot Test

A pilot test was conducted in this research before the actual research questionnaire sent out. The questions were piloted with 20 respondents who experienced to use social media recruitment sites through online and took 3 days to test. The purpose of piloting the questionnaire was to determine the feasibility and to avoid errors, and to detect the unclear questions and statements. This is to enhance the content validity of the instrument. Respondents were requested to provide details feedback of whether questions were appropriate and easy to understand. Consequently, minor adjustments were made to the questionnaire before it was disseminated.

3.5 Construct Measurement

3.5.1 Scale of Measurement

Scales of measurement is defined as ways in which variables are defined and categorized. Each scale of measurement has certain properties which in turn determines the appropriateness for use of certain statistical analyses. There are typically four level of scale measurement that are used commonly by researchers in the research which are nominal scale, ordinal scale, interval scale and ratio scale. However, only nominal, ordinal and interval scale was used in this research questionnaire. Nominal scale and ordinal scale are qualitative scale and nonmetric scale.

Nominal scale was adopted in questionnaire section A which they don't have numeric value and can be placed into categories. These are the description with no sense of order such as gender, occupation and race. However, some of the questions in section A was adopted ordinal scale such as question 3 (age) ,4 (educational level) and 6 (the

frequency of the usage of social media recruitment sites is visited).
Also, in section B, both were adopted.

The most precise level of measurement is interval, as it includes things
that can be measured rather than classified. In the last part of
questionnaire, section C used interval scale to measure the variables
that influence the behavioural intention of job seekers toward social
media recruitment sites. All the variables were evaluated by using five-
point Likert scale from 1(Strongly Disagree) to 5(Strongly Agree)
which shown as below.

1	2	3	4	5
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree

3.5.2 Origin of Construct

Table 3.1 Summary of Constructs and Sources

Constructs / Variables	Sources
Intention to use	Brahmana et al (2013)
Usefulness of Social Media	Brahmana et al (2013) Al Baghlani et al (2014) Teoh et al (2013)
Quality Information	Abel (2011)
Privacy and Security Concern	
Website usability	Teoh et al (2013)

Source: Develop for the research

Table 3.1 shows the summary of constructs and sources adapted from
past journals and applied in this research. The questionnaire consists of
a total of six variables and was modified from the studies of Brahmana
et al (2013) with the regards of intention to use, studies from Abel
(2011) with the regards of two variables (quality information and

privacy and security concern), studies from Al Baghlani et al (2014), Teoh et al (2013) and Brahmana et al (2013) with the regards of one variable (usefulness of social media) and, studies from Teoh et al (2013) on website usability.

3.6   Data Processing

A data processing was conducted after collected all the questionnaires from respondents. Before start doing with data analysis, it is responsible of researchers to make sure that all the data collected are completed, quality and measurable. Data processing involved of data checking, data editing, data coding, data transcribing and data cleaning.

3.6.1 Data Checking

Data checking is one of the important process in data processing, which also known as questionnaire checking. This required researcher to make sure that all the questionnaire had been answered completely by respondents and filtered out those incomplete.

3.6.2 Data Editing

Data editing is required because it is a process of examining errors in collected data. It allows researcher to correct, check, modify the data to ensure that the result is accurate. Researcher has to pay more attention in data editing because some respondents may give ambiguous and inconsistent answer which will caused data to be incomplete and inaccurate.

3.6.3 Data Coding

Data coding is defined as the process of attaching labels to lines of text so that the researcher can group and compare similar or related pieces of information. By doing this, it allows researcher to enter all the data into computer system and analyse the data through Statistical Project of Social Science (SPSS). As it required researcher to use numerical data as input to analyse the research result by using it. For example, questions in section B that used Likert scale, strongly disagree is coded as 1, disagree is coded as 2, neither agree nor disagree is coded as 3, agree is coded as 4, strongly agree is coded as 5.

3.6.4 Data Transcribing

Data transcribing is importing all coded data into computer and transcribed into Statistical Package for Social Sciences (SPSS) software for the next phase of data analysis.

3.6.5 Data Cleaning

Data cleaning is the final process in data processing to ensure the result accuracy. It helps researcher to check error and verification to make sure the all codes key in are correct and valid. While SPSS software is used to check the accuracy of input data and identify the coded data that are out-of-range of the acceptable answers.

3.7 Data Analysis

3.7.1 Descriptive Analysis

Descriptive analysis summarizes a large amount of data set into a brief description. It presented in the form of numerical and graphical to help easy understanding the data. Descriptive statistics are normally measure of central tendency, variability or distribution. The most-common method that used to measure are mode, mean, median, coefficient of variance, standard deviation and range. Frequency distribution and percentage distribution were used to present data in this study.

3.7.2 Reliability Analysis

Reliability test was taken during pilot test in this research. Although respondents can understand the questions asked, to makes sure the consistent measurement across various items in the instrument (internal consistency) and across time (stability) that without bias in measurement. Thus, Cronbach's alpha was used in this reliability test as it shows how fit the items in a set are positively correlated to each other. A result of Cronbach's alpha that more than 0.8 was tested for four variables in pilot test, which indicated a high level of internal consistency of the scale. The range for alpha coefficient is shown in table below.

Table 3.2: The Range for Alpha Coefficient

Cronbach Alpha, α	Strength of Association
< 0.6	Poor Reliability
0.6 – 0.7	Fair Reliability
0.7 – 0.8	Good Reliability
0.8 – 0.95	Very Good Reliability

Source: Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2009). *Business research methods* (8th ed.). New York: South-Western/Cengage Learning.

3.7.3 Inferential Analysis

3.7.3.1 Multiple Regression Analysis

Multiple regression is used to predict the value of a dependent variables based on the value of two or more other independent variables by fitting a linear equation to observed data (Ho, 2006). Thus, to investigate the association of how fit is relationship between the independent variables and dependent variable, a multiple regression analysis was used to conducted and explained in this research. Multiple regression analysis was used to investigate the hypothesis of factors that influencing the behaviour intention of job seekers towards social media recruitment.

Formally, an equation of multiple regression equation is formed and shown below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \ldots$$

Where Y represent the value of dependent variables;
X represent the value of independent variables;
a represent the value of constant value / Y-intercept;
b represent the value of unstandardized coefficient.

3.8   Conclusion

In the nutshell, this chapter explained research design, data collection methods, sampling design, research instrument, construct measurement, data processing and data analysis. This research methodology has provided a better understanding of how researcher collected data from the target respondents and how researcher processed and analysed data through using Statistical Package for Social Sciences. Moreover, multiple regression analysis was used to carry out and examine the association between variables.

CHAPTER 4 RESEARCH RESULT

4.0   Introduction

Chapter 4 showed the results of the questionnaire surveyed in this research. 210 sets of surveyed questionnaires were collected and used to analyse through using SPSS version 17. There are three sections of the analysis result presented and discussed in this chapter which included descriptive analysis, scale measurement and inferential analysis.

4.1   Descriptive Analysis

4.1.1   Respondent Demographic Profile

Demographic profile of respondent was collected by researcher in part A of questionnaire that includes of gender, nationality, race, age, highest educational level, occupation and frequencies of use. It has now presented in a easier understanding way as shown Table 4.1.

According to Table 4.1, the first presented data category was gender, a total of 200 respondents participated in the survey, 50% of them were female respondents and 50% male respondents (N=105). As this research required only Malaysian is allowed participate in the survey, all the respondents are Malaysian. However, according to the result, the majority respondents that participated in the survey are Chinese, which occupied a 50%(N=10o), followed by 26% of Indian respondents and 24% of Malay respondents.

Besides, the largest age group of respondents were mostly age between 21-30 years old and 31-40 years old, that contributes a total 80.5%

(N=161). Only 1 respondents whose age was 51 and below responded in the survey. Moreover, the smallest age group of respondents was age below 20 which consist of 12 respondents. Followed by the highest educational level data, majority of the respondents are well-educated. A high percentage of 67% respondents were undergraduate (N=134). Secondly, was Diploma or A-Level or STPM, a total of 34 respondents participated in the survey. Then a total of 29 respondents were postgraduate, while only 3 respondents were primary or secondary.

Furthermore, the occupation status also shown in Table 4.1, the data shown that a 57.5% (N=115) of the respondents were employed, while the rest of the respondents were students and unemployed which occupied a total of 42.5% (N=85). Frequency of usage towards social media recruitment was the last category presented in Table 4.1. It divided into 4 categories which were daily, weekly, monthly and yearly usage. The highest frequencies usage shown in data was weekly usage user, that possessed 71 respondents among 200 respondents (35.5%), which means that respondents used social media recruitment for job purpose at least once in a week. The second highest frequencies usage was daily usage, which occupied 29% (N=58), followed by 22% of monthly usage user and the lowest frequencies usage of 13.5% of yearly usage towards social media recruitment sites in Malaysia.

Table 4.1 Demographic Profile of Respondents

	Variable	Frequency	Percent (%)	
Gender	Male	100	50	
	Female	100	50	
Nationality	Malaysian	200	100	
	Non-Malaysian	0	0	
Race	Chinese	100	50	
	Indian	52	26	
	Malay	48	24	
Age	Below 20	12	6	
	21-30	86	43	
	31-40	75	37.5	
	41-50	26	13	
	51 and above	1	0.5	

Table 4.1 (continued)

Highest Educational Level	Primary/ Secondary	3	1.5	
	Diploma/ A-Level/ STPM	34	17	
	Under-graduate	134	67	
	Post-graduate (Master/ MBA/ Phd)	29	14.5	
Occupation	Student	77	38.5	
	Employed	115	57.5	
	Unemployed	8	4	
Frequency of use	Daily	58	29	
	Weekly	71	35.5	
	Monthly	44	22	
	Yearly	27	13.5	

Source: Developed for research

4.1.2 General Information of Respondents

The general information collected by researcher in part B of the questionnaire was presented in Figure 4.2 to Figure 4.4.

Figure 4.2 showed that the respondents were aware to social media recruitment. Among 200 of the respondents, all of them have the knowledge about social media recruitment which presented a 100% of yes in the pie chart below.

Figure 4.2 Aware to Social Media Recruitment
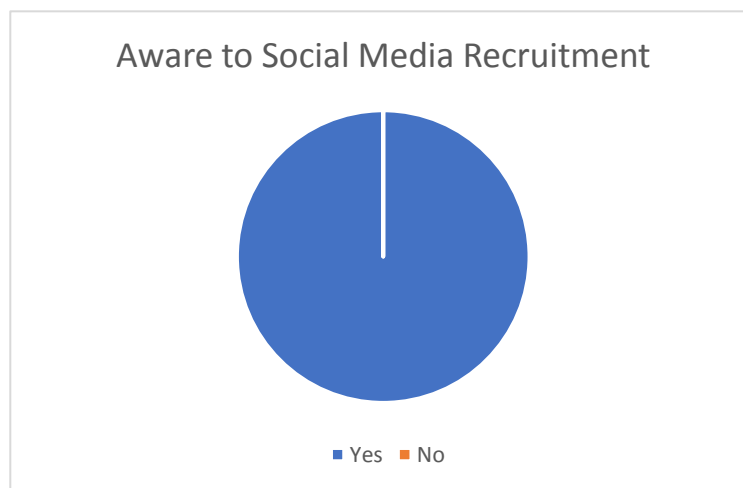
Source: Developed for research

Figure 4.3 presented the data of the respondents who used social media to find job before in a pie chart. A total of 200 respondents voted for yes which means that they used social media to get a job before.

Figure 4.3 Used Social Media to Find Job Before
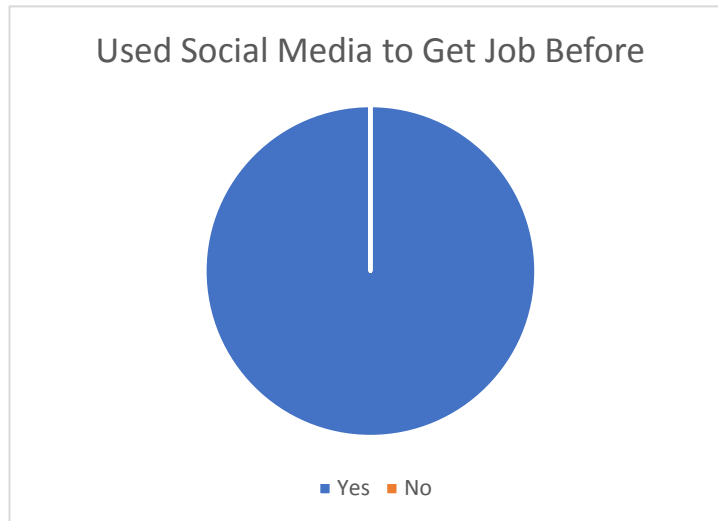
Source: Developed for research

As represented in Table 4.2 showed that which social media has used by respondents to look for job. There are total 7 choices which are Facebook, Twitter, WhatsApp, Instagram, LinkedIn, WeChat and others stated in questionnaire. Respondents are allowed to select more than 1 choices as their selection. Apart of the 6 available choices, Google+ was received as others selection from the survey by respondents.

The data presented in Table 4.2 was developed from pivot table of Microsoft Excel. Different people will have different selection. All decisions made by 200 respondents were divided accordingly into 27 rows as showed in Table 4.2.

52 out of 200 respondents have used all the 6 choices to get a job before. The second higher most frequent used social media category that includes Facebook, WhatsApp, Instagram and WeChat, 17 respondents selected this as their answer.

47

Majority of the respondents used more than 1 social media to get job. Only 5 respondents received used only Facebook and 14 of them used LinkedIn only. Apart of it, there are 3 respondents who added Google+ as their selection when answering the survey, 1 of them answered all the 6 choices along with Google+, 1 of them used Facebook, Twitter, WhatsApp, LinkedIn, WeChat and Google+, while another only used LinkedIn and Google+ before.

Table 4.2 The Social Media Used by Respondent

Social Media	No. of Respondent
Facebook	5
Facebook, Instagram	2
Facebook, Instagram, WeChat	2
Facebook, LinkedIn	13
Facebook, Twitter, Instagram	1
Facebook, Twitter, Instagram, LinkedIn	1
Facebook, Twitter, LinkedIn	12
Facebook, Twitter, WhatsApp, Instagram, LinkedIn	6
Facebook, Twitter, WhatsApp, Instagram, LinkedIn, WeChat	52
Facebook, Twitter, WhatsApp, Instagram, LinkedIn, WeChat, Google+	1
Facebook, Twitter, WhatsApp, Instagram, WeChat	8
Facebook, Twitter, WhatsApp, LinkedIn	7
Facebook, Twitter, WhatsApp, LinkedIn, WeChat	3
Facebook, Twitter, WhatsApp, LinkedIn, WeChat, Google+	1
Facebook, Twitter, WhatsApp, WeChat	1
Facebook, WhatsApp	11
Facebook, WhatsApp, Instagram	7
Facebook, WhatsApp, Instagram, LinkedIn	7

Facebook, WhatsApp, Instagram, LinkedIn, WeChat	2
Facebook, WhatsApp, Instagram, WeChat	17
Facebook, WhatsApp, LinkedIn	11
Facebook, WhatsApp, LinkedIn, WeChat	6
Facebook, WhatsApp, WeChat	5
LinkedIn	14
LinkedIn, Google+	1
Twitter, LinkedIn	3
WhatsApp, LinkedIn	1

Source: Developed for research

4.2   Scale Measurement

4.2.1 Reliability Analysis

Table 4.3show the reliability analysis, means and standard deviation of scores of all the variables. Reliability test is conducted in this research. As mentioned in Chapter 3, Cronbach's alpha was used in this reliability test as it shows how fit the items in a set are positively correlated to each other. A reliability coefficient required to more than 0.70 only considered acceptable by researcher in most research situations.

A result of Cronbach alpha for 5 variables were presented as below, all of them show a strong and high level of internal consistency of the scale. All the variables were measure with 4 items, except usefulness of social media. The alpha coefficient for dependent variables, intention to use, for the four items is 0.940, showing that the items have relatively high internal consistency. User friendliness was the only variable that measure with five items and had a Cronbach's alpha result of 0.939. Followed by other independents variables such as quality information, website usability, and privacy and security, the result of Cronbach's alpha is 0.939, 0.924, 0.922, 0.941 respectively.

Table 4.3 Reliability analysis, means and standard deviations of scores

Items	Mean	S.D.	Cronbach's alpha
Intention to Use	**3.3225**	**1.08860**	**0.940**
1. I would like to find job from social networking recruitment site.	3.36	1.134	
2. I would like to use social networking recruitment site for recruitment purpose in future.	3.30	1.251	
3. Given the chance, I intend to use social media approach to find job.	3.34	1.127	
4. I would like to continuously visit social media recruitment site.	3.30	1.210	
User friendliness of Social Media	**3.3520**	**1.05625**	**0.939**
1. I find the social networking recruitment site is easy to use and user friendly to me.	3.42	1.157	
2. I find the information in social networking recruitment site with minimal effort.	3.29	1.201	
3. I can quickly and easily find the career information	3.36	1.190	

which interested to me.			
4. I can effectively complete my application by using social media recruitment sites.	3.37	1.204	
5. The career section provides easy to follow search paths.	3.34	1.140	
Quality Information	**3.1838**	**1.07696**	**0.924**
1. The information provided on social media recruitment sites can be trusted.	3.10	1.248	
2. The career information provided on social media are correct.	3.21	1.192	
3. Social Media Recruitment's site provides the latest career information of the company.	3.16	1.180	
4. Visiting the career section provides me with relevant career information.	3.27	1.151	
Website Usability	**3.3200**	**1.07249**	**0.922**
1. I can effectively complete my application by using Social Networking Recruitment	3.36	1.143	

Sites.			
2. The interface of the social networking recruitment site is pleasant.	3.37	1.233	
3. The social networking recruitment sites provides all the functions which I needed.	3.27	1.205	
4. The functions in the social networking recruitment sites are well integrated.	3.29	1.180	
Privacy and Security Concern	**3.1113**	**1.11260**	**0.941**
1. The information data on the Social Media Recruitment Sites are protected against abuse.	3.18	1.266	
2. The information data on the Social Networking Recruitment Sites are protected for unauthorized secondary use.	3.13	1.173	
3. The information data on the Social Networking Recruitment Sites can only be accessed by authorized users.	3.15	1.205	
4. I trust that Social	3.00	1.182	

Networking Recruitment
Sites will not use my
personal information for
other purposes.

Source: Developed for research

4.3   Inferential Analyses

Table 4.4 presented the Pearson correlation coefficient results, and Table 4.5 presents the multiple regression results between the independent and dependent variables. All the variables are significantly positively correlated with the intention of job seekers to use social media recruitment sites. With an R-square value of 85.8% in Table 4.5, means that all the variables are significantly associated with the intention of job seekers to use social media recruitment sites. In this research, 3 hypotheses were accepted and 1 hypothesis was rejected.

Table 4.4 Results of Pearson correlation analysis between the independent and dependent variables

Variables	R
Usefulness of Social Media	0.879**
Quality Information	0.889**
Website usability	0.847**
Privacy and Security Concern	0.891**

** Correlation is significant at the 0.01 level (2-tailed)

Table 4.5 Results of multiple linear regression coefficients between the independent and dependent variables

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig	Tolerance	VIF
Constant	0.185	0.099		1.860	0.064		
Usefulness of Social Media	0.374	0.071	0.363	5.261	0.000	0.153	6.537
Quality Information	0.230	0.078	0.228	2.957	0.003	0.123	8.123
Website Usability	0.005	0.070	0.005	0.071	0.943	0.153	6.551
Privacy and Security Concern	0.364	0.069	0.372	5.299	0.000	0.148	6.764

R = 0.926; R^2 = 0.858; F = 293.874; Sig = 0.0000

Hypothesis 1

H1: There is a significant positive relationship between user friendliness and behavioural intention of job seekers toward social media recruitment sites.

Based on Figure 4.7, the significant value of usefulness was 0.000 which was lower than 0.05 (P = 0.000 < 0.05). Therefore, hypotheses 1 was accepted. There was a positive significant relationship between usefulness and intention of job seekers towards social media recruitment.

Hypothesis 2

H2: There is a significant positive relationship between quality information and behavioural intention of job seekers toward social media recruitment sites.

Based on Figure 4.7, the significant value of quality information was 0.003 which was lower than 0.05 (P = 0.003 < 0.05). Therefore, hypotheses 2 was accepted. There was a positive significant relationship between quality information and intention of job seekers towards social media recruitment.

Hypothesis 3

H3: There is a significant positive relationship between website usability and behavioural intention of job seekers toward social media recruitment sites.

Based on Figure 4.7, the significant value of quality information was 0.943 which higher than 0.05 (P = 0.943 > 0.05). Therefore, hypotheses 3 was rejected. There was no significant relationship between website usability and intention of job seekers towards social media recruitment.

Hypothesis 4

H4: There is a significant positive relationship between privacy and security concern and behavioural intention of job seekers toward social media recruitment sites.

Based on Figure 4.7, the significant value of privacy and security concern was 0.000 which smaller than 0.05 (P = 0.000 < 0.05). Therefore, hypotheses 4 was accepted. There was a positive significant relationship between privacy and security concern and intention of job seekers towards social media recruitment.

Table 4.6: Summary Results of Hypothesis 1 – Hypothesis 4

Hypotheses	Result	Significance Interpretation
H1	Positive Significant	There was a positive significant relationship between usefulness and intention of job seekers towards social media recruitment.
H2	Positive Significant	There was a positive significant relationship between quality information and intention of job seekers towards social media

		recruitment.
H3	**No Significant**	**There was no significant relationship between website usability and intention of job seekers towards social media recruitment.**
H4	Positive Significant	There was a positive significant relationship between privacy and security concern and intention of job seekers towards social media recruitment.

Source: Developed for research

In the end of the result, to test the statistical significance of the independent variables on the dependent variable, an equation mentioned in previous chapter was applied and formed as below.

Equation formed for this test:

Intention = 0.185 + 0.374 (usefulness of social media) + 0.230 (information quality) + 0.005 (website usability) + 0.364 (privacy and security concern)

Multiple regression model with all four predictors, usefulness of social media, information quality, website usability and privacy and security concern to the behaviour intention of jobseekers towards social media recruitment produced $R^2 = 0.858$, $F = 293.874$, $p < 0.000$. The behaviour of job seekers' intention to use is equal to 0.185 + 0.374 (usefulness of social media) + 0.230 (quality information) + 0.005 (website usability) + 0.364 (privacy and security concern). It explained that intention of job seekers increased 0.374% for each level increased in usefulness of social media, 0.230% for each level increased in information quality, 0.005% for each level increased in website usability and 0.364% for each level increased in privacy and security concern. One of the independent variables, website usability was not significant to intention of

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job seekers towards social media recruitment, t =0.071, p = 0.943. Usefulness of social media, information quality and privacy and security concern were result significant to intention of job seekers towards social media recruitment, t = 5.261, p <0.001, t = 2.957, p <0.001and t = 5.299, p <0.001 respectively.

4.4 Conclusion

The research result has shown the data result from descriptive analysis, reliability analysis and inferential analysis. Also, Three out of four hypotheses result were supported, while one was rejected. Further discussion on the result will be discussed in the following chapter.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0   Introduction

In this chapter a details discussion will be discussed include the summary of statistical analysis, discussions of major finding, implication of the study of the result shown in Chapter 4. Moreover, limitation of this study, recommendations for future research and conclusion will be discussed as well.

5.1   Discussion of Major Findings

The overall of the relationship of independent variables towards dependent variable, three variables (usefulness of the social media, quality information, privacy and security) were found to be significantly associated with the behaviour intention of job seeker toward social media recruitment sites, with a significant value that lower 0.05. However, one variable (website usability) was found not to be significantly associated with the dependent variable.

Table 5.1: Summary Results of Hypothesis 1 – Hypothesis 4

Hypotheses	Sig.	Result	Significance Interpretation
H1	P = 0.0000	Positive Significant	There was a positive significant relationship between usefulness and intention of job seekers towards social media recruitment.
H2	P = 0.003	Positive Significant	There was a positive significant relationship

			between quality information and intention of job seekers towards social media recruitment.
H3	**P = 0.943**	**No Significant**	**There was no significant relationship between website usability and intention of job seekers towards social media recruitment.**
H4	P = 0.000	Positive Significant	There was a positive significant relationship between privacy and security concern and intention of job seekers towards social media recruitment.

Source: Developed for research

5.1.1 Usefulness of Social Media

H1: There is a significant positive relationship between user friendliness and behavioural intention of job seekers toward social media recruitment sites.

The result of significance value 0.000 which lower than 0.05 (P = 0.000 < 0.05) was caused the hypothesis been accepted. It proved that there was a positive significant relationship between usefulness and intention of job seekers towards social media recruitment. However, the statement also supported by few studies.

According to Al Baghlani et al (2014), the study shown that perceived usefulness of social media was found to be the best predictor of students' attitude which means that when students perceived the usefulness of social media, their attitude toward those websites will

increase positively. Therefore, the hypothesis was accepted. Others reason that supported in the research also stated that due to the internet and communications tools nowadays, it being useful and beneficial to public. Indirectly, its contribution in facilitating people life which increasing day by day. Moreover, due to the advancement and fastest development in technology, social media platform may increase people sense of its usefulness (Al Baghlani et al ,2014).

According to Brahmana et al (2013), the result of the study showed that perceived usefulness has relatively higher magnitude on the intention among other attitudinal perception which included perceived usefulness, ease of use, and enjoyment. However, three of variables stated gave more impact on the decision making of individual when using e-recruitment. Another research done by Rana et al (2016), stated that social media was tested to be more user friendly than other recruitment process (Rana et al, 2016).

In this research, usefulness of social media is of the combination of perceived ease of use and perceived usefulness. Thus, in practices, the usefulness and user-friendliness of social media has been proved that it will affect the intention of job seekers towards social media recruitment sites.

5.1.2 Information Quality

H2: There is a significant positive relationship between information quality and behavioural intention of job seekers toward social media recruitment sites.

The result of significance value 0.000 which lower than 0.003 (P = 0.003 < 0.05) was caused the hypothesis been accepted. It proved that there was a positive significant relationship between information quality and intention of job seekers towards social media recruitment. However, the statement also supported by few studies.

According to Brahmana et al (2013), quality information was found to be one of the factor that affect the effectiveness of social media for recruitment. It also found that provision of information to be significantly associated with the perception of university students towards Internet recruitment in the research done by Teoh et al (2013). Moreover, a study done by Moghaddam et al (2015), also show a positive relationship between information content qualities and graduate students' behavioural intention towards online recruitment. It stated that information quality was one of the important matter as it would influence job seeker in the initial stage of job application. For example, a negative information may raise negative perceptions among job seekers, which could stop job seekers continue using the social media to find job and indirectly it could tarnish the reputation of the company (Teoh et al, 2013).

Similarity, it applied the same theory to this research, the quality of job information that shared on social media will affect the intention of job seekers to use. It is important for both employer or job seekers to provide the trustful and correct information on social media. Applicants that provide better quality of information, show the better picture of the applicants, this helps recruiter to reduce and save time to choose the potential applicants. At the same time, recruiter that provide a better quality and trustful job information's on social media will increase and sustain the intention of job seeker to continue use it for further job purposes.

5.1.3 Website Usability

> H3: There is a significant positive relationship between website usability and behavioural intention of job seekers toward social media recruitment sites.

The result for hypothesis 3 was rejected because a significance value of 0.922 was higher than 0.05 (P = 0.922 > 0.05). It proved that there was no significant relationship between website usability and intention of job seekers towards social media recruitment.

In this study, website usability does not have impact towards intention of job seekers toward social media recruitment sites. As mentioned in Chapter 2, social media is a platform that allow people to share their experiences and communicate with each other. Social media recruitment sites are a platform where offeror and offeree accepted the job offer by using social media. Thus, neither the interface nor the functions that provided in social media has any impact towards intention of job seekers.

5.1.4 Privacy and Security Concern

H4: There is a significant positive relationship between privacy/security concern and behavioural intention of job seekers toward social media recruitment sites.

The result for hypothesis 4 was accpeted because the significance value was 0.000 which lower than 0.05 (P = 0.000 < 0.05). Thus, it proved that there was a positive significant relationship between privacy/security concern and intention of job seekers towards social media recruitment. However, the statement also supported by few studies.

Followed by the research done by Al Baghlani et al (2014), it found that privacy concern had a negative significant effect towards students' attitude. Students who attended to the research were strongly concerned about their privacy on social media. the high level of

privacy concern will lead to lower level of students' attitude toward using social media as a recruitment tool.

Another research done by Rana et al (2016) supported that privacy and security had impact towards social media recruitment. The research took into consideration of three items which including protection of data against abuse, data access by authorized users and protected communication with applicants. It recommended that it is advisable to consider potential legal issues, particularly those surrounding data protection and privacy on social media recruitment.

5.2   Implications of the Study

5.2.1   Managerial Implication

This finding of this research has revealed the factors that affect the behavioural intention of job seekers towards social media recruitment sites in Malaysia. Among all the independent variables in this research have positive significant relationship towards intention of job seekers, except website usability. Respondents felt that the interface of the social media, the function of the social media and the effectiveness to complete application through social media don't have any impact towards their intention to use. Thus, to improve the usability of interactive systems, web designer for social media should be kept in mind when designing social networking sites, not only for first- time users but also to retain existing users of the website. Besides, every social media has their own uniqueness that differ oneself from another, and suitable for every type of person. However, one recommendation in term of usefulness of social media is that the continuous development in features of social media can be simple and more user friendly for elderly.

Followed by one issue that everyone cares about on social media which is privacy and security concern. To avoid any information being accessed by unauthorised people, job seekers own self must stay alert and be careful when key in any information that is important. For social media, the setting would have improvement on privacy setting which can be control by job seekers to select that which application have the access to their data and which can't. Also notifications can used to alert users when someone tried to access their important data. Moreover, the hardest part in social media is the information quality, it is hard to control. Therefore, job seekers have to stay alert, be aware and check thoroughly of career information before apply as not every career information that posted on social media recruitments sites can be trustful.

This research would benefit for future researcher who want to do research on social media recruitment. Furthermore, this could also benefit recruiter as this research is study based on job seekers perspective. They able to understand what affect job seekers to search for job info by using certain social media. It also helps them to know which are the social media that often visited by job seekers to look for job.

The research also found out that there do have respondents that not used social media to search job before, however majority of respondents do aware to social media recruitment sites. Among of them, Facebook was found out to be the most popular social media recruitment sites that used by respondents. Due to the advancement of technology, business can also start up with Facebook Marketing. Recruiter able to post advertisement by targeting the customer according to their lifestyle and interest on Facebook. This has created a major threat to other competitors.

5.3   Limitation of Study

There was some limitation faced by researcher when conducting the research. In this research study, the first limitation was not much journals about social media. Even the existing one were done from the perspective of recruiters. The following limitation was geographically limitation which may raise some generalizability issues, as the research sample involved only Malaysian. It cannot be ruled out that certain cultural influences have affected the results of the research. Consequently, the results are based on Malaysian perceptions and their experiences about social media recruitment sites. Thus, to ensure the generalizability of the results in this study, more participants who make use of social-oriented sites would be encourage. Besides, due to the fast changes in economy and technology, new applications and sites are developed continually. Also, the popularity of the social media sites was different accordingly to country. Thus, not all the social media recruitment sites were being discussed details in this study, as some may not applicable in Malaysia, so only the top three most popular social media recruitment sites in Malaysia were being discussed.

5.4   Recommendation for Future Research

As there was some limitation found in this research, therefore recommendations were suggested for future research. First, researcher recommended future researcher instead of searching keywords of social media recruitment, other related keywords either social networking sites or social recruiting can also be used to search for journals. Journals about social media recruitment, the alternative journals selection would be online recruitment, e-recruitment and social networking would be encouraging to use for research.

Due to the phenomenon of social media has recently become a popular topic in the recruitment field, and the limited independent variables were discussed in this study. Thus, to study and understand the topic in depth, few independent variables were recommended by researchers. There are some of the independent variables such as word of mouth, social influence,

performance expectancy, perceived stress may act as important role and influence the behavioural intention of job seekers toward social media recruitment sites. By having the additional independents variables, the future researcher may have different result which maybe more accurate to affect the intention of job seekers towards social media recruitment sites.

Next, future researcher can continue to study this research by adopting different type of research model for future research such as Technology Acceptance Model(TAM), which may lead to a more significant result. This is because TAM was widely used and adopted by many researchers to study on how come an individual will accept and use a specific system or technology. By using different model, it may lead to be a different result.

5.5   Conclusion

In conclusion, this chapter had presented and layout the summary of statistical analysis, major findings, implication of the study, limitation of research and recommendations for future study in details. This study had achieved all the purposes of identifying the factors that influence the behaviour intention of job seekers towards using social media recruitment sites in Malaysia. 3 out of 4 hypotheses of the study are supported by the result and were discussed in detail in this chapter. Moreover, the combination of theoretical framework and finding of this research clearly mapped out the relationship between independent variables (usefulness of social media, quality information, website usability and, privacy and security concern) and dependent variable (behavioural intention of job seekers toward social media recruitment sites). As the usage of social media tend to be increasing recently, this finding will help researcher to be more understanding towards the factors that affect intention of job seeker when using social media sites to search for job.

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APPENDICES

Appendices 3.1 Questionnaire

Factors Influence Jobseeker's Intention To Use Social Media Recruitment Sites

Dear Sir/ Madam,

I am final year student who currently pursuing Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM). Currently, I am conducting a research as my final year project. You are invited to take part in a survey on factors influence jobseeker's intention to use social media recruitment sites in Malaysia.

If you are able to be involved in the study, please respond to the attached questionnaire. The questionnaire consists of three section which will take approximately 5 minutes to complete.

According to the Personal Data Protection Act (PDPA) 2010, data from the study will only be used for educational purposes. Your responses will remain anonymous and data to be kept private and confidential.

Thank you for your time and participation in this survey.

Required

Section A Background Information

Please read and select the most appropriate response.

(1) Gender: *

    ☐ Male

    ☐ Female

(2) Nationality: *

☐ Malaysian

☐ Non-Malaysian

(3) Race: *

☐ Chinese

☐ Indian

☐ Malay

(4) Age: *

☐
Below 21

☐
21-30

☐
31-40

☐
41-50

☐ 50 & above

(5) Highest education level: *

☐ Primary/Secondary

☐ Diploma/ A-Level/ STPM

☐ Undergraduate

☐ Postgraduate (Master/MBA/ Phd)

(6) Occupation: *

☐ Student

☐

Employed

☐   Unemployed

(7) How frequent do you visit the online websites? *

☐   Daily

☐   Weekly

☐   Monthly

☐   Yearly

Section B General Information

Please read and select the most appropriate answer

1. Do you know about social media recruitment? *

☐   Yes

☐   No

2. Have you used social media for getting job? *

☐   Yes

☐   No

3. Which Social Media have used before (you may select more than one) *

☐   Facebook

☐   Twitter

☐   WhatsApp

☐   Instagram

☐   LinkedIn

☐   WeChat

☐   Others: _____ (Please specify)

Section C

Please indicate the level of agreement with each of the following statements about the factors influence job seeker's intention to use social media recruitment sites. Please read each statement and choose the answer that most accurately. Responses are based on a five-point scale and scores ranged from 1 (strongly disagree) to 5 (strongly agree).

Intention to Use *

Statements	SD	D	N	A	SA
1. I would like to find job through social networking recruitment site.	1	2	3	4	5
2. I would like to visit social networking recruitment site once again in future.	1	2	3	4	5
3. Given the chance, I intend to use social media approach for job.	1	2	3	4	5
4. I would continuously visit social media recruitment site.	1	2	3	4	5

Usefulness of Social Media *

Statement	SD	D	N	A	SA
1. I find the social networking recruitment site is easy to use and user friendly to me.	1	2	3	4	5
2. I find the information in social networking recruitment site with minimal effort.	1	2	3	4	5
3. I can quickly and easily find the career information which interested to me.	1	2	3	4	5
4. I can effectively complete my application by using social media recruitment sites.	1	2	3	4	5
5. The career section provides easy	1	2	3	4	5

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Statement	SD	D	N	A	SA
to follow search paths.					

Quality Information*

Statement	SD	D	N	A	SA
1. The information provided on social media recruitment sites can be trusted.	1	2	3	4	5
2. The career information provided on social media are correct.	1	2	3	4	5
3. Social Media Recruitment's site provides the latest career information of the company.	1	2	3	4	5
4. Visiting the career section provides me with relevant career information.	1	2	3	4	5

Website Usability*

Statement	SD	D	N	A	SA
1. I can effectively complete my application by using Social Networking Recruitment Sites.	1	2	3	4	5
2. The interface of the social networking recruitment site is pleasant.	1	2	3	4	5
3. The social networking recruitment sites provides all the functions which I needed.	1	2	3	4	5
4. The functions in the social networking recruitment sites are well integrated.	1	2	3	4	5

Privacy & Security Concern*

Statement	SD	D	N	A	SA
1. The information data on the Social Media Recruitment Sites are protected against abuse.	1	2	3	4	5
2. The information data on the Social Networking Recruitment Sites are protected for unauthorized secondary use.	1	2	3	4	5
3. The information data on the Social Networking Recruitment Sites can only be accessed by authorized users.	1	2	3	4	5
4. I trust that Social Networking Recruitment Sites will not use my personal information for other purposes.	1	2	3	4	5

Google Forms

Powered by

Appendices 3.2 Pilot Test Result

Independent Variable: Usefulness of social media

Cronbach's Alpha	N of Items
.868	5

Independent Variable: Quality information

Reliability Statistics

Cronbach's Alpha	N of Items
.881	4

Independent Variable: Website usability

Reliability Statistics

Cronbach's Alpha	N of Items
.843	4

Independent Variable: Privacy and security concern

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Dependent Variable: Intention to use

Reliability Statistics

Cronbach's Alpha	N of Items
.859	4

Appendices 4.1 Model Summary of Research

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.926[a]	.858	.855	.41482	1.735

a. Predictors: (Constant), mean_privacy, mean_usefulness, mean_website, mean_quality

b. Dependent Variable: mean_intention