

WHAT FACTORS DRIVE JOB SEEKERS ATTITUDE IN USING E-RECRUITMENT?

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In a digital world, job seekers prefer to use e-recruitment for a vacancy searching. Thus, the explanation of the determinants of their attitude in using this technology is left unobserved. This article reports the result of a survey study on how users utilize e-recruitment to search for works. Three hundred eighty-five just-graduated undergraduate students answered questions regarding their intention of using the e-recruitment under Theory of Acceptance Model. We propose Perceived Usefulness, Perceived Ease of Use, and Perceived of Enjoyment as the determinants of the job seekers intention. Results showed that those three variables influence the decision making of job seekers. We found also Perceived Usefulness is the mediating effect for jobs seekers in easy-to-use and enjoy feeling. This article provides evidence that e-recruitment has to be friendly user and fun to use to attract job seekers intention.

Abstract



Keywords: E-recruitment, perceived usefulness, perceived ease of use, perceived of enjoyment, job seekers.

Recruitment, in conventional context, is defined as a mutual physically interaction between jobseeker and organization whereas the organization needs to find an applicant that meet their expectation with offering potential opportunities for jobseeker with narrow information that suit jobseeker needs (Allen, Mahto and Otondo, 2007). However, internet has successfully revolutionized the way of recruitment into an efficiency manner, where jobseekers are no longer necessarily meet or go to the organization directly, and jobseekers are no longer needed to find vacancy manually by buying physical dossiers.

The existence of internet gives jobseekers and companies significant advantages such as low cost, time saved, and find their precisely needs for all parties involved (Chen, Dong and Yang, 2008). Taleo (2003) reported that that 93% of 500 global companies already use e-recruitment for their recruitment and selection process. Moreover, Cober and Brown (2006) documented 50 percent new employees were recruited through e-recruitment. Chartered Institute of Personnel and Development/CIPD (2006) found 64 percent of UK organizations used e-recruitment and already considered internet as a recruitment tool. In