



Online Job Search Among Millennial Students in Malaysia

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Info Article

History Article:
Received Januari 2017
Approved Februari 2017
Published Maret 2017

Keywords:
Online Job Search; User
Perception; Social Networking
Sites; Smartphone Technology.

Abstract

This study aims to determine the factors influenced online job search among millennial students in Malaysia Technical University Network (MTUN). A total of 300 university students through on-onself-reported questionnaires were collected from four MTUN namely Universiti Tun Hussein Onn Malaysia (UTHM), Universiti Malaysia Perlis (UniMAP), Universiti Teknikal Malaysia Melaka (UTeM) and Universiti Malaysia Pahang (UMP). This study performs descriptive analysis, reliability testing, correlation analysis and multiple regression analysis by using IBM-SPSS software version 22. The results indicate that factors such as user-perception, social networking sites, and smartphone technology are significantly related to the online job search enhancement. Amongst these three factors, user perception appears to be the strongest predictor toward online job search enhancement. This study concludes that besides consideration of the identified factors which lead to the successful adoption of online job search, effortless and interactive online job search websites in creating a convenient and favorable job search environment would be able to increase the use of online job search.

Perilaku Pekerjaan Online Mahasiswa Generasi Milenial di Malaysia

Abstrak

Penelitian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi pencarian kerja di kalangan mahasiswa generasi milenium di Malaysia Technical University Network (MTUN). Sejumlah 300 mahasiswa dari empat MTUN, yaitu Universiti Tun Hussein Onn Malaysia (UTHM), Universiti Malaysia Perlis (UniMAP), Universiti Teknikal Malaysia Melaka (UTeM) dan Universiti Malaysia Pahang (UMP) telah diuji secara statistik. Penelitian ini menggunakan analisis deskriptif, uji reliabilitas, analisis korelasi dan analisis regresi berganda dengan menggunakan software IBM-SPSS versi 22. Hasil pengujian menunjukkan bahwa faktor-faktor seperti persepsi pengguna, laman jaringan sosial dan teknologi telefon pintar adalah signifikan terhadap peningkatan pencarian pekerjaan responden. Diantara tiga faktor, persepsi pengguna merupakan prediktor paling besar yang mempengaruhi pencarian pekerjaan responden. Penelitian ini menyimpulkan bahwa di samping mempertimbangkan faktor yang paling mempengaruhi kesuksesan perilaku pencarian kerja, tanpa tenaga dan laman pencarian kerja yang interaktif responden tidak dapat meningkatkan perilaku pencarian kerja online yang mudah dan menguntungkan.

JEL Classification: J6, J64

INTRODUCTION

Fresh graduate in Malaysia have become a major challenge in recent year. In 2016, Malaysia facing 31.4% of degree holders among fresh graduates with tertiary education are unemployed (Michelle, 2016). According to Visher and Kachnowski (2007) unemployment millennials will facing unstable and sporadic employment experiences and consequently this will cause frequent move in and out of the labor market (Apel & Sweeten, 2010).

There are many factors responsible for youth unemployment. One of the reason is the mismatch in millennials' skills and employers' expectation due to lack of demand and supply information on labour market (Khoo, 2001). Paulina and Wardoyo (2012) states that unemployment absorbed by private companies is relatively smaller than public organization. Typically, the number of millennials seeking job and the level of local economic activity are simply imbalance. There is a lack of available jobs suited to entry-level skills.

The unprecedented expansion of Information and Communication Technologies (ICT) in the last two decades however has enabled and shaped the existence of a new array of labor market intermediaries, such as online job boards, social media sites, and e-recruiting firms, which have invigorated research in this area (Dammert et al., 2014). The growth in Internet revolutionized the way people communicate with one another. The internet has drastically changed the face of job searching. Online job search allows to access thousands of job openings in their geographical area.

Many websites also offer tools and advice to provide career support and information. From searching for career options, planning a career to preparing for job interviews and starting a new job, millennials can be well-assisted in their job search process.

This study attempts to provide an understanding of the factors of enhanced the use of online job search among millennials in the context of Malaysia Technical University Net-

work (MTUN). The knowledge of this study will contribute in two ways: in terms of theory, this study provides an empirical understanding of the factors of enhanced the use of online job search among millennial students; and in terms of practice, strategic implications presented in this study and directions for the development of online job search platform in Malaysia.

Hypothesis Development

User Perception

Kotler and Armstrong (2001) defined that perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. Each user perceives the world differently, and perceptions are manifested as attitude. Shockey (2007) explained that perception involves three characteristics: (1) awareness of the object being perceived; (2) belief in the existence of the recognized object; and (3) the immediate acceptance of the perceived object.

User perception is important in the online job search because they serve as predictions of the use in online job search. Research on user perception towards technology have been discussed recently (Shaffiei et al., 2011; Chandran, 2013). Literatures also identify that user perception is an essential element for online job search (Romli et al., 2012; Teoh et al., 2013). Thus, we suggest the following hypothesis:

H1: There is a positive influence on user perception on enhanced use of online job search among millennial students.

Social Networking Sites

Social networking sites (SNS) is a collection of Internet-based applications that form on the technological and ideological basics of Web 2.0, as well as let for the exchange and creation of user-generated details (Kaplan & Haenlein, 2010). It contains social software that arbitrates communication and human interaction including social networking sites like MySpace, Twitter, Google+ and Facebook. SNS allow users to share interests, activities, events, and ideas within their individual networks.

Meanwhile the boom of SNS popularity in the late 2000s, social networking sites have become some of the most powerful sources for news updates via platforms like Twitter and Facebook (Dong et al., 2014).

According to Wankel and Stachowicz-Stanusch (2011) research, which outlines how college and higher education professionals students can accept technology and social networking sites to archive their occupations. Individuals can expect altering occupations frequent times in a lifetime creating the prominence and part of social networks previous and present central to the occupation management process. The way individuals link and liaise with social networking sites for the resolve of occupation progress has discussed. The part of social networking sites in determining education, making networks, penetrating for jobs, job options, increasing professionally, supporting a professional presence online observed and making decisions.

Kuhn and Skuterud (2004) found lower unemployment duration for individuals who use the Internet for job search, but this effect entirely explained by workers' observables characteristics. A research in the UK found that all individuals who seek for a job tend to use social networking websites, including eighteen percent (18%) who use Facebook and thirty-one percent (31%) who use LinkedIn. Nigel Wright Recruitment (2011) and Nikolaou (2014) examined the determinants of the relationship between the role of social networking sites among employees–job seekers and recruiters–human resource professionals.

Lin (2010) explored how the theory of planned behaviour can be applied in predicting job seekers' attitudes toward job search Web sites. Chen and Lim (2012) found that who has considered networking and the use of the Internet among active job search behaviors. The job is searching among employed job hunters through the social networking sites. Suvankulov (2010) found that the Internet has significantly changed the job application process and improved the channels of communication bet-

ween employers and job-seekers. Autor (2001) argued that due to the internet, workers and firms can consider more potential match partners who will raise the minimum match quality they are willing to accept. Therefore, this study anticipated that:

H2: There is a positive influence of social networking sites on enhanced the use of online job search among millennial students.

Smartphone Technology

Smartphone can be defined as programmable mobile phone that offers advanced capabilities and features in order to enhance the performance of individuals by providing the services such as instant messaging, downloading applications, utilizing information services such as WiFi, global positioning system (GPS) and entertainment (Hudson, 2010; Ting et al., 2011) explained that smartphones provide users checking emails, communication on social networking websites, and using online chat regardless of time and place that create some degree of dependence on a smartphone. Dammert et al. (2014) suggested that there is a positive and significant short-term effect on employment for public labor market intermediation.

Mashable reports that mobile recruiting is becoming more popular with job seekers, 19% of job seekers use mobile devices to search for jobs, but 57% of job seekers would like to use mobile devices to search for jobs. Potentialpark, an online recruiting research lab, conducted a similar study of more than 25,000 job seekers worldwide at nearly 700 top employers. The organization found that 26% of job seekers use their mobile devices for career-related purposes, and another 59% could imagine doing so. Hence, we propose that:

H3: There is a positive influence of smartphone technology on enhanced use of online job search among millennial students.

Millennial

The workforce today is composed of four generations: the silent generation, baby boo-

mers, Generation X (Gen X) and Millennials commonly known as Generation Y (Gen Y). While the latest generation which is post millennials or also known as Generation Z (Gen Z) has yet to enter the workforce (Sills, 2014).

Brosdahl and Carpenter (2011) explained that the categorization of generations, using the following birth dates for each cohort: the silent generation (1925-1945), the baby boomers (1946-1960), Gen X (1961-1981), Gen Y (1981-2000) and Gen Z (born after 2000). Jambulingam et al. (2014) indicated that millennials consist of individual who were born in the digital age. In particular, millennials are the first generation in history to which the notion “the younger they are, the more they know” applies.

Immordino-Yang (2012) found that a key formative characteristic for Gen Y is early and frequent exposure to technology, which has advantages and disadvantages regarding cognitive, emotional, and social outcomes. For example, they are highly dependent on technology for entertainment, to interact with others and even for emotion regulation. Members have experienced extended periods of economic prosperity (until the past few years) and a rapid advance in instant communication technologies, social networking, and globalization (Park & Gursoy, 2012).

Model Development

A theoretical framework constructed as shown in Figure 1. The figure illustrates the relationship between the independent variables (user perception, social networking sites, and smartphone technology) and the dependent variable (enhanced use of online job search among millennial students in the case of MTUN).

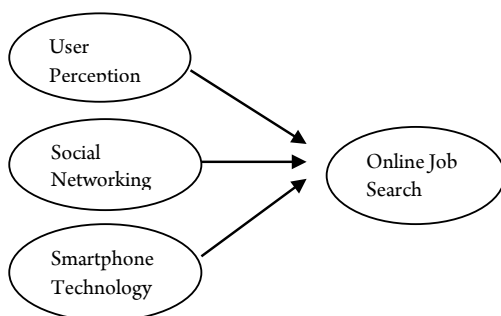


Figure 1: Proposed Research Framework

METHOD

Sampling Design

Convenience sampling methods were employed in this study. It used to describe a sample in which elements have been selected from the target population based on their accessibility or convenience to the researcher. Besides, it referred to as ‘accidental samples’ for the reason that elements may be drawn into the sample simply because they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection. A convenience sample of university students is appropriate because they are very familiar with computers, the Internet, and have great potential to adopt technological or innovative services such as online job search.

In 2015, the total number of UMP undergraduate is 8.810 students, the total number of UTeM undergraduate is 9.979 students, a total number of UTHM undergraduate is 12.012 students, and the total number of UniMAP is 6.679 students. The overall of undergraduate students in MTUN is 37,480 (MTUN, 2016).

Based on Saunders et al. (2012), at least three hundred and eighty-three (383) respondents needed in this research to achieve ninety-five percent (95%) level of confidence and five percent (5%) of error.

Data Collection

The present study engaged a survey research in understanding the factors influenced the use of online job search among millennial students. We have selected the constructs that are considered appropriate to use in the context of MTUN. For online job search variable, we adopted from, user perception (Hu et al., 2014), smartphone technology (Bort-Roig et al., 2014), social networking sites (Nikolaou, 2014). This study uses questionnaires to collect data. The measurement uses Likert scale ranged from 1 to 10. The questionnaires are distributed online through Google form from December 2015 until early of March 2016 to respondents from MTUN. From 500 distributed

surveys questionnaires, only 300 (60%) completed questionnaires were obtained and deemed to be valid for data analysis for this study.

Data Analysis

The analysis was conducted by using IBM SPSS Statistical software version 22 to perform descriptive analysis, reliability testing, correlation analysis and multiple regression analysis. Later, hypothesis testing subsequently carried out to determine whether hypothesis proposed based upon a review of the existing literature are support or not supported. Finally, implications of the results from the study discussed and recommendations provided.

RESULT AND DISCUSSION

Respondents Profile

Table 1 provides descriptive characteristics of the millennial students' demographics. The majority of the respondents are UTeM students (78%) following by UTHM (9%) then UniMAP (8%) and finally UMP (5%). As for the ethnic respondents' distribution, 186 (62%) are Chinese, 90 (30%) are Malay, while both Indian and another race are 24 (8%). There are 186 female respondents (62%), and 114 male respondents (38%). As for the gene-

ration, all are Gen Y or millennials. Most of the respondents' education level are Bachelor's Degree with the total number of 294 (98%). While for Master's Degree level is only 6 (2%).

Table 2 describes the respondents' experience in online job search. The result showed that 100% of respondents have seen in online job search. For each accessing time on online job search, the percentage of the respondents spent less than 20 minutes is 23.3%, spent 20 minutes to an hour is 43.4%, spent an hour to two hours is 26.3%, and only 17% spent more than two hours.

As for frequency of use, the majority of the respondents (53.7%) have used online job search for a few times before. Majority respondents agreed that location to access Internet for online job search is in home or private room which consists of 83.3% respondents.

Reliability Analysis

Reliability is conducted to assess consistency in measurement items. Cronbach's alpha was used to measure the internal consistency of the measurement items. The value of Cronbach's alpha should exceed 0.70 as suggested by Hair et al. (2010). The measurement issues relate to the constructs of online job search enhancement. This study used items which have effectively measured these constructs based on their

Table 1. Characteristics of the Consumer Demographics

Demographic Variable	Description	Frequency	Percentage
Gender	Male	114	38
	Female	186	62
Generation	Generation Y/Millennials (born in between 1980-2000)	300	100
Race	Malay	90	30
	Chinese	186	62
	Indian	24	8
University	Universiti Teknikal Malaysia Melaka (UTeM)	234	78
	Universiti Tun Hussein Onn Malaysia (UTHM)	27	9
	Universiti Malaysia Pahang (UMP)	15	5
	Universiti Malaysia Perlis (UniMAP)	24	8
Education Level	Bachelor's Degree	294	98
	Master's Degree	6	2

Table 2: Online Job Search Usage

Experience of Use	Frequency	Percentage
Yes	300	100
Time of Use		
Less than 10 minutes	40	13.3
10-20 minutes	30	10.0
20-30 minutes	50	16.7
30 minutes-1 hours	80	26.7
1-1.5 hours	10	3.3
1.5-2 hours	39	13.0
2 hours or more	51	17.0
Frequency of use		
Only once before	30	10.0
A few times before	161	53.7
Once a week	10	3.3
Few times a week	29	9.7
Once a month	30	10.0
Few times a month	40	13.3
Location to access internet		
Home/ Private Room	250	83.3
Internet Cafe	20	6.7
Library/ Community Centres	30	10.0

Table 3. Reliability Analysis

Variable	No. of Items	Cronbach's alpha
User Perception	5	0.857
Social Networking Sites	3	0.881
Smartphone Technology	5	0.837
Online Job Search Enhancement	3	0.696

high level of reliability and validity in previous research. The Cronbach's alpha for scale items used in this study are above 0.6-0.8 which fulfill the requirement to be reliability. Results are depicted in Table 3. Modifications have been made on certain measures to make them more appropriate for the context of this study.

Spearman Correlation Analysis

As all used sales had more than two items, reliability was assessed using Cronbach's coefficient alpha, which is a suitable measure for this type of levels, as opposed to the Pearson correlation which is adequate for one-item

scales, and the Spearman–Brown coefficient which is more appropriate for two-item scales (Eisinga et al., 2013). A Spearman's Correlation was run to determine the relationship between 300 respondents on independent variables (user perception, social networking sites, and smartphone technology) and the dependent variable (enhanced use of online job search among millennial students in the case of MTUN). Results of the analysis were shown in Table 4. There was a strong, positive correlation between the independent variables and dependent variable where the correlation value are all above 0.5.

In Table 5, the value of R2 indicates that the explanatory variables explain 63.9 percent of online job search enhancement. All variables retained in the regression model were statistically significant ($p < 0.001$). Table 6 tabulates the coefficients and its significance level associated with the constructs tested in the model, and the variables that were eliminated from the stepwise regression models. For the online job search enhancement, user perception ($= 0.592$; p -value < 0.001), social networking sites ($= 0.162$; p -value > 0.05) and smartphone technology ($= 0.159$; p -value > 0.05) are found to have a significant relationship with enhance online job search among millennial students. Overall, the results of this study supported all three hypothesized relationships, namely H1, H2 and H3.

The first hypothesis posited that user perception statically has significant effects to

enhance the use of online job search among millennial students. Results revealed significant result ($\beta = 0.334$; $p = 0.000$). Thus, H1 supported. Specifically, this study further contends that millennials would only use online job search if online job search were easy to use. This result is analogous to starting that user perception is a major factor to enhanced the use of the online job search experience (Davis, 1989; Davis et al., 1992; Suki et al., 2011; Lim & Ting, 2012). Given this orientation, organization and government are recommended to make their career pages simple to learn and easy for millennial to become skilful at using the technological interfaces and tools on the site.

Next, the third hypothesis exhibited a significant relationship between social networking sites ($\beta = 0.139$; $p = 0.001$), posited that the data support H2. This suggests that the social

Table 4. Lower Triangular Correlation Matrix Analysis

	<i>Online Job Search Enhancement</i>	<i>User perception</i>	<i>Smartphone Technology</i>	<i>Social Networking Sites</i>
Online Job Search Enhancement	1.000			
User perception	0.770**	1.000		
Smartphone Technology	0.539**	0.516**	1.000	
Social Networking Sites	0.608**	0.629**	0.621**	1.000

** . Correlation is significant at the 0.01 level

Table 5. Summary of Models

Model	R2	Adj. R2	F Change	Sig
1	0.639	0.635	11.127	0.001

a. Predictors: (Constant), User Perception, Social Networking Sites, Smartphone Technology

b. Dependent Variable: Online Job Search Enhancement

Table 6. Multiple Regression Analysis

	Beta (unstandardized coefficients)	Beta (standardized coefficients)	t-value	Significance
(Constant)	4.413		4.828	0.000
User Perception	0.334	0.592	13.483	0.000
Smartphone Technology	0.084	0.159	3.514	0.001
Social Networking Sites	0.139	0.162	3.336	0.001

Dependent variable: Online Job Search Enhancement

networking sites of technological interfaces and tools have a significant influence on enhancing online job search among millennial students in the case of MTU, posited that H2 is supported. Using social networking sites as a platform to job search is a good idea. The assumption that social networking sites have a strong, positive direct influence on enhancing online job search among millennial students is reinforced when the coefficients of attitude are examined (see Figure 2).

These educated millennials are familiar to utilize the resources and information found online such as information of employment agencies, print advertisement or job fairs that provide instant access to employer content. Employers in turn are able to screen potential job candidates through their social network to understand their characteristics. Hence, these millennial students need to engage on social networking with meaningful and positive activities. This is to increase their visibility and search ability to allow prospective employers to screen them for first impression.

Further investigation of study on the second propose hypothesis on whether there is significant between smartphone technologies and enhance online job search among millennial students in the case of MTUN. Findings in Table 6 confirmed that smartphone technology ($\beta = 0.084$; $p = 0.001$) is significantly related to enhancing online job search among millennial students. Hence, H3 is verified. Provided with a strong data network connection, utilization of smartphone for job searching purpose could be favorable for millennial students. Young smartphone user can simply browse or research job listings and updating their resume for application.

Smartphones allow rapid access to job openings and employers information which can quickly react to alerts and opportunities. These millennial students can be the first to view the available position with smartphone and pursue a position in a more shorten response time. This increases the chance to get interview offer.

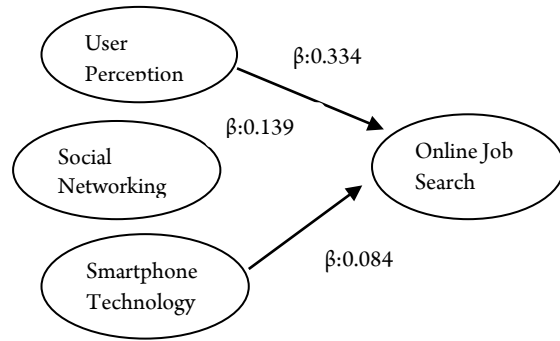


Figure 2. Result of Full Model

Despite the exploratory nature of this study, it managed to clarify on the status quo of millennial students in the case of MTUN online job search through adequate experiential research. Nevertheless, the outcomes of this study based upon an overall indication on the general encounter to job search via online. The perception constructs of user perception and social networking sites can be future examined in light of the type of service sectors that are intended to search by millennial students through the online platform. Future research is recommended to explore technology acceptance of online job search in a scenario base setting. Therefore, more categorical-focused recommendations can be made based on the quantity of consequence that is involved in each perception construct.

CONCLUSION AND RECOMMENDATION

This paper has examined relationship between user perception, smartphone technology, social networking sites to enhance the use of online job search among millennial students in the case of MTUN. In addition, this study also highlighted the importance of user perception and social networking sites on the online job search for millennial students regarding effortless and interactive online job search websites in creating a *convenient* and favourable job search environment. Overall, the current findings significantly have enhanced the understanding of acceptance of online job search among the MTUN's millennial students.

This study concludes that besides consideration of the identified factors which lead to the successful adoption of online job search, effortless and interactive online job search websites in creating a *convenient* and favourable job search environment would be able to increase the use of online job search. This study suggests future research which can be further evaluated and analyse the technology acceptance of millennial students toward online job search from a larger perspective by creating a technology acceptance index for a different platform, to include other belief constructs and the moderating effects of demographic variables on the technology acceptance relationships.

Acknowledgement

The authors are grateful to Universiti Teknikal Malaysia Melaka (UTeM) for the financial and technical support for this study through the research grant PJP/2015/FPTT (3A)/S01429.

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