

# Role of Perceived Ease of use and Perceived usefulness in Influencing the Adoption of E-Recruitment among University Students

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## Abstract

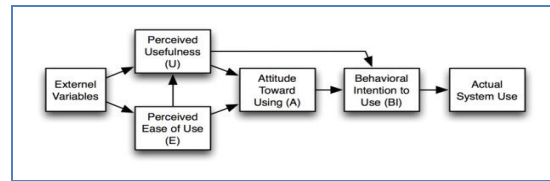
Information technology has been increasingly applied to automate the different processes in an organisation. Now internet has been used to support the process of recruitment by providing E-recruitment services. The main purpose of this study is to understand the factors influencing the e-recruitment process. There has been numerous models being developed to understand IT adoption among them the most prominent is Technology Acceptance model devised by Davis et al(1989). The study was conducted in Bahrain among the university students. The result shows that the main factors that influence the acceptance of E-recruitment systems are perceived usefulness and perceived ease of use.

**Keywords:** TAM, Perceived ease of use, Perceived usefulness, E-recruitment.

## 1. Introduction

E-recruiting, embracing the term web-based recruiting can be described as any recruiting processes that a business organisation conducts via web-based tools, such as an organisation's public Internet site or its corporate intranet. There are numerous theories available to understand the Information systems (IS) acceptance. One of the most popular theories that is widely used in understanding the IS acceptance is Technology Acceptance model.

The figure 1 shows the Technology acceptance model (TAM).



**Figure 1: Technology Acceptance Model (Davis 1989, Bagozzi, Davis & Warshaw 1992)**

The main premise of this model is that whenever a new information technology based system is presented to users, there are number of factors that influence their decision about how and when they will use it. The factors that play an important role include:

- **Perceived usefulness (PU)** - This has been defined as the degree to which a person believes that using a particular system would enhance his or her job performance".
- **Perceived ease-of-use (PEU)** – it is the degree to which a person believes that using a particular system would be free from effort" (Davis 1989).

## 2. Research Methodology

Descriptive design was adopted in the present study. The data from the respondents was collected using a questionnaire. Statistical tools like simple percentages, mean, standard deviation, multiple regressions, factor analysis and path analysis was used to analyze the data.

The objectives of the research are:

1. To understand the reasons behind the adoption of e-recruitment among the job seekers
2. To examine the role of perceived usefulness and perceived ease of use in leading to adoption of information systems.

The sample for this study was the final year university students from the Kingdom of Bahrain. The sampling method selected was convenient sampling. The reason was selecting students as respondents is that most of them have more experience on using E-Recruitment and are highly internet savvy. The sample size was 400 and data collected through questionnaires distributed among students. The questionnaire was based on five-point Likert Scale [29] (1-Strongly agree, 2-Agree, 3-Neutral, 4-Disagree, 5-Strongly Disagree)

### 3. Hypotheses

In accordance with the previously stated objectives and consistent with related literature, this study tested the following hypotheses

- ✓ H1 Perceived ease of use(PEU) has a significant effect on the perceived usefulness(PU) of the e-recruitment.
- ✓ H2: Perceived ease of use(PEU) has a significant effect on attitude towards using (ATU)e-recruitment.
- ✓ H3: Perceived usefulness (PU) has a significant effect on attitude towards using(ATU) e-recruitment.
- ✓ H4: Perceived usefulness(PU) has a significant effect on intention to use(ITU)

### 4. Results and Analysis

The analysis was based on the objectives of the study. The validity and reliability of the model used in e-recruitment scenario was first analysed. The validity and reliability was tested using the methods namely cronbachs alpha and factor analysis. The factors were analysed using Cronbach’s alpha (Cronbach, 1951, 1970). All of the measures employed in this study demonstrated excellent internal consistency, ranging from 0.722 to 0.922. All factor loadings were 0.6 or above, showing good convergent validity (Chesney, 2006).This is followed by the

testing of the hypotheses in order to find out the relationships between the variables.

### 4.1 Hypothesis testing

This study employed path analysis approach to develop a model that represents the relationships among the various factors in this study: perceived usefulness (PU), perceived ease of use (PEU), attitudes towards usage (ATU) and Intention to use (ITU). Table 4 shows the results of the hypotheses tests by confirming the presence of a statistically significant relationship in the predicted direction of the proposed research model.

The perceived ease of use (PEU) has a significant effect on attitude toward using (ATU) and Perceived usefulness (PU), with  $p < 0.001$  which is consistent with previous researches. While perceived usefulness (PU) had a significant effect on Attitude to use (ATU) and Intention to use (ITU).

**Table 1: Hypotheses Testing Results**

Hypothesis	Path	Path coefficient	t-value	Results
H1	PEU → PU	0.832	34.22	Supported (p<0.01)
H2	PEU → ATU	0.793	22.123	Supported (p<0.01)
H3	PU → ATU	0.756	24.150	Supported (p<0.01)
H4	PU → ITU	0.892	28.883	Supported (p<0.01)

### 5. Findings and Conclusion

The main aim of the study is to understand the role of perceived usefulness and perceived ease of use in leading to acceptance of E-recruitment systems. It was found that these two factors namely perceived ease of use and perceived usefulness play a crucial role in influencing the information systems acceptance. This means that in order to increase the usage of these systems it is important that the systems have to be made more user friendly and helpful. These websites that provide these services should be designed in such a way that everyone is able to use it and are able to make maximum utilization of the

facilities provided it. Online job service providers are recommended to make their digital marketplace simple to learn and easy for consumers to become skilful at using the technological interfaces and tools on the site i.e. as user friendly as possible. Webpage layout and structure should be designed in a way that makes potential job seekers easy to find what they are searching for. This implies that while developing e-recruitment services the ability of user to use the services very easily and provide more effective e-recruitment services which play a very important role in its acceptance. Additionally, E-Recruitment sites can provide interactive features, such as live user support and chat rooms, that facilitates flexible multiple interactions. The research can be further developed by extending the model by adding new variables like trust which can provide better insights.

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