Users' Interest Assessment on Job Portal

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ABSTRACT

Job portal is considerably useful for both job seekers and employers. It enables job seekers to look for an employment, to advance their careers, or to market themselves. As for the employers, they can post vacant positions to be filled with suitable employees. A certain job portal received numerous complaints regarding its features that were unable to fulfill the users' needs. These complaints led to the decrease of the number of users. A study was conducted to determine factors that influenced users' interest by referring to the 7C framework. Questionnaires were distributed to numerous job seekers and employers. The data were analyzed using multiple linear regression technique. Chi-square analysis was also performed to further analyze which elements of the 7C framework were essential for the users. The results showed that only four out of seven elements from the framework affected the users' choice towards job portal, namely the context, the content, the community, and the commerce.

Keywords: 7C Framework, Commerce, Communication, Community, Connection, Content, Context, Customization, Job Portal

INTRODUCTION

Technology has become increasingly important in today's business world. No matter what size of the businesses, there are some needs for Information Technology within the organization. The most crucial technology, the Internet, is helping businesses to run their businesses through websites and running their advertisements and marketing strategy online. This effort will eventually contribute to a positive incline in company's revenues (Levis, Helfert, & Brady, 2008) and it changes the way the business is conducted.

Suvankulov (2010) stated that the Internet was affecting many aspects of the life from the way we gather and share information, and conduct businesses. Businesses realize that promoting their products and/or services through the Internet are so much easier and have tremendous affect. It helps to broaden their audiences, from individual to businesses, young to mature people

all over the world. The widespread usage of the Internet is driven by the various developments of gadgets such as computers, mobile phones, and tablets. The prices of these gadgets are also becoming more affordable than ever. Back in the day, the price for Internet subscription through a local Internet Service Providers (ISPs) was quite high and the users usually had to connect through wire. Nowadays, the Internet is available in most places such as cafeteria, restaurants, shopping malls through wireless connections. Portable modem has also helped the way people connect to the Internet. With cheaper cost per connection, it also has the ability to go mobile. The subscription cost of this portable modem is not as much different as subscribing for a cellular phone's services. In fact, the portable modem uses the same SIM card technology as one could find on a regular mobile phone with the similar method of payment. Smartphone is also another communication device that has changed the way people interact with each other. It has the features that are quite similar to what you could have done previously on a traditional computer. The price for the device has also becoming more affordable and that's what makes it so popular.

Other than promoting products and services, the Internet could also helped businesses recruiting potential employees. The Human Resource (HR) department posts job vacancies with all the requirements needed for the position, and job seekers can decide which opening are suitable to their backgrounds. According to a research by Kapse, Patil, and Patil (2012), in the middle of 1980, the online tools for staff recruitment was divided into two parts which were the company website and the commercial website. The company website was used to market products as well as for recruiting activities. This website had to have sections where company could post job vacancy's information (Dhamija, 2012). The commercial website was specifically used for staff recruitments. Job seekers could read and apply for jobs that employers had posted. Job seekers could also store their resumes online on the company's database for future usage. This type of recruitment activity was called e-recruitment (Maurer & Liu, 2007).

Recruitment is the act of searching for possible candidates to work for a company. Cappeli (2001) definition for recruitment was a marketing process since companies must tell their basic information in order to introduce themselves to employment candidates. The basic information referred earlier includes company's vision, mission, culture, and also their products. This information is needed to be informed to the candidate to increase their interest on joining the company.

The online hiring process can be broken down into three steps: attracting, sorting, and contacting candidates. Integrating recruitment process with overall marketing campaigns is the most important thing a company should do to ensure their success in an online hiring. Some companies have attempted to build a recognizable human resources brands by joining product ads and recruiting ads with similar format, color, and style. Promotional tools, such as company's hats and t-shirts printed with a URL, could drive people to go check the company's website, where the online recruiting systems operate (Cappelli, 2001). E-recruitment had driven companies to redesign their recruitment process and to move quickly integrating web-based human resource systems that provide key personnel processes (Cullen, 2001).

Stevenson (2008) studied the changes in job search activities, especially in their frequencies and characteristics, since the emergence of the Internet. The study found that the Internet significantly changing the job search methods used by the job seekers. Stevenson (2008) also discovered that the job seekers were now more likely to have looked at ads and to have contacted the employer directly. The Internet had also enabled the job seekers to find a specific position which caused them to become more selective about their chosen jobs.

Employers need the right talents to help running their businesses. Companies provide

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