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The Impact of E-Recruitment Websites on Satisfaction of Applicants in Jordanian Companies

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Abstract:

The aim of this study was to investigate the impact E-RECRUITMENT websites on its various dimensions (ease of use, benefit from use, site quality, quality of content, and quality of service) on the satisfaction of applicants for Jordanian companies. The study used descriptive analytical method in data collection and classification. An electronic questionnaire was designed in Arabic and sent to applicants for Jordanian companies via electronic polarization sites. The researcher sent more than 1,000 emails to the users of websites like (LinkedIn, Facebook, Google+, My space, Bayt.com, and Octopus) contains an introduction to the title and objective of the study attaching the electronic questionnaire's link. 445 valid questionnaires were collected. The results of this study were found to be statistically significant at $(0.05 \geq \alpha)$ for the dimensions of the following electronic polarization (ease of use, benefit from use, quality of the site, content quality, and quality of service) at applicants' satisfaction who applies for Jordanian companies from their point of view.

Keywords: E-polarization sites, Jordanian employment companies, ease of use, benefit from use, site quality, quality of content, quality of service, applicant satisfaction

1. Introduction

Human resources are one of the most important areas in achieving competition. The perception of the human element has changed and it has seen as the most important resource for the organization and considering what it has spent as an investment rather than a cost. Due to the development of ICTs and the technological tools used in everyday life, the communication process has contributed to the progress of various administrative aspects. E-polarization sites are one of the most important business technologies for human resource management. Companies that use the traditional system to publish vacancies through newspapers, magazines, printed advertisements and radio.

This system is usually expensive and takes time and effort from organizations in addition, individuals to fill those advertised jobs about her. Due to the scarcity of studies in the field of electronic polarization in general and the impact of electronic polarization sites on the success of the recruitment process in particular, Al-Faraj (2009) called for further studies regarding the use of information technology in the polarization process. Therefore, this study seeks to identify the most important dimensions of electronic polarization sites affecting the satisfaction of the applicant through conducting a field study on satisfaction from the point of view of users of electronic polarization sites.

The main hypothesis (1Ho): There is no statistically significant effect at the level of $(\alpha \leq 0.05)$ for electronic polarization sites in its dimensions (ease of use, benefit from use, site quality, content quality, quality of service) on the electronic polarization sites users. Which are divided by the following assumptions:

- First Hypothesis (Ho1a): There is no statistically significant effect at the level of significance $(\alpha \leq 0.05)$ for the ease of use of electronic polarization sites on the satisfaction of the applicant from the point of view of users of electronic polarization sites.
- The second hypothesis (Ho1b): There is no statistically significant effect at the level of significance $(\alpha \leq 0.05)$ for the useful distance from the use of the polarization sites on the satisfaction of the applicant from the point of view of users of electronic polarization sites.
- The third hypothesis (Ho1c): There is no statistically significant effect at the level of significance $(\alpha \leq 0.05)$ for the quality of the location of the sites of electronic polarization on the satisfaction of the applicant from the point of view of users of electronic polarization sites.

Sub-Hypothesis (Ho1d): There is no significant statistical effect at the level of significance $(\alpha \leq 0.05)$ for the quality of the content of the sites of the electronic polarization on the satisfaction of the applicant from the point of view of users of the electronic polarization sites.

The fifth hypothesis (Ho1e): There is no significant statistical effect at the level of significance ($\alpha \leq 0.05$) of the quality of service for the sites of electronic polarization on the satisfaction of the applicant from the point of view of users of electronic polarization sites.

1.1. Research Model

To achieve the purpose of this study and to reach its specific objectives in determining the effect of the independent variable on the dependent variable, the researcher has created a specific model for this study and its dimensions as shown in Figure 1.

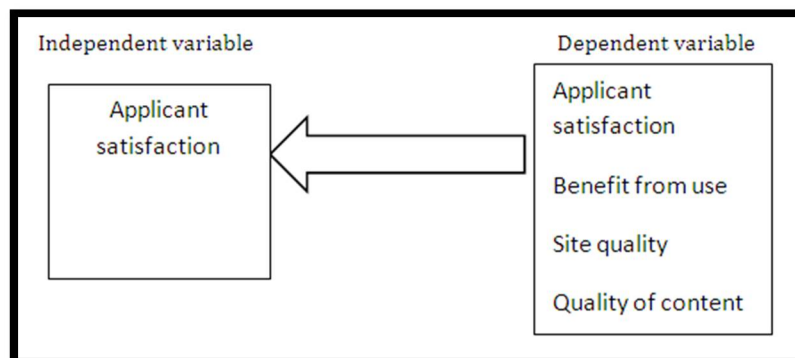


Figure 1

1.2. Electronic Polarization

Electronic polarizations are online sites that links job seekers with companies that has related vacancies and willing to find suitable employees through the sites of electronic polarization spread over the Internet such as; LinkedIn, Google+, Facebook, My space, Bayt.com and Octopus. These sites aim to attract individuals in number and time and appropriate qualifications for concerned companies.

1.3. Ease of Use

It means ease of dealing with the site by the beneficiary regardless his\her scientific background, to obtain the required information, and the speed of delivery with the least amount of time and effort, which stimulates the resumption of dealing with the site, and this, increases the value of the site. Ease of use first needs to determine what makes users think it is an easy system to use, then determining how to make it ease, and how to evaluate the user's proposed solutions and specific needs. The ease of use requirements may also differ between users of the system in terms of their knowledge of how the system is used, and the ability to obtain the information required. In addition, the user interface is familiar to users, so you may need to follow one set of rules that are consistent with operating system rules or other major applications (Hwang et al. 2013).

1.4. Benefit of Use

The advantage of the use is the degree and method of using the polarization sites by applicants to find suitable jobs (Subramani, 2004). In general, the benefits of using the system, operational benefits arise from lower transaction and production costs by using the system. Examples include quick billing, payment settlements, more efficient inventory management, automation and streamlining of business processes.

1.5. Site Quality

Are the criteria that determines the extent to which the website is coordinated, the continuous updating of the site, and the most accurate representation of the site to attract applicants to use it as a platform for submission and follow-up (Kettinger & Lee, 2005). Spending a lot of money on the site does not guarantee that it is classified as high quality. The quality of the site is also known as the quality of the site to perform the functions of the system from the creation, storage, retrieval and sharing of information. Moreover, the quality of the site includes the development and quality of the devices used in the system and its users, the networks used to support the system, and the databases used in the system. Add to that system in the method of construction and its impact on turnout on the system.

1.6. Content Quality

A set of criteria that determine the compatibility of content with the needs of the beneficiary and therefore the information does not live up to the quality level and does not have a value of use if it did not match the need of the beneficiary that uses it in a particular area to solve a problem or eliminate a need. (Acton et al. 2010) In short, a high-quality web site that provides content, relevant information, useful and good user experience. Content quality refers to the extent to which operations management and knowledge management are computer-based and integrated. Judging the quality of information is often clear. Guidelines and checklists have been published to assess the quality of information and content and include agreed standards in terms of coverage and accuracy of information as well as sources of information, reliability and relevance.

1.7. Quality of Service

Is a set of criteria that determine delivery of the service; the site works efficiently without interruption as well as continuous updating of the site to avoid the interruptions or weakness in the services provided. The quality of service indicates that each of the basic dimensions of the QoS (interaction, environment and result). Rana et al. 2013. Furthermore, users aggregate their assessments to shape their perceptions of quality of service on each of the three core dimensions, these lead to a comprehensive perception of quality of service. In other words, users form service-quality perceptions based on the system at multiple levels, and ultimately combine these assessments to reach a comprehensive service quality perception.

1.8. Applicant Satisfaction

A set of beautiful sensations (happiness, acceptance and enjoyment) that the applicant feels towards the electronic polarization sites, its function and the institution in which it will work, which turns the polarization and then recruitment to real fun. (Good, 2017) User satisfaction is a set that measures satisfaction with websites by users and is considered a good influence for the use of sites where effective use reflects on users' satisfaction. Some components of these sites, such as e-mail can be used daily while others can be used once a year or less. As the satisfaction of users is a concept and a vague feeling, the actual manifestation of the satisfaction varies from person to person. Satisfaction depends on a number of psychological and physical variables that are associated with satisfaction behaviors such as rate of return and recommendation. It also varies depending on other options, which enable the user to compare the services provided by these sites. Previous studies have highlighted the importance of users' expectations before and after use, and their relative perception of the performance of this site after completion. The cognitive and emotional components of user satisfaction affect each other over time to determine general satisfaction.

2. Results

There is no statistically significant effect on the satisfaction of the applicant from the users of the electronic polarization sites point of view at the level of ($\alpha \leq 0.05$) for electronic polarization in its dimensions (ease of use, benefit from use, quality of the site, quality of content, quality of service)

To test the validity of the hypothesis, the regression test was used for mean observations of the sampling unit to determine the extent of a statistically significant effect between the locations of the electronic polarization and the satisfaction of the applicant at a statistical significance level ($\alpha \leq 0.05$) Table (1) explains the results of the test.

Std. Error of the Estimate	Adjusted R Square	R Square	R	Model
.48085	.686	.690	.830a	1

Table 1: Simple Regression Test of the Main Hypothesis

Sample	Total Squares	Degrees Of Freedom	Average Squares	F Value	Significant Level
Regression	225.624	5	45.125	195.159	.000b
Residual (Error)	101.506	439	.231		
Total	327.129	444			

Table 2: ANOVA

The results shown in Table (2) show that the calculated value of F (195.159) is greater than the value of the (F) table, and the statistical significance of the (Sig) of 0.000 is less than the moral level ($\alpha = 0.05$). Table (3) shows the effect of the electronic polarization sites studied by the researcher Reza applicant.

Dimensions	B	Standard Error	Beta	T	Significant Level
Constant	.140	.128		1.096	.274
Ease of use	.061	.044	.054	1.369	.172
Benefit from use	.256	.036	.287	7.088	.000
Site quality	.168	.049	.152	3.404	.001
Content quality	.117	.047	.117	2.510	.012
Quality of service	.355	.049	.338	7.204	.000

Table 3: The Level of Significance of the Dimensions of the Electronic Polarization Sites on the Satisfaction of the Applicant

It is clear from Tables (2) and (3) that the significant level of the positions of polarization of electronic was less than (0.05), and therefore we reject the main null hypothesis and accept the alternative hypothesis where the value of R (.830) , As well as the value of the R2 definition factor (0.686), which explains the level of variance in the polarization

locations, which is explained by the level of variance in the impact of the benefit from the use, the quality of the site, the quality of the content, the quality of service, where it can be said that there is a significant impact at The importance level ($\alpha \leq 0.05$) of the dimensions of the polarization locations (Benefit from use, site quality, quality of content, quality of service) on the satisfaction of the applicant from the point of view of users of electronic polarization sites, and the absence of a statistically significant impact ($\alpha \leq 0.05$) for ease of use on the satisfaction of the applicant from the point of view Users of electronic polarization sites.

3. Recommendations

The researcher recommends the human resources management to exploit the locations of electronic polarization of different types to attract the competencies they need to fill the vacancies of the company because of the impact on the satisfaction of the applicant.

In addition, the importance of the design of the site and include comprehensive information, complete and accurate and true about the job vacancy because of its role in access to applicants of qualified people without ambiguity or misleading as the reliable information that meets the needs of the job seeker for the quality of the site and value and use of the link The employment issue motivates job seekers to spend more time and explore all career options through a quick understanding of the information provided on the e-polarization website. Therefore, when designing and building sites of electronic polarization it is important to care about the quality of information and its impact in the formation of impressions of job seekers in companies and the subsequent to find a suitable opportunity to work.

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