THE RELATIONSHIP BETWEEN GENERATION Y'S CHARACTERISTICS AND ACCEPTANCE OF SOCIAL NETWORK AS JOB SEARCH ENGINE

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ABSTRACT

Acceptance of social network as job search engine is based on the determinations of Generation Y's characteristics. The aim of this study is to determine the relationship between Generation Y's characteristics of technology savvy, diverse, impatient and ambitious and acceptance of social network as job search engine. This cross-sectional study was conducted among 344 final year undergraduates from University of Malaya (UM). Random sampling technique was the sampling technique used in this study. Four adapted questionnaires were used to measure the Generation Y's characteristics of technology savvy, diverse, impatient and ambitious and acceptance level of social network as job search engine. Regression analysis was applied to test the hypotheses. The result showed that technology savvy, diverse and impatient are the influencing characteristics of the respondents to accept social network as their job search engine. Technology savvy has been found as the strongest characteristic in influencing the acceptance level of social network as job search engine. Finally, discussion, limitation of the study, suggestion and conclusion also were discussed in order to create platform for future researcher to enhance this study.

Keywords: Generation Y's Characteristics, Social Network and Job Search Engine.

ABSTRAK

Penerimaan rangkaian sosial sebagai enjin carian pekerjaan adalah berdasarkan kepada penentuan ciri-ciri Generasi Y. Tujuan kajian ini adalah untuk mengkaji hubungan antara ciri-ciri Generation Y iaitu celik teknologi, kepelbagaian, tidak sabar dan bercita-cita tinggi dan tahap penerimaan rangkaian sosial sebagai enjin carian pekerjaan. Kajian keratan rentas telah dijalankan di kalangan 344 pelajar tahun akhir dari Universiti Malaya (UM). Teknik persampelan rawak adalah teknik persampelan yang digunakan dalam kajian ini. Instrumen yang digunakan untuk mengumpul data dalam kajian ini adalah borang soal selidik dan terdapat empat borang soal selidik yang telah disesuaikan dan digunakan untuk mengukur ciri-ciri Generasi Y iaitu celik teknologi, kepelbagaian, tidak sabar dan bercita-cita tinggi dan tahap penerimaan rangkaian sosial sebagai enjin carian pekerjaan. Analisis regresi telah digunakan untuk menguji hipotesis. Secara keseluruhannya, dapatan kajian menunjukkan bahawa ciri-ciri Generasi Y iaitu celik teknologi, kepelbagaian dan tidak sabar adalah ciri-ciri yang mempengaruhi responden untuk menerima rangkaian sosial sebagai enjin carian pekerjaan mereka. Malah, celik teknologi merupakan ciri-ciri yang paling signifikan dalam mempengaruhi tahap penerimaan rangkaian sosial sebagai enjin carian pekerjaan. Didalam kajian ini juga, perbincangan, batasan kajian, cadangan dan kesimpulan juga telah dibincangkan dengan bertujuan untuk mewujudkan satu platform kepada para penyelidik masa depan untuk meningkatkan kajian ini.

Kata kunci: Ciri-ciri Generasi Y, Rangkaian Sosial dan Enjin Carian Pekerjaan.

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INTRODUCTION

1.1 Background of Study

In this twenty-first century, the usage of social network has geared up where most of people are being connected with social networks sites in their daily routine. Nevertheless, social network also has drawn attention in human resource management practices and become employers' inclination tool in the recruitment process. Most of the companies have started to exercise social network such as Facebook, LinkedIn and Twitter as their recruitment tool. According to Colao (2012) as reported in Forbes Magazine, Hard Rock Café was intended to open its new outlet in Florence in year 2011. In regards with this expansion, the company was needed to hire 120 servers up to managers just in four weeks to start up the operation. Hard Rock Cafe made the hiring process possible through Facebook. Hard Rock Café fans were invited to the join their Facebook page and allow them to share the jobs opportunities at Hard Rock Café among their friends. As the result, they could drove viral fan growth, where it shoots up from 0 to 1,000 fans in less than 24 hours and even pull off about 6,100 fans in four days. They received about 4,000 applications in four weeks and about1,000 applicants were invited for interview session. Finally, the outlet was successfully hired 120 staff in four weeks and started the operation without further due (Boorman, 2011). In short, social network plays important role and act as an important tool in the recruitment process.

The contents of the thesis is for internal user only

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