

EXPLAINING JOB SEARCHING THROUGH THE SOCIAL NETWORKING SITES: A STRUCTURAL EQUATION MODEL APPROACH

ABSTRACT

The number of Social Networking Sites (SNS) users continues increasing globally. SNS is quickly becoming popular tools for social communication and entertainment. It has now become a trend to share knowledge and the latest news and also interact with each other as well. This paper aims to provide explanation on job searching among employed job seekers through the SNS. 190 survey questionnaires were distributed to employed job seekers who have used online social networking sites via the snowball sampling approach. Data was analysed using Structural Equation Modeling (SEM) technique via the Analysis of Moment Structure (AMOS 16) computer program. SEM is a comprehensive approach to testing hypotheses about relations among observed and latent variables. The proposed model fits the data well. The results demonstrated that that perceived usefulness and perceived enjoyment are positively and significantly related to the behavioural intention to use online SNS as a job search tool, whereas perceived ease of use is not positively and significantly related. The developers of online SNS need to provide additional useful functionalities or tools in the online social networking sites to help users of social networking site with their job searches.

Keywords: Online Social Networking Sites, Structural Equation Modeling, Technology Acceptance Model, Job Search, Malaysia

Fields of Research: Marketing, E-Commerce, Management, Information System

1. INTRODUCTION

Online social networking sites are a type of virtual community (Murray and Waller, 2007). There are many Social Networking Sites (SNS) available such as Facebook, MySpace, Friendster, Hi5, Bebo and Multiply. Facebook is somewhat different from other SNS as it demonstrates an offline-to-online trend; that is the majority of Facebook friends are met offline and then added later. Recently, according to statistics presented on their site (Facebook, 2010), Facebook has more than 500 million worldwide active users. Average users have 130 friends and spend over 700 billion minutes per month on Facebook. More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) are shared each month. There are over 900 million objects that people interact with (pages, groups, events and community pages). Users of online social networking sites will create their own profile with their personal information and will usually add their friends, friends of friends or new friends. Online social networking sites are usually used to keep in touch with friends and families by posting their updates, photos, blogs, and chatting, apart from enjoyment and relaxation.

A study was conducted on passive job seekers (employed job seekers) adoption of e-recruitment technology in Malaysia by Tong (2009). The online social networking sites used for sourcing of candidates are LinkedIn and Facebook. According to Kow (2009), the author's employer uses LinkedIn to source for candidates in the U.S. The

author's employer with headquarters located in the U.S. had successfully hired some key positions via LinkedIn, which attracted a sizable pool of applicants. From the research conducted, the author recommended to the Human Resource management team that LinkedIn and Facebook should be used as one of the sourcing methods. The recruiters of the author's company with plants and offices in Asia (Thailand, Singapore, China, and Malaysia), U.S. and Europe have been using Facebook and LinkedIn to source for candidates since November 2008. However, the author did not conduct a research on the employed job seekers' acceptance of the online social networking sites as a job search tool. This research will cover this gap since the author will obtain the employed job seekers' view on their intentions to use of online social networking sites for job searching. Since most of the researches were conducted on the third party e-recruitment web sites and corporate career web sites, the author seeks to examine this alternative recruitment source that is social networking sites.

2. LITERATURE REVIEW

2.1 Conceptual Model and Hypotheses

The Technology Acceptance Model is a highly validated model and was tested by many researchers in their study (refer to Figure 1). This research also bases its model on the extended TAM model by Tong (2009) but introduces an intrinsic motivation variable which is perceived enjoyment (refer to Figure 2).

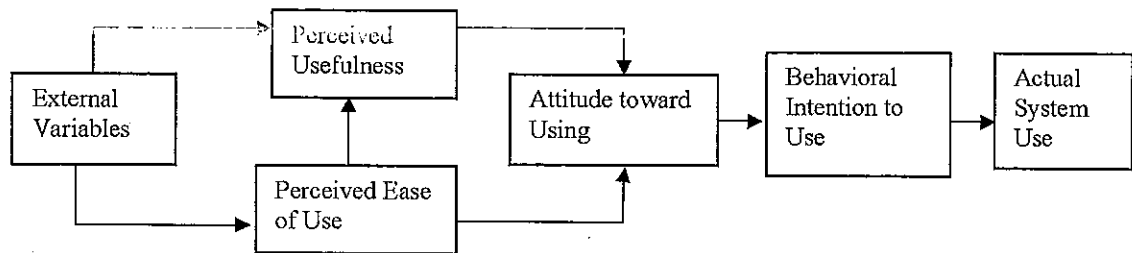


Figure 1: Technology Acceptance Model (TAM)

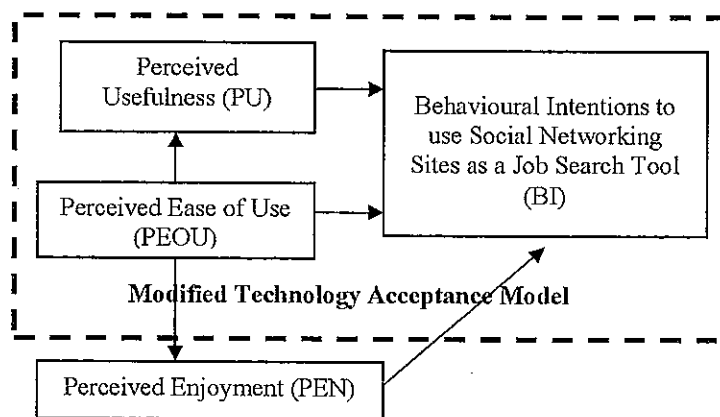


Figure 2: Proposed Research Framework

2.2 Perceived Ease of Use (PEOU)

Perceived ease of use is defined as “the degree to which a person believes that using a particular system would be free from effort” (Davis, 1989). All else being equal, an application perceived to be easier to use is more likely to be accepted by the users (Davis, 1989). In majority of the research conducted using the TAM model, perceived ease of use was found to have positively influenced the behavioural intention to use a system (Fagan, Wooldridge, & Neill, 2008; Guriting and Ndubisi, 2006; Hsu, Wang, & Chiu, 2009; Huang, 2008; Ramayah, Chin, Norazah, & Amlus, 2005). However, it is also found in other research that perceived ease of use is found to have not directly influenced the behavioural intention to use a system (Ruiz-Mafe', Sanz-Blas, Aldas-Manzano, 2009). Generally, when a system is found to be easy to use, users will have the intention to use the system. In this research, the author will examine the relationship between perceived ease of use and the behavioural intention to use online social networking sites as a job search tool. The first hypothesis is therefore constructed as follows:

H1: There is a positive influence of perceived ease of use on the behavioural intention to use online social networking sites for job search.

Perceived ease of use has also been found to influence behavioural intention to use indirectly through perceived usefulness (Davis, 1989; Ha & Stoel, 2009; Norazah, Ramayah & Norbayah, 2008; Oh, Ahn & Kim, 2003; Ruiz-Mafe' et al., 2009). According to Venkatesh and Davis (2000), the less effort a system is to use, the more using it can increase job performance. This means that when a system is easy to use, users will perceive that the system is more useful. Systems that are difficult to use are less likely to be perceived as useful and thus lead to decreased usage. In general, if a system is easy to use, less effort is required by the users, therefore increasing the likelihood of usage.

Particularly in e-recruitment, Tong (2009) discovered that perceived ease of use is not positively related to perceive usefulness in e-recruitment adoption. This indicates that even though the system is easy to use, it is not necessary that it is perceived as useful by the users. However, in this research, the author would like to re-examine the relationship between perceived ease of use and perceived usefulness. Thus it is hypothesized that:

H2: There is a positive influence of perceived ease of use on perceived usefulness of online social networking sites for job search.

2.3 Perceived Usefulness (PU)

Perceived usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989). Within the organisational context, a system that is high in perceived usefulness is one that the user believes will have a positive use-performance relationship. Previous researches have shown that perceived usefulness influences computer usage directly. In general, when the users found that the system is useful for them, then they will have the intention to use it and lead to the actual usage of the system. Based on previous research using the TAM model, it is found that perceived usefulness is the primary antecedent that determines the behavioural intention to use a computer system (Davis, 1989; Venkatesh and Davis, 2000).

Perceived usefulness was found to have positively influenced the behavioural intention to use a computer system (Fagan et al., 2008; Guriting and Ndubisi, 2006; Ha and Stoel, 2009; Hsu et al., 2009; Huang, 2008; Norazah et al., 2008; Ruiz-Mafe' et al., 2009; Seyal and Rahman, 2007; Tong, 2009). However, in some other research conducted based on the TAM model in a mandated environment. Instead, it is found that perceived usefulness does not directly influence the behavioural intention to use a computer system (Brown et al., 2002). In e-recruitment context, Tong (2009) discovered that perceived usefulness is positively related to behavioural intention to use e-recruitment for job search. In this research, the author seeks to re-examine this relationship. The third hypothesis therefore states:

H3: There is a positive influence of perceived usefulness on the behavioural intention to use online social networking sites for job search.

2.4 Perceived Enjoyment (PENJOY)

Perceived enjoyment is a type of intrinsic psychological motivation (Davis et al., 1989). Perceived enjoyment is defined as "the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated" (Davis et al., 1992). Social networking site is a new method for people to socialise with one another. Through this method, people will feel that they are having fun while enjoying the rich features provided in the social networking sites. When they perceive these social networking sites as enjoyable, they will use it more frequently and spend more time on it (Rouibah, 2008). Perceived enjoyment was found to be positively influenced by behavioural intention to use a computer system (Davis et al., 1992; Lee, Cheung & Chen, 2007; Teo, Lim & Lai, 1999). According to Van der Heijden (2004) "for hedonic systems, perceived enjoyment (a dimension of perceived playfulness) is a stronger predictor of behavioural intention to use than is perceived usefulness" (Van der Heijden, 2004). However, there are other researches suggesting that perceived enjoyment does not positively influenced the behavioural intention to use a computer system (Fagan et al., 2008; Shin and Kim, 2008; Venkatesh, Speier & Morris, 2002). The fourth hypothesis is thus created:

H4: There is a positive influence of perceived enjoyment on the behavioural intention to use online social networking sites for job search.

Perceived enjoyment was found to be related to perceived ease of use. Some studies have shown that the perceived enjoyment influence the perceived ease of use of a computer system or application (Fagan et al., 2008; Kim, Oh & Park, 2008; Yi and Hwang, 2003) whereas some studies have shown that the perceived ease of use influenced the perceived enjoyment of the computer system or application (Igarria et al., 1996; Liao, Tsou & Huang, 2007; Rouibah, 2008). Common sense predicts that when a computer system or technology is perceived to be easy to use, it will lead to perceived enjoyment. However, this may not always be true. For example, for the case of wired voice telephony, it is very easy to use, however it is not perceived as enjoyable as compared to short message service (SMS), where Korean users find it very enjoyable to send short messages to friends (Kim et al., 2008).

For this research, the relationship used is the perceived ease of use influences the perceived enjoyment of social networking sites. This relationship is chosen because when users perceive that the online social networking sites are easy to use and user

friendly, they will then be able to enjoy using the social networking sites. If the online social networking sites are found to be not user friendly or difficult to use then the users will not enjoy using the social networking sites. The next hypothesis states therefore:

H5: There is a positive influence of perceived ease of use on perceived enjoyment of online social networking sites.

2.5 Behavioral Intention (BI)

According to Warshaw and Davis (1985), behavioural intention is defined as “the degree to which a person has formulated conscious plans to perform or not to perform some specified future behaviour”. This is in line with the Theory of Reasoned Action (Fishbein & Ajzen, 1975) and its successor the Theory of Planned Behaviour (Ajzen, 1985), where it is stated that behavioural intention is a strong predictor of actual behaviour. Intention is defined as “the cognitive representation of a person’s readiness to perform a given behaviour, and it is considered to be the immediate antecedent of behaviour” in Theory of Planned Behaviour (Ajzen, 1991).

Studies on intention to use a computer system is mostly for the new technologies and studies on the actual usage is usually conducted on the computer systems that have already been used for long (Ramayah and Ignatius, 2005). Since online social networking sites as a job search tool is a new technology, this study investigates the factors that influence the behavioural intention to use the online social networking sites as a job search tool.

3. METHODOLOGY

190 survey questionnaires were distributed to employed job seekers who have used online social networking sites via the snowball sampling approach. This sampling method is useful when researchers are trying to reach populations that are inaccessible or hard to find (Trochim, 2002). The collected data were analysed using Structural Equation Modeling (SEM) via the Analysis of Moment Structure (AMOS 16) computer program, a second-generation multivariate technique. It is used in confirmatory modeling to evaluate whether the data collected fit the proposed theoretical model. The variables used were adapted as follows: Behavioural Intention to Use (Warshaw and Davis, 1985), Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment (Davis et al., 1989).

4. FINDINGS AND DISCUSSION

4.1 Descriptive of Samples

A total of two hundred and fifty questionnaires were distributed to employed job seekers in Malaysia and 190 completed questionnaires were used with 82.6% response rate. Table 1 describes personal profile of the respondents. There were 64.7% female respondents and 35.3% were male respondents. The average ages of the respondents were 31 years old with the youngest respondent aged 22 years old and oldest respondent aged 49 years old. As for the ethnic distribution, 117 respondents were Chinese (61.6%). Majority of the respondents hold a Bachelor Degree (66.3%) as the highest level of education, earns an annual income of RM30,001 to RM60,000.

Table 1: Profile of Respondents

Variable	Frequency	Percentage
Gender		
Female	123	64.7
Male	67	35.3
Race		
Malay	32	16.8
Indian	37	19.5
Chinese	117	61.6
Others	4	2.1
Marital Status		
Single	108	56.8
Married	77	40.5
Divorced	5	2.6
Education Level		
High School and below	1	.5
Certificate/Diploma	32	16.8
Bachelors Degree	126	66.3
Masters Degree	29	15.3
Others	2	1.1
Annual Income		
RM30K and below	45	23.7
RM30,001 to RM60,000	99	52.1
RM60,001 to RM90,000	26	13.7
RM90,001 to RM120,000	8	4.2
Over RM120,000	12	6.3
Job Level		
Top Management	10	5.3
Middle Management	34	17.9
Professional Staff/Leader/Supervisor/Engineer	106	55.8
Support Staff/Non-Executive Staff/Administrative	33	17.4
Others	7	3.7
Nature of Current Job		
Engineering	23	12.1
Production	10	5.3
Information Technology	37	19.5
Finance/Accounting	15	7.9
Sales/Marketing	17	8.9
Human Resource	27	14.2
Education	19	10.0
Consultancy	12	6.3
Customer Service/Administration/Business	17	8.9
Support		
Others	13	6.8

The majority of the respondents' nature of the current job is from Information Technology (19.5%) with average number of years of working experience in the current company of 3.98 years. The average number of years using online social networking sites is 3.09 year with average number of years using the Internet of 10.55

years. As stated in Table 2, Facebook is the most popular online social networking sites (91.6%), followed by Friendster (52.1%), and LinkedIn (15.3%). Thirty five respondents (18.4%) used online social networking sites for job search. This result shows that using online social networking sites as a job search tool is not a common trend in Malaysia. Many users of the online social networking sites do not use these online social networking sites as a job search tool yet. Over the past one month, the majority of the respondents used online social networking sites a few times a week (25.8%). They spent 10 to 20 minutes (28.4%) each time using social networking sites.

Table 2: Online Social Networking Sites Usage

Variable	Frequency	Percentage
Access Internet		
Home/Private Room	168	88.4
Office	91	47.9
Internet Cafe	16	8.4
Libraries/Community Centres	4	2.1
Others	6	3.2
Used Social Networking Sites		
Facebook	174	91.6
Friendster	99	52.1
LinkedIn	29	15.3
MySpace	15	7.9
Others	12	6.3
Used Online Social Networking Sites for Job Search		
Yes	35	18.4
No	155	81.6
Frequency Using Online Social Networking Sites over the Past One Month		
Less than once a week	29	15.3
Once a week	27	14.2
2 or 3 times a week	27	14.2
A few times a week	49	25.8
About once a day	33	17.4
Several times a day	25	13.2
Time Spent Each Time Using Online Social Networking Sites over the Past One Month		
Less than 10 minutes	27	14.2
10 - 20 minutes	54	28.4
20 - 30 minutes	28	14.7
30 minutes - 1 hr	35	18.4
1 - 1.5 hrs	14	7.4
1.5 - 2 hrs	19	10.0
2 hrs or more	13	6.8

4.2 Convergent Validity & Discriminant Validity

Convergent validity, discriminant validity, and reliability of all the multiple-item scales were performed following the guidelines from previous literatures (e.g., Fornell & Larcker, 1981; Gefen & Straub, 2005). The measurement properties are reported in Table 3. Reliability was assessed in terms of composite reliability (CR), which measured the degree to which items are free from random error and therefore yield consistent results. Composite reliabilities in the measurement model ranged from 0.874 to 0.973 (see Table 3), above the recommended cutoff of 0.70 (Fornell & Larcker, 1981). Convergent validity was assessed in terms of factor loadings and average variance extracted (AVE). It requires a factor loading greater than 0.50 and an average variance extracted no less than 0.50. Factor loadings for the measurement model are reported in Table 3. The loading coefficients for all items are significant at $p < 0.001$ and are greater than 0.70 (Fornell & Larcker, 1981). AVE ranged from 0.683 to 0.868, suggesting adequate convergent validity. Thus, all factors in the measurement model had adequate reliability and convergent validity.

Table 3: Reliability and Factor Loadings

Constructs /Measurement Items	Standardized Loadings	CR	AVE
<i>Perceived Usefulness</i>		0.973	0.868
PU1	0.884		
PU2	0.937		
PU3	0.931		
PU4	0.972		
PU5	0.933		
<i>Perceived Ease of Use</i>		0.953	0.734
PEOU1	0.893		
PEOU2	0.875		
PEOU3	0.801		
PEOU4	0.829		
PEOU5	0.883		
<i>Perceived Enjoyment</i>		0.955	0.716
PENJOY1	0.807		
PENJOY2	0.927		
PENJOY3	0.719		
PENJOY4	0.935		
PENJOY5	0.825		
<i>Intention</i>		0.874	0.683
IU1	0.819		
IU2	0.981		
IU3	0.883		
IU4	0.565		

To examine discriminant validity, we compared the shared variances between factors with the average variance extracted of the individual factors. As shown in Table 4, for each factor, the square root of the AVE is obviously larger than its correlation coefficients with other factors. This shows that each factor has a higher correlation with its items than it does with other factors. Thus, the scale has a good discriminant

validity (Fornell and Larcker, 1981). In summary, the measurement model demonstrated discriminant validity.

Table 4: Correlation Analysis

Variables	1	2	3	4
(1) Perceived Ease of Use	0.734			
(2) Perceived Usefulness	0.130*	0.868		
(3) Perceived Enjoyment	0.540**	0.130*	0.716	
(4) Behavioural Intention	0.120*	0.580**	0.190**	0.683
Mean	3.830	2.550	3.880	2.690
Standard Deviation	0.720	0.900	0.660	0.960

** $p < 0.01$, * $p < 0.05$

4.3 Structural Equation Modeling

Structural Equation Modeling (SEM) techniques via the AMOS 16 computer software is particularly useful in this paper because it can estimate “a series of separate, but interdependent, multiple regression equations simultaneously” in a specified structural model (Hair, Black, Babin, Anderson & Tatham, 2010). SEM is a model analysis technique encompassing methods such as covariance structure analysis, latent variable analysis, confirmatory factor analysis, path analysis and linear structural relation analysis (Hair *et al.*, 2010). Therefore, SEM is the most suitable analysis to estimate the strength of casual relationship of the constructs. As suggested in the literatures (Bollen & Curran, 2006; Joreskog & Sorbom, 1996; Kline, 1998) the model fit was assessed using several indices (refer Table 5).

Table 5: Model Fit Summary for Research Model

Fit Indices	Benchmark	Value
Absolute Fit Measures		
CMIN (χ^2)		243.933
DF		145
CMIN (χ^2)/DF	3	1.682
GFI (Goodness of Fit Index)	0.9	.883
RMSEA (Root Mean Square Error of Approximation)	0.10	.060
Incremental Fit Measures		
AGFI (Adjusted Goodness of Fit Index)	0.80	.847
NFI (Normed Fit Index)	0.90	.933
CFI (Comparative Fit Index)	0.90	.972
IFI (Incremental Fit Index)	0.90	.972
RFI (Relative Fit Index)	0.90	.921
Parsimony Fit Measures		
PCFI (Parsimony Comparative of Fit Index)	0.50	.824
PNFI (Parsimony Normed Fit Index)	0.50	.791

Bagozzi and Yi (1988) suggested a similar set of fit indices used to examine the structural model. The Comparative Fit Index (CFI), Goodness of Fit Index (GFI), Normed Fit Index (NFI), and Root Mean Square Error of Approximation (RMSEA) were used to judge the model fit.

CFI: The Comparative Fit Index is a recommended index of overall fitness (Gerbing & Anderson, 1993). This index compares a proposed model with the null model assuming that there are no relationships between the measures. CFI values close to 1 are generally accepted as being indications of well-fitting models (Raykov & Marcoulides, 2000). A CFI value greater than 0.90 indicates an acceptable fit to the data (Bentler, 1992).

RMSEA: The RMSEA provides information in terms of discrepancy per degree of freedom for a model. The index used to assess the residuals. It adjusts the parsimony in the model and is relatively insensitive to sample size. According to Hu and Bentler (1999), RMSEA must be equal to or less than 0.08 for an adequate model fit.

GFI: The Goodness of Fit Index measures the fitness of a model compared to another model. The index tells what proportion of the variance in the sample variance-covariance matrix is accounted for by the model. This should exceed 0.90 as recommended by Hair *et al.* (2010) for a good model.

AGFI: Adjusted GFI is an alternate GFI index in which the value of the index is adjusted for the number of parameters in the model. Few number of parameters in the model relative to the number of data points. AGFI value greater than 0.80 indicates an acceptable fit to the data (Gefen, Krahana, & Straub, 2003).

NFI: The Normed Fit Index measures the proportion by which a model is improved in terms of fit compared to the base model (Hair *et al.*, 2010). The index is simply the difference between the two models' chi-squares divided by the chi-square for the independence model. Values of 0.90 or higher indicate good fit. NFI values of 0.90 or greater indicate an adequate model fit (Bentler, 1992).

Hence, all of the model-fit indices exceed the respective common acceptance levels suggested by previous research, demonstrating that the model exhibited a good fit with the data collected (see Table 5). Thus, we could proceed to examine the path coefficients of the structural model.

4.4 Analysis of Paths

The results reported from the model test indicate that all the variables in the model were statistically significant as well. These parameters provide evidence of strong support for overall stability of the model. Furthermore, the squared multiple correlations for the structural equations index, which indicate the relative amount of variance of the dependent variable explained by the explanatory variables (see Joreskog & Sorbom, 1996), was 30%. The R^2 value of 0.30 suggests that 30% of the variance in behavioural intention to use online social networking sites as a job search tool is explained by the independent variables (perceived usefulness, perceived ease of use and perceived enjoyment). Having established the adequacy of the model's fit, it is appropriate to examine individual path coefficients.

Table 6 detailed that the perceived ease of use is not significantly affected by intention to use online social networking sites as a job search tool ($\beta = 0.013$; $p > 0.05$), which rejects *H1*, but perceived ease of use has a significant positive effect on perceived usefulness ($\beta = 0.125$; $p < 0.10$), thus *H2* is confirmed. Testing *H3* confirmed that perceived usefulness has a positive effect on the intention to use online social networking sites as a job search tool ($\beta = 0.508$; $p < 0.05$). Perceived enjoyment has a positive effect on intention to use online social networking sites as a job search tool ($\beta = 0.176$; $p < 0.05$), confirming *H4*. Having scrutinized the relationships, perceived ease of use is significantly affected by Perceived enjoyment ($\beta = 0.578$; $p < 0.05$), which corroborates *H5*.

Table 6: Path Coefficients and Hypothesis Testing

Path		Estimate	S.E.	C.R.	P	Support
Intention	<--- Perceived ease of use	.013	.108	.154	.877	No
Perceived usefulness	<--- Perceived ease of use	.125	.099	1.648	.099	Yes
Intention	<--- Perceived usefulness	.508	.071	7.210	.000	Yes
Intention	<--- Perceived enjoyment	.176	.117	2.105	.035	Yes
Perceived enjoyment	<--- Perceived ease of use	.578	.068	7.931	.000	Yes

Perceived ease of use is not significantly related to the behavioural intention to use online social networking sites as a job search tool. This finding emulates with the findings of other studies where perceived ease of use is not positively related to the behavioural intention to use a computer system or application (Ramayah and Bushra, 2004; Ruiz-Mafe' et al., 2009). Perceived ease of use was found to be directly related to perceived usefulness but not so much of the direct influence of perceived ease of use on behavioural intention to use or actual usage. This finding is not consistent with majority of the research conducted using the TAM model, where perceived ease of use was found to have positively influenced the behavioural intention to use a system (Fagan et al., 2008; Guriting and Ndubisi, 2006; Huang, 2008; Hsu et al., 2009; Norazah et al., 2008). It is found that users who have familiarised with the computer system and have used it for long time, their perceived ease of use of the computer system has a lower effect on behavioural intention to use the computer system (Venkatesh, Morris, Davis & Davis, 2003). However, if an application is easy to use, it may not necessarily lead to the intention to use the application. Although the online social networking sites are easy to use and user friendly, this does not influence the users' intention to use online social networking sites as a job search tool.

It is worth noting that **perceived ease of use** is positively related to perceived usefulness of online social networking sites as a job search tool. This relationship has been proven by many studies (Davis, 1989; Ha and Stoel, 2009; Liao et al., 2007; Oh et al., 2003; Ramayah et al., 2005; Ruiz-Mafe' et al., 2009; Seyal and Rahman, 2007). When the application is perceived to be easy to use and user friendly, it will lead to the users perceiving that the application is useful. Therefore, in the case of online social networking sites as a job search tool, users perceive the application to be easy to use and will continue to use the application and eventually find that the application is useful as a job search tool.

Perceived ease of use is also found to be positively related to perceived enjoyment. Other studies which have also found this similar relationship includes Igarria et al. (1996); Liao et al. (2007); Rouibah (2008). Since the online social networking sites are found to be easy to use and user friendly, the users found that the online social networking sites to be enjoyable, pleasant, fun and positive. If an application or computer system is difficult to use and not user friendly, the users will find difficulty in using it and will not find the application or computer system as enjoyable.

Subsequently, **Perceived usefulness** is positively related to the behavioural intention to use online social networking sites as a job search tool. This is in line with the majority of the researches conducted on the Technology Acceptance Model (Fagan et al., 2008; Guriting and Ndubisi, 2006; Ha and Stoel, 2009; Huang, 2008; Hsu et al., 2009; Norazah et al., 2008; Ramayah et al., 2005; Seyal and Rahman, 2007; Ruiz-Mafe' et al., 2009; Tong, 2009). Hence, the hypotheses of perceived usefulness positively influence the behavioural intention to use online social networking sites as a job search tool is accepted. Users can post their status in the social networking sites to show that they are currently looking for a new job. They can view the listings of the jobs posted online and apply directly. Besides, they can contact the recruiters directly as well as contact their friends who are in their list of connections to enquire regarding the job openings posted in the social networking sites.

Correspondingly, **perceived enjoyment** is also positively related to the behavioural intention to use online social networking sites as a job search tool. This finding echos with the findings of many other studies (Liao et al., 2007; Ramayah and Ignatius, 2005; Ramayah et al., 2005; Rouibah, 2008). Users of online social networking sites find online social networking sites as fun, enjoyable, pleasant, positive and exciting. Online social networking sites are easy to use and they provide many enjoyable features and applications where users can play games, quizzes, hug a friend virtually, write on the friend's wall, send messages, and many more. These enjoyable features and applications, makes the users addicted to the online social networking sites and they will go into the application frequently. Nevertheless, preceding research found that perceived enjoyment do not positively influenced the behavioural intention to use a computer system (Fagan et al., 2008; Shin and Kim, 2008).

5. CONCLUSION AND IMPLICATIONS

Succinctly, perceived usefulness and perceived enjoyment are positively and significantly influenced the employed job seekers' behavioural intention to use online social networking sites. Hence, this study concluded that online social networking sites are accepted by employed job seekers' as a job search tool. Therefore, employers who intend to use online social networking sites as a recruitment tool should design their recruitment strategy in the online social networking sites to be easy to use and user friendly. For example, the links to the company's corporate recruitment application should be provided so that the user can immediately submit their application into the company's corporate recruitment websites. Recruiters can also use the chat feature available to chat with the potential candidates and build their networks. In case there are any job vacancies available and suitable for this particular candidate, the recruiter can contact the candidate immediately.

Table 6 detailed that the perceived ease of use is not significantly affected by intention to use online social networking sites as a job search tool ($\beta = 0.013$; $p > 0.05$), which rejects *H1*, but perceived ease of use has a significant positive effect on perceived usefulness ($\beta = 0.125$; $p < 0.10$), thus *H2* is confirmed. Testing *H3* confirmed that perceived usefulness has a positive effect on the intention to use online social networking sites as a job search tool ($\beta = 0.508$; $p < 0.05$). Perceived enjoyment has a positive effect on intention to use online social networking sites as a job search tool ($\beta = 0.176$; $p < 0.05$), confirming *H4*. Having scrutinized the relationships, perceived ease of use is significantly affected by Perceived enjoyment ($\beta = 0.578$; $p < 0.05$), which corroborates *H5*.

Table 6: Path Coefficients and Hypothesis Testing

Path		Estimate	S.E.	C.R.	P	Support
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Intention	<--- Perceived usefulness	.508	.071	7.210	.000	Yes
Intention	<--- Perceived enjoyment	.176	.117	2.105	.035	Yes
Perceived enjoyment	<--- Perceived ease of use	.578	.068	7.931	.000	Yes

Perceived ease of use is not significantly related to the behavioural intention to use online social networking sites as a job search tool. This finding emulates with the findings of other studies where perceived ease of use is not positively related to the behavioural intention to use a computer system or application (Ramayah and Bushra, 2004; Ruiz-Mafe' et al., 2009). Perceived ease of use was found to be directly related to perceived usefulness but not so much of the direct influence of perceived ease of use on behavioural intention to use or actual usage. This finding is not consistent with majority of the research conducted using the TAM model, where perceived ease of use was found to have positively influenced the behavioural intention to use a system (Fagan et al., 2008; Guriting and Ndubisi, 2006; Huang, 2008; Hsu et al., 2009; Norazah et al., 2008). It is found that users who have familiarised with the computer system and have used it for long time, their perceived ease of use of the computer system has a lower effect on behavioural intention to use the computer system (Venkatesh, Morris, Davis & Davis, 2003). However, if an application is easy to use, it may not necessarily lead to the intention to use the application. Although the online social networking sites are easy to use and user friendly, this does not influence the users' intention to use online social networking sites as a job search tool.

It is worth noting that **perceived ease of use** is positively related to perceived usefulness of online social networking sites as a job search tool. This relationship has been proven by many studies (Davis, 1989; Ha and Stoel, 2009; Liao et al., 2007; Oh et al., 2003; Ramayah et al., 2005; Ruiz-Mafe' et al., 2009; Seyal and Rahman, 2007). When the application is perceived to be easy to use and user friendly, it will lead to the users perceiving that the application is useful. Therefore, in the case of online social networking sites as a job search tool, users perceive the application to be easy to use and will continue to use the application and eventually find that the application is useful as a job search tool.

Perceived ease of use is also found to be positively related to perceived enjoyment. Other studies which have also found this similar relationship includes Igbaria et al. (1996); Liao et al. (2007); Rouibah (2008). Since the online social networking sites are found to be easy to use and user friendly, the users found that the online social networking sites to be enjoyable, pleasant, fun and positive. If an application or computer system is difficult to use and not user friendly, the users will find difficulty in using it and will not find the application or computer system as enjoyable.

Subsequently, **Perceived usefulness** is positively related to the behavioural intention to use online social networking sites as a job search tool. This is in line with the majority of the researches conducted on the Technology Acceptance Model (Fagan et al., 2008; Guriting and Ndubisi, 2006; Ha and Stoel, 2009; Huang, 2008; Hsu et al., 2009; Norazah et al., 2008; Ramayah et al., 2005; Seyal and Rahman, 2007; Ruiz-Mafe' et al., 2009; Tong, 2009). Hence, the hypotheses of perceived usefulness positively influence the behavioural intention to use online social networking sites as a job search tool is accepted. Users can post their status in the social networking sites to show that they are currently looking for a new job. They can view the listings of the jobs posted online and apply directly. Besides, they can contact the recruiters directly as well as contact their friends who are in their list of connections to enquire regarding the job openings posted in the social networking sites.

Correspondingly, **perceived enjoyment** is also positively related to the behavioural intention to use online social networking sites as a job search tool. This finding echos with the findings of many other studies (Liao et al., 2007; Ramayah and Ignatius, 2005; Ramayah et al., 2005; Rouibah, 2008). Users of online social networking sites find online social networking sites as fun, enjoyable, pleasant, positive and exciting. Online social networking sites are easy to use and they provide many enjoyable features and applications where users can play games, quizzes, hug a friend virtually, write on the friend's wall, send messages, and many more. These enjoyable features and applications, makes the users addicted to the online social networking sites and they will go into the application frequently. Nevertheless, preceding research found that perceived enjoyment do not positively influenced the behavioural intention to use a computer system (Fagan et al., 2008; Shin and Kim, 2008).

5. CONCLUSION AND IMPLICATIONS

Succinctly, perceived usefulness and perceived enjoyment are positively and significantly influenced the employed job seekers' behavioural intention to use online social networking sites. Hence, this study concluded that online social networking sites are accepted by employed job seekers' as a job search tool. Therefore, employers who intend to use online social networking sites as a recruitment tool should design their recruitment strategy in the online social networking sites to be easy to use and user friendly. For example, the links to the company's corporate recruitment application should be provided so that the user can immediately submit their application into the company's corporate recruitment websites. Recruiters can also use the chat feature available to chat with the potential candidates and build their networks. In case there are any job vacancies available and suitable for this particular candidate, the recruiter can contact the candidate immediately.

Recruiters who use the online social networking sites as a recruitment tool should try to include the element of fun in the recruitment strategy. Recruiters can make the pages or groups in the online social networking sites more interesting by adding videos that show the work life balance of the employees, the nice working environment in the company, or employees' video or photo competition. Recruiters can also make the pages or the groups in the online social networking sites to be more interactive, where employed job seekers' can post discussions, and have real-time chat.

Future researchers should increase the sample size and to have a more balanced demographic of the respondents. A longitudinal approach can be taken to study the effect of increased experience in using online social networking sites that could influence the intention to use online social networking sites as a job search tool. Next, future researches is recommended to conduct a study on the active job seekers such as fresh graduates' and final year students' acceptance of online social networking sites as a job search tool and expand this research to other countries as currently this study is limited to employed job seekers in Malaysia. Other social media technologies such as blogs, podcasts, and video sharing web sites such as YouTube.com should also be studied as they can also be used for recruitment and job search purposes.

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