

Impact of Perceived Satisfaction of E-Recruitment on Behavioral Intention of Management Graduates at the University of Kelaniya

Randunu, R.P.W.P.¹ and Mahalekamge, W.G.S.²

The introduction of Internet technology has significantly altered how human resource management functions are carried out nowadays. One of the main concerns of the human resource management literature these days is the transition from the labor-intensive, old methods of providing HRM functions to the more economical, efficient, and technology-intensive methods. Instead of using the traditional way of hiring new employees, many businesses now use electronic recruiting, or e-recruitment. Furthermore, job seekers are increasingly inclined to use the internet to look for and apply to positions. Firms typically create appealing, content-rich, user-friendly recruitment campaigns using job portals or their own websites in order to attract the right applicant pool. However, there hasn't been enough research done in the Sri Lankan context on the impact of perceived satisfaction of E-Recruitment on the behavioural intention of job seekers. Therefore, this research paper's goal is to investigate how e-recruitment affects candidates' intent to apply for available positions. Data collection was done through a standard questionnaire and a simple random sampling technique. A questionnaire was distributed among 244 fresh graduates from the university to collect the data, and 100% of the responses were received for the study. Descriptive statistics, inferential statistics, regression and correlation analysis were analyzed using Statistical Package for Social Sciences (SPSS). The objectives of the study were verified based on Pearson's correlation analysis and regression analysis results. The findings of the study concluded that graduate students have a high intention due to the perceived satisfaction of E-recruitment. The study's conclusions will be crucial in helping businesses use E-recruitment to maximize the right applicant pool. Moreover, this study positively encouraged future researchers to conduct such types of studies on studying the relationship between the perception and the behavioural intention of job seekers. Further, the results implicated that perceived usefulness, perceived ease of use, and perceived trustworthiness positively and significantly impacted the behavioral intention of management graduate students at the University of Kelaniya. The studies can be conducted based on the different types of state universities and faculties, even though this study focused on just the management faculty of the University of Kelaniya. Further, it is probable that the study sample will be increased in the future. Furthermore, the researcher suggested conducting the study based on the different factors that affect perception, which include perceived enjoyment, perceived stress, performance expectancy, vividness, and interactivity, search engine optimization, etc.

Keywords: *Perceived Satisfaction of E-Recruitment, Behavioral Intention, Perceived Usefulness, Perceived Ease of Use, Perceived Trustworthiness*

¹ Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [randunur-bm18358@stu.kln.ac.lk]

² Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [geethanim@kln.ac.lk]