Quality of Information, Easy Access, and Security and Privacy on Effective E-Recruitment: The Moderating Roles of LinkedIn

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Abstract

The purpose of this study is to examine the role of quality of information, easy access, and security and privacy on effective E-Recruitment. This study also looked at the moderating roles of LinkedIn at an organization in Kuala Lumpur. The data were analyzed using SPSS software version 25. Results indicate that easy access, security and privacy and Linkedin have an important influence on effective E-Recruitment. Results also indicated that (LinkedIn/moderator) do not influence E-Recruitment. The findings can be used to guide the development of policies and programs that can better facilitate employees' recruitment process; enhance employees' experiences and organizations' performances. Additionally, the limitations and recommendations for future research are also discussed in this study.

Keywords: Quality of Information, Easy Access, Security and Privacy, Effective E-recruitment, LinkedIn

Introduction

Employee recruitment research looks at the problem from an organisational standpoint, with the goal of predicting characteristics that influence the quality and quantity of the applicant pool (Acikgoz, 2018). The privacy and security of personal information utilised by businesses is a major source of worry (Zureik et al., 2010). As a result, in an organisation where these practises are widespread, worries about privacy may potentially extend beyond information privacy procedures, with the entire working environment being seen as unfriendly to employee privacy (Miller and Wells, 2010).

Consequently, the community, particularly employers, are looking for new ways to solve the problem of communication tools such as telephones, newspapers, and letters by using social networking sites as a new communication medium to locate the proper personnel (Iftikhar & Sadeeq, 2020).

Organisational recruitment websites allow organisations to offer both job requirements and other information about the organisation to prospective applicants. According to Internet World Stats (2020), there are 26,353,017 internet users in Malaysia who use social networking sites on a daily basis in June 2019. This figure demonstrates that social networking is one of the most important platforms for delivering and sharing information, and that it also plays a little role in conducting corporate recruitment that benefits both employers and employees.

Additionally, recruitment via social networking sites is faster, easy, and cheaper (Hosain & Liu, 2020; Muduli & Trivedi, 2020). As mentioned by Muduli and Trivedi (2020), online portals are more common because they are less costly. Additionally, more than 40 percent of studies have

found that recruitment of social media can be the most efficient technique compared to traditional techniques. E-recruitment is not viewed as a stand-alone instrument but is incorporated into an overall recruiting and selection strategy, it becomes more effective (Dixit, 2016).

According to Junejo, Khawaja and Gul, (2019), and Selvanathan, Muhammad, Shaikh, Supramaniam, and Yusof (2019), security and privacy, quality of information, and easy access are the main factors that applicants want to see behind the types of sites that provided by the employers. An emerging technology that maintains social networks is currently a strong foundation with the development of social sites with members of a community that have a high capacity to influence, monitor, and engage with social networks according to their approach (Rath, 2018).

Until now, there has been little research on the impact of social networking sites on the overall e-recruitment process (Deschler, 2018; Hosain, Manzurul Arefin, & Hossin, 2020). In the context of Malaysia, a study by Jude, Ashmi and Jeevananda, (2021) found that the Malaysian industry is embracing e-recruitment through social networking sites, but there is still room for improvement. This study addressed this gap by investigating how organisations are incorporating social media into their e-recruitment process in order to examine the transformational implications for the e-recruitment process and related recruiter tasks.

This study expands on the idea of expanding employee recruiting by looking into the elements that influence recruitment via social networking sites. A moderating variable (social networking site types: LinkedIn) was also evaluated to see if it influenced the independent factors and the dependent variable. Organizations must recognise the importance of hiring the proper people in order to maintain a steady workforce. This research was conducted under the assumption that knowing the present state of potential employees' social networking site usage experiences is critical in determining if firms are satisfying their demands and, ultimately, ensuring that organisations attract and hire the best people. To be competitive, the company must recognise that personnel are a significant long-term investment.

Literature Review
Dependent Variable
Effective Employee Recruitment

Rynes (1991); Breaugh (1992); and Barber (1998) stated that it has become clear that personnel recruiting is crucial to organisational performance, and that it has been a hot topic in recent years (Breaugh, 2008). The human resource manager's or employer's goal is to recruit a group of candidates who are all at least moderately qualified (Aminuddin, 2018). They will next gather information about the applications and select the most qualified and potential candidates to fill the vacancy in the company. Recruitment entails a variety of responsibilities and is defined by a series of processes that begin with the identification of recruitment goals, the development of a plan, and recruitment activities such as job advertisements, interviews, and so on (Abel, 2011; Breaugh, 2008).

According to David, Banerjee, and Ponnam (2017), recruitment is the second most prevalent human resource feature that has been outsourced after training and development. It's a strategic way to cut hiring expenses and time, as well as handle hundreds or thousands of applications more efficiently and effectively every year. Before hiring new staff, it appears that training is an important factor for a company to make. This is because employee training helps them understand new environmental practises, and motivated employees want to participate in environmental programmes (Kim et al., 2019). A company's motivation for advertising a job opening is to attract applicants and choose the finest among them (Ioanna, 2019).

Additionally, increasing the cost of finding new markets and coordinating several sources may result in new knowledge, creativity, and productivity among them (Pintado & Bianchi, 2020). The literature on employee recruitment and job search, according to Acikgoz (2018), is divided

into exceedingly complicated micro theories aimed at understanding the interactions between a large number of variables. The relationship between variables is connected to improve the study's accuracy and to extend the conclusions as needed to fill in information gaps and answer open issues.

Furthermore, this technique allowed for a systematic assessment of data, which included comparisons between the researchers' assertions and the empirical evidence gathered, as well as the hypotheses that guided the investigation. Data was coded thoroughly and systematically, going over line-by-line survey questionnaires and research data to ensure that no important aspect of the information acquired was overlooked (Rahman et al., 2020). This study concentrates on electronic recruitment (e-recruitment) because Social Networking Sites are a part of e-recruitment. According to Abel (2011) and Sanchez et al., (2020), security and privacy, information quality, and ease of access are important factors in ensuring effective e-recruitment.

Independent Variables
Quality of Information
The system's information quality serves as a barometer for user and user satisfaction, and it has the potential to significantly increase users' willingness to use it (Woon & Singh, 2019). The importance of information quality and information quality in efficient activity and decision-making is critical. Information quality, according to Abel (2011), is the quality of information generated and disseminated by the system. Thakur (2018) discovered that in a high information quality environment, the development, management, and transfer of knowledge helps a person or an organisation to make the proper decisions that generate dimensions such as precision, timeliness or currency, validity, format, protection, and so on.

Furthermore, according to Price and Shanks (2005), objective information quality assessments can be based on the evaluation of data compliance with original requirements and stated integrity criteria, or communication with external requirements such as real-world about the phenomenon. Concerning "whether the perceived quality of job website information of job seekers affects their website attitude," and "if it does, then what are the mechanisms through which the perceived quality of job website information of job seekers influences their attitude towards it" (Priyadarshini et al., 2017), shows the importance of quality of information being accepted by outside individuals and ensuring their personal information is secured at a higher lev" (Priyadarshini et al., 2017).

In addition, the availability of relevant, current, and easy-to-understand information determines the quality of information (Lee & Kozar, 2006). Lee and Kozar argued in their piece that the higher the quality of information, the greater the number of online customers. In the case of social networking sites, the higher the quality of material on the site, the greater the number of users. As a result, the statement's strength demonstrates that the quality of information is one of the most important aspects that impact the attraction of applicants to use in submitting for the vacancy offered, which leads to the progression of the recruiting process.

As mentioned, social networking sites are classified as either business-oriented or social-oriented. Different characteristics are used to assess the quality of these sites. Given that Social Networking Sites are a relatively new topic, the sites' characteristics are consistent with the research on information technology. In their study, Lee and Kozar (2006) look at website quality parameters that can be applied to the attributes of social networking sites. Palmer (2002) also performed research on the most important aspects of website success.

Based on this literature, the most relevant website factors which can be adapted to the qualities of Social Networking Sites are information quality, ease of navigation and security/privacy (Abel, 2011). These three factors are indicators for a satisfactory website and can be adapted to indicators of Social Networking Sites. Lee and Kozar (2006) asked 156 online customers and 34 managers/designers of e-business companies about the importance of website qualities. Different

websites were tested and the preference of website qualities was different. Information quality reached high scores and navigability and website security were also ranked highly in this investigation. Based on this result, the following three website qualities was use as main factors in this study.

Hypothesis 1: There is a positive and significant relationship between the quality of information of social networking sites and effective e-recruitment.

Easy Access

Easy access is defined in this study as the usability of sites that contain the role of social networking sites that are simple to understand, use, and conduct. Online interview settings provide easy access and a user-friendly experience for general recruiting management (Shenoy et al., 2019). According to Tong et al., (2005), navigation ease means that a website has features that allow users to quickly find what they need, that it has a powerful search engine, and that it allows users to effortlessly and efficiently go back and forth between pages.

Apart from that, the extension of easy access may be seen in a variety of forms, including social networking sites, social review sites, image and video sharing sites, and so on. Furthermore, according to Singh (2017), adding software such as 'active recruiting' in social networking has made it much easier for employers to monitor the right candidate for a certain position. According to Rosoiu (2016), despite the traditional method, online recruiting or e-recruitment has several advantages because it is easier for recruiters to keep up-to-date with changes in the employee market because of the available databases and high-quality information saved on the Internet. As a result, quick access is thought to be a crucial aspect in the quality of social networking sites.

Hypothesis 2: There is a positive and significant relationship between easy access of social networking sites and effective e-recruitment.

Security and Privacy

With the rise in popularity of social media programmes and the acquisition of personal and relational data from users, ensuring data privacy while exchanging information is becoming increasingly crucial (Cherukri & Doguparthi, 2017). Furthermore, according to Ali et al., (2018), security strategies are employed to safeguard users' privacy while security techniques are based on protecting users' privacy, hence the entire paper uses security and privacy words. With the continued rise and adoption of social media platforms and techniques, it is critical to evaluate individuals' role in people's privacy (Alkire, Pohlmann & Barnett, 2019).

Security/privacy is also a factor in how much a user trusts that the website is free of interference and that personal information is kept safe (Tong et al., 2005). The importance of using these tactics can make a system more trustworthy, allowing users to think that the sites to which they are connected are safe from hackers and that their personal information is well safeguarded. For example, the risks associated with Facebook are higher than those associated with other social networking sites, and attackers' next targets are Twitter and LinkedIn. During the first half of 2013, there was a 355 percent increase in spam on social media websites (Gupta et al., 2018).

The theory of planned behaviour (TPB), as stated by Dincelli and Goel (2017), states that individuals' actions are influenced by subjective norms (interpersonal) and attitudes (intrapersonal), and has been used to forecast behaviours linked to privacy and security. Not only do we need a large number of competent private information management technologies to understand the security and privacy protection of big data information, but we also need to improve our citizens' understanding of privacy protection so that privacy information security can be implemented (Zhang, 2018).

Hypothesis 3: There is a positive and significant relationship between the security and privacy of social networking sites and effective e-recruitment.

Moderating Variable
Social Networking Sites and E-recruitment

Social Networking Sites have attracted millions of users all over the world and have attracted the attention of organizations who plan to use them for their daily business. Kaplan and Haenlein (2009, p.63) define Social Networking Sites as "applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other." Facebook, and LinkedIn are examples of Social Networking Sites which are used for different things like messaging, presenting, sharing photos and so forth. The nature of these connections may vary from site to site. This study focuses on Social Networking Sites regarding recruitment.

The following paragraph goes over Social Networking Sites in detail, including its benefits and drawbacks in terms of recruitment. In recent years, social networking sites have exploded in popularity. Martin Giles stated in January 2010 that "it is a world of links," emphasising the rapidly rising phenomenon of Social Networking Sites in recent years (Giles, 2010, p. 1).

Social networking sites have adopted a number of technical capabilities that allow users to connect with their friends and exchange movies, images, and texts with them at all hours of the day and night. "Web-based services that allow individuals to (1) construct a public or semi-public profile within a bonded system, articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system," according to Boyd and Ellison (2007, p.2). Numerous sites exist today and employers have begun to use these sites for hiring decisions (Kluemper & Rosen 2009).

The University of Applied Sciences in Wiesbaden performed a survey of 200 German recruiters to see how much Web 2.0 influences their hiring decisions (Jäger & Meser, 2007). They discovered that 37% of respondents believe Social Networking Sites are vital for a company's human resource management, and 85% believe they will be relevant in the future. The fact that Social Networking Sites have extended into the business landscape, particularly in the realm of Human Resource Management, has prompted this study to concentrate on them.

In 2009, a Swiss labour market research of 300 recruiters was undertaken to determine their thoughts on the use of social networking sites in the recruitment process. They came to the conclusion that using social networking sites for recruitment is a relatively new issue for recruiters, and that they lack a strategy for exploiting these sites (HR Today, 2009). This study focused on Malaysian organisations' usage of social networking sites for recruitment in order to identify the best employees for their open positions. The number of Social Networking Sites available must be restricted to the market leaders in Malaysia. In Malaysia, LinkedIn is the most popular social networking site. For this study, the most relevant Social Networking Sites (LinkedIn) were picked.

LinkedIn

Employers have been using sites like Careerbuilder.com to recruit for years, which has resulted in the recruitment of job seekers from over 100 different sources (Yoon Kin Tong & Sivanand, 2005). According to Nessler (2014), Careerbuiler.com has enabled a 70 percent reduction in per hire expenditures due to lower travel costs, as well as a 60 percent reduction in the time it takes for firms to hire an employee. The combination of the Internet and the process of recruiting human capital is known as electronic recruiting (Melanthiou, Pavlou, & Constantinou, 2015). Companies increasingly have their own social media pages where they recruit job candidates (Melanthiou et al., 2015).

Research has established that LinkedIn is the most popular social media recruiting sites (Melanthiou et al., 2015). In addition, developing counties are seeing an increase in the use of internet and social media from 42% in 2013 to 64% in 2018 (regarding internet usage) and 34% from 2013 to 53% in 2018 (regarding social networking usage) (Pew Research Center, 2018). Taking those numbers into consideration the integration of social networking sites in the hiring process is more likely to occur in developed counties. Focusing more on the positive implications, the theory of social capital considers self-disclosure on social networking sites as a platform to acquire and sustain mutually beneficial relationships (Abramova et al., 2017). Literature has confirmed that social networking sites can support the relationship management between companies and possible e-recruitment of potential applicants (Abel, 2011).

Hypothesis 4: There is a positive influence of types of social networking sites (LinkedIn) on the relationship between the independent variables (quality of information, easy access, and security and privacy of social networking sites) and effective e-recruitment.

METHODOLOGY
Sampling
This research was carried out by the chosen organisation, TDCX, which is based in Kuala Lumpur, Malaysia. It focused on the organization's HR department, which interacts with potential applicants during the recruitment process. The participants were picked at random and were given the opportunity to participate in this survey questionnaire on a voluntary basis. The sample size for this study is expected to be 80 employees. In this study, the researcher collected data through an online survey questionnaire.

Research Instruments
Background Information
This part includes questions about the respondents' backgrounds. This covered their age, gender, and educational levels, as well as the length of their work experience, salary, and employment position. Additionally, the outcomes of this segment are expected to provide an opportunity to investigate employee satisfaction perceptions.

Effective E-Recruitment
Effective e-recruitment is the dependent variable in this study. Preliminary studies are performed to evaluate the general image of the case of new employee recruitment, which is linked to a system that is in the process of recruiting new workers, as well as to the recruitment process problems experiences (Setyawan et al., 2017). Following Sultana, & Sultana (2017) using the 5-point scale (measured by 1 = strongly disagree and 5 = strongly agree), the responses will be evaluated. The effectiveness of online recruitment will be analyzed in terms following ten factors: fastest mode, cost, time, accessibility, reducing workload, large candidates, filling specified requirements, attracting passive job seekers, reducing turnover, and increasing organizational performance.

Quality of Information
Following Abel (2011), the six (6) items related to these independent variables will be evaluated on a 5-point scale (measured by 1 = strongly disagree and 5 = strongly agree). Sample of questions are; "Information for the applicant(s) on social networking sites – our recruitment is relevant"; "Information for the applicant(s) on social networking sites – includes all information available".

Easy Access

The three (3) items related to easy access will be evaluated following Abel (2011) on a 5-point scale (measured by 1 = strongly disagree and 5 = strongly agree). Sample of questions are; "The use of social networking sites we use to recruit people – is easy to understand"; "The use of social networking sites we use to recruit people – the style is user-friendly".

Security and Privacy

Based on Abel (2011), the four (4) items related to these independent variables will be evaluated on a 5-point scale (measured by 1 = strongly disagree and 5 = strongly agree). Sample of questions are; "Company information on social networking sites use for recruiting – only authorized users can be able to access it"; "Company information on social networking sites use for recruiting – are safe from harm".

Types of Social Networking Sites

On a 5-point scale following Abel (2011) (measured by 1 = no usage and 5 = very successful), the responses on types of social networking sites will be evaluated. A sample of questions is; "Which social networking sites do you think are successful for recruitment in your company?"

Data Analysis

The data gathered through a few procedures was used by the researcher. First, the researcher obtained consent from the participants before distributing the questionnaire. Second, the questionnaire was distributed via email within a short period of time. An application form was attached to the survey questionnaire, which included a description of the analysis. Prospective respondents were informed that the study is for academic purposes, that their participation is voluntary, and that there is implicit consent to return the completed anonymous survey form. Finally, those participants who have yet to complete the questionnaire were reminded. The results were digitally recorded and statistically analysed using SPSS 25.0.

Results and discussion

Demographic Analysis

The first part investigated the demographic profile which contains the general background of respondents. This part contains six questionnaires including gender, age, education level, work experience in the current organization, salary, and job level in the organization. The respondents' information was as follows.

According to Table 1, the majority of the respondents in this study (48 people, or 60 percent) are female. Only 32 of the remaining respondents, or 40%, are male. The researcher divided the age group into five categories: 18-24 years old, 25-31 years old, 32-38 years old, 39-45 years old, and 46 years and older. The age distribution of the respondents is shown in Table 1. The majority of respondents (45 people, or 56.30 percent) were between the ages of 25 and 31. The second highest majority was followed by age between 32 and 38 years old, with 23 people or 28.70 percent. The age group of 18-24 years old ranks third in terms of frequency and percentage, with 6 people or 7.50 percent. The age group 39-45 years old has the most respondents (4 people, or 5.00 percent). Meanwhile, only 2.50 percent of the remaining population, or 2 people, are 46 years old or older.

The majority of respondents have a bachelor's degree, with 66 people (82.50 percent) holding one. The master's degree is the second highest level of education, accounting for 7 people or 8.80 percent, while the diploma level accounts for 6 people or 7.50 percent. Only one person, or 1.30 percent, has a PhD, representing the rest of the education level.

In terms of the respondents' number of work experiences in their current organisation, 3-4 years of work experience is represented by 35 people, or 43.80 percent. Then came 1-2 years, with 21

people or 26.30 percent. Then, it contributed by 5 years and above with 18 people or 22.50 percent. Only 6 people, or 7.50 percent, died in less than a year.

Table 1: Demographic

		Frequency	Percentage (%)
Gender	Male	32	40
	Female	48	60
Age	18-24 years old	6	7.5
	25-31 years old	45	56.3
	32-38 years old	23	28.7
	39-45 years old	4	5
	46 years old and above	2	2.5
Education Level	Diploma	6	7.5
	Bachelor's Degree	66	82.5
	Master's Degree	7	8.8
	PHD	1	1.3
Working Experience	Less than 1 year	6	7.5
	1-2 years	21	26.3
	3-4 years	35	43.8
	5 years and above	18	22.5
Salary	RM 1,200-1,999	21	26.3
	RM 2,000-3,999	40	50
	RM 4,000-5,999	14	17.5
	RM 6,000-9,999	5	6.3
Job Level	Jr. Executive	32	40
	Sr. Executive	15	18.8
	Sr. Manager	1	1.3
	Manager	32	40.1

Furthermore, using Table 1, the researcher divided the salary section into four categories: RM 1,200-1,999, RM 2,000-3,999, RM 4,000-5,999, and RM 6,000-9,999. The majority of respondents (40 people, or 50.00 percent) earn between RM 2,000 and RM 3,999 per month. Then, with 21 people or 26.30 percent, the second highest of the majority was salary between RM 1,200-1,999. The second-to-last salary range of respondents is RM 4,000-5,999, with 14 people or 17.50 percent earning this range. Meanwhile, only 6.30 percent, or 5 people, earn salaries ranging from RM 6,000 to RM 9,999.

Finally, for the number of respondents' job levels. The most job levels are represented by junior executive and manager, with 32 people or 40.00 percent. Sr executive came in second with 15 people (or 18.80 percent). While the rest of the respondents, only one person, or 1.3 percent, were at the Sr manager level.

Data screening
Skewness is acceptable and normal in the range of -2 to 2, while Kurtosis is acceptable and normal in the range of -7 to 7. (Hair, Black, Babin, & Anderson, 2010). Skewness is.51, indicating a normal range, and Kurtosis is -1.05, indicating a normal range as well.

The descriptive analysis shows that the mean score for the dependent variable, effective e-recruitment, is 4.2200, indicating a high mean score. While independent variables such as information quality, ease of access, and security and privacy all show a high mean score of 4.39, 4.28, and 4.38, respectively. One technique for evaluating dispersion, according to Ayeni (2014), is standard deviation, which is a measurement used to identify the difference between the calculated mean and the observed mean. The standard deviations for the above-mentioned variables of effective e-recruitment, information quality, ease of access, and security and privacy are.379,.29,.38, and.37, respectively.

In the case of selected independent variables, the standard deviation of information quality is.29/4.39 or 6.61 percent of the mean, which is considered small. The standard deviation for effective e-recruitment as the dependent variable, on the other hand, is.38/4.22, or 8.99 percent of the mean when this score is achieved as a large deviation. Moving on, security and privacy have the highest Cronbach's alpha with.89, followed by information quality with.87. While security and privacy, as well as effective e-recruitment, are ranked third and fourth, respectively, with alpha values of.86. With a Cronbach's alpha coefficient of 0.8, this demonstrates that all variables have good internal consistency.

Correlation Analysis

Table 2 shows the correlation analysis between the dependent variable(effective e-recruitment) and independent variables (quality of information, easy access,and security and privacy). Based on the results above, there is a positive moderate uphill correlation exists between effective e-recruitment and easy access. Results of the correlation indicate that higher easy access is associated with higher effective e-recruitment (r = .465, p<0.01, p = .000).

Table 2: Correlation Analysis

		Effective e-recruitment	Quality of information	Easy access	Security and privacy
Effective e-recruitment	Pearson Correlation	1			
Quality of information	Pearson Correlation	.379**	1		
Easy access	Pearson Correlation	.465**	.389**	1	
Security and privacy	Pearson Correlation	.436**	.346**	.514**	1

**. Correlation is significant at the 0.01 level (1-tailed).

In addition, there is also a positive moderate uphill correlation exists between effective e-recruitment and security and privacy. Results of the correlations indicate thathigher security and privacy are associated with higher effective e-recruitment (r = .436,p<0.01, p = .000). Besides that, there is a positive weak uphill correlation that exists between effective e-recruitment and the quality of information. Results of the correlation indicate that higher quality of information is associated with higher effectivee-recruitment (r = .379, p<0.01, p = .000).

Multiple Regression Analysis
Model Fit / Coefficients of Determination (R²)
Based on the results, the R² of 0.395 implies that all the independent variables namely quality of information, easy access, and security and privacy, and moderator variable namely types of social networking sites (LinkedIn) explain 39.5% of the variance in the dependent variable which is effective e- recruitment. Therefore, 60.5% of the variance in effective e-recruitment is not explainedby the quality of information, easy access, security and privacy, and types of social networking sites (LinkedIn) in this study.

F-Test (ANOVA)
Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.406	3	1.135	10.836	.000b
	Residual	7.962	76	.105		
	Total	11.368	79			
2	Regression	4.487	7	.641	6.707	.000c
	Residual	6.881	72	.096		
	Total	11.368	79			

Based on Table 3, F-test is significantly based on the p-value (given by F-sig.) below 0.05. Hence, the linear model is overall valid.

Coefficient

Table 4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.924	.617		1.497	.138
	Quality of information	.254	.139	.194	1.832	.071
	Easy access	.271	.116	.271	2.337	.022
	Security and privacy	.233	.116	.229	2.013	.048
2	(Constant)	.971	.654		1.486	.142
	Quality of information	.275	.142	.211	1.934	.057
	Easy access	.262	.116	.262	2.270	.026
	Security and privacy	.261	.125	.257	2.088	.040
	LinkedIn	-.218	.082	.288	2.651	.010

a. Dependent Variable: Effective e-recruitment

According to Table 4, the results of model 1 show that the variable of information quality is not significant. It is due to the fact that the p-value for the quality of information variable is 0.057 (5.7 percent), which is greater than the 5% significant level. As a result, explain that information quality has nothing to do with effective e-recruitment.

Next, the variable for easy access is 0.026 (2.6%), which is below the 5% significant level. Therefore, easy access is significant. Hence, explain that easy access is positively related to effective e-recruitment. Security and privacy variable have a *p*- value of 0.040 (4%), which is below the 5% significant level. Therefore, security and privacy are significant. Hence, explain that security and privacy are positively related to effective e-recruitment.

When the types of social networking sites variable with LinkedIn is entered, the LinkedIn variable is significant with a p-value of 0.010. (1 percent). As a result, it falls below the 5% significant level. This explain how the LinkedIn variable is related to effective e-recruitment. The other variables, easy access and security and privacy, have p-values that are less than 5% significant. Hence, when social networking sites are included, security and privacy remain important. Therefore, explain how security and privacy are related to effective e-recruitment.

According to Table 4, when the variance explained by all other variables in the model is controlled for, easy access (ß.262, p=0.000, p0.05) contributes to explaining the dependent variable. Then comes security and privacy (ß.257, p=0.01). However, as the value for Beta (ß.211, p=0.057) indicates, information quality has made no contribution to effective e-recruitment. The results also show that LinkedIn is a significant social networking site (ß.288, p=0.01). As a result, this study will look into whether LinkedIn modifies the relationship between the independent and dependent variables. To summarise, the most significant variables influencing effective e- recruitment are easy access with a beta weight of.262 and security and privacy with a beta weight of.257.

PROCESS Macro Hayes
Table 5 Bootstrap Estimates of Direct, Indirect, and Total Effects of Quality ofInformation, Easy Access, and Security and Privacy on Effective E-Recruitment

******Total, Direct, And Indirect Effects of X on Y ******

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps	c_cs
.7793	.1378	5.6532	.0000	.5048	1.0537	2.0542	.5391

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.6990	.1538	4.5441	.0000	.3927	1.0052	1.8426	.4836

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TYPES	.0803	.0791	-.0638	.2571

Direct effect examines if the relationship between the independent and dependent variables is direct and not moderated by a third variable. The results in Table 5 indicate that the direct effect

was .6990 with a *t*-value of 4.5441 and a *p*-value of.0000 (p< .05). Thus, it passed to accept the null hypotheses in which the relationship between a dependent variable (effective e-recruitment) and independent variables (quality of information, easy access, and security and privacy) is direct. Notice that 'zero' falls within the 95% confidence interval (.3927 to 1.0052). In other words, the 'c'coefficient is statistically significant (p<0.05).

This section of the results investigates the null hypothesis that the indirect relationship between the independent variables (X) and the dependent variable (Y) is zero. According to Table 4.19, the indirect effect is equal to.0803, with a 95 percent bootstrap confidence interval ranging from -.0638 (lower limit) to.2571 (upper limit). Because 'zero' does not fall within the 95 percent confidence range, the null hypotheses will be rejected. In other words, whether LinkedIn moderates the relationship between information quality, ease of access, security and privacy, and effective e-recruitment; if 'a*b' is statistically significant at alpha 0.05 (p0.05).

In terms of the overall effect, both indirect and direct, that the entire model generates. It is the sum of both indirect (a*b) and direct (c) effects. The total effect in Table 4.18 was.7793, with a t-value of 5.6532 and a p-value of.0000, indicating that the effect was statistically significant (p0.05).

Writing the Results of PROCESS Macro Hayes

Table 6 Regression Analysis of Roles of Social Networking Site (Quality of Information, Easy Access, and Security and Privacy) on Types of Social Networking Sites (LinkedIn)

Outcome Variable:

Types

Model Summary

R	R-sq	MSE	F	df1	df	p
.4479	.2006	.0966	19.5714	1.0000	2 78.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.5244	.5818	2.6201	.0106	.3661	2.6827
ROLE	.5894	.1332	4.4240	.0000	.3241	.8546

Standardized coefficients

ROLE   .4479

A bootstrapping method was used in SPSS Process Macro to see if different types of social networking sites moderate the relationship between information quality, ease of access, security and privacy, and effective e-recruitment. First, the regression analysis in Table 6 revealed that the independent variables (quality of information, ease of access, and security and privacy) were not significant predictors of the types of social networking sites (LinkedIn) (b =.5894, t = 4.420, p0.001).

Table 7 Regression Analysis of Roles of Social Networking Sites (Quality of Information, Easy Access, and Security and Privacy) and Types of Social Networking Sites on Effective E-

Recruitment.

Outcome Variable:

 E-Recruit

Model Summary

R	R-sq	MSE	F	df	df	p
.5504	.3029	.1029	16.7320	1 2.0000	2 77.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.6151	.6265	.9818	.3293	-.6325	1.8626
ROLE	.6990	.1538	4.5441	.0000	.3927	1.0052
TYPES	.1362	.1169	1.1655	.2474	-.0965	.3690

Standardized coefficients

	coeff
ROLE	.4836
TYPES	.1240

The results of the second regression analysis in Table 7, which controlled for the types of social networking sites (LinkedIn) (moderator), show that information quality, ease of access, and security and privacy were not significant predictors of effective e-recruitment (dependent variable) (b =.6990, t = 4.5441, p0.05). As a result, there was no positive influence of the moderator effect on Linked on the relationship between information quality, ease of access, security and privacy, and effective e-recruitment.

DISCUSSION
The research question for this study is to determine the roles that social networking sites play in influencing effective e-recruitment. This study focuses on three independent variables, namely information quality, ease of access, and security and privacy, as well as a moderating variable, namely the type of social networking sites (LinkedIn), which may influence effective e-recruitment. The following research question will be used to discuss the findings:

Research Question 1: Is there any relationship between the quality of information of social networking sites and effective e-recruitment?
According to the findings of Research Question 1, there is a positive weak uphill relationship between effective e-recruitment and information quality (r =.379, p= 0.000, p0.01) with a standardised Beta value of (ß.211, p= 0.057). The value p> 0.05 indicates that the coefficient is statistically insignificant. As a result, the hypothesis demonstrates that there is no relationship

between information quality and effective e-recruitment.

This contradicts the findings of Azemi, Zaidi, and Hussin (2017) and Rahman, Aydin, Haffar, and Nwagbara (2020), who suggested that the high quality of the information provided can aid in e-recruitment and give the organisation a competitive advantage, particularly through social networking sites. While this study found very little support for a relationship between information quality and effective e-recruitment, the researcher believes it is premature to dismiss the potential relationship as non-existent. More research into these relationships may be required before firm conclusions can be drawn.

Research Question 2: Is there any relationship between easy access of social networking sites and effective e-recruitment?

According to the findings of Research Question 2, there is a positive moderately uphill relationship between effective e-recruitment and easy access. The correlation results show that greater ease of access is associated with greater effective e-recruitment (r =.465, p0.01, p =.000). While the standardised Beta coefficients value for easy access is (ß.262, p= 0.000, p 0.05), this means that an increase in one unit of easy access causes an increase in effective e-recruitment of.262 units, with the p 0.05 indicating that the coefficient is statistically significant. As a result, the hypothesis indicates that there is a moderately positive uphill relationship between easy access and effective e-recruitment.

This relationship suggests that easy access influences effective e-recruitment at a higher level. Because people can easily access e-recruitment, it is a more effective method of getting job openings noticed. Aside from that, job applicants prefer the e-recruitment system if it is simple to use in comparison to other methods of job application, and this is likely to be the reason for the rapid increase in e-recruitment jobseekers, who only need to publish their resumes once to the recruiter's web sites (Tong, 2009). Hence, higher e-recruitment instrument utilization is determined not only by actual access to technical instruments and personnel departments' ability to use them but also by the needs created by the local labor market (Wozniak, 2014).

Additionally, e-recruitment tools enable employers to easily access application data and track new employees throughout their entire employment life cycle. According to Dhamnija (2012), e-recruitment's benefits include a faster-recruiting cycle time, attracting passive job seekers, the ability to target certain labor market niches, making it easier to apply for jobs, and demonstrating interest in the recruitment organization. Therefore, it should go without saying that the greatest recruiting software which e-recruitment is user-friendly and easy to apply.

Research Question 3: Is there any relationship between the security and privacy of social networking sites and effective e-recruitment?

Based on the results of Research Question 3, there is a positive moderate uphill relationship between effective e-recruitment and security and privacy with (r = .436, p= 0.000, p< 0.05) together with value of standardize Beta coefficients of (ß .257, p= 0.000, p< 0.05). This indicates that the increase in 1 unit of security and privacy will cause effective e-recruitment to increase by .257 units and the p< 0.05 depicting that the coefficient is statically significant. Thus, the hypothesis shows that there is a positive moderate uphill relationship between security and privacy and effective e-recruitment.

Based on the finding in this study, it indicates that security and privacy are important factor influence on effective e-recruitment. This is because security and privacy help to secure an organization's files and corporate information, including employee and customer databases, from falling into the wrong hands by accident. Many organization's recruitment sites include privacy statements that outline how the information applicants enter will be handled and utilized, which has generated worries among potential applicants about keeping their personal information secure and confidential (Okolie & Irabor, 2017). As stated by Mauchi et al., (2011),

online recruitment, like other internet services, is vulnerable to dangers that have created ethical questions about security, authentication, control over practice, control of assessment conditions, and access equality.

Nonetheless, a large body of scholarly research indicates that potentially illegal e-recruitment practises perceived to be unfair, disruptive, and harmful to applicants' privacy are associated with negative reactions ranging from negative perceptions and emotions to legal action against the recruiting company (Garci'a-Izquierdo, Aguinis, & Ramos-Villagrasa, 2010). The method allows for a thorough examination of e-recruitment issues. It might be interesting to take a dual approach, examining the applicant's point of view to see what changes Web 2.0 brings to their professional development.

Research Question 4: Do types of social networking sites (LinkedIn,) influence the relationship between the independent variables (quality of information, easy access, and security and privacy) and effective e-recruitment?

Correspondingly with findings of Research Question 4, the current study has discovered that types of social networking sites (LinkedIn) have the greatest influence on effective e-recruitment. Types of social networking sites(LinkedIn) have the largest beta coefficient of (ß .288, p= 0.000, p< 0.05) which explained 28.8% to the variance of effective e-recruitment. This concludes that types of social networking sites (LinkedIn) make the strongest direct contribution to explaining the dependent variable when the variance explained by all other variables in the model is controlled for.

However, results for research question 4 revealed that LinkedIn does not show a positive or significant influence on the relationship between independent variables (quality of information, easy access, and security and privacy) and effective e-recruitment. Therefore, types of social networking sites have no moderating effects in the independent variables towards effective e-recruitment. This suggests that the other dimension of types of social networking sites may be valued differently in this study.

Nevertheless, LinkedIn has been shown to be an effective tool for social networking sites recruiting and hiring top applicants, and it is a wonderful platform for communicating and looking for the right candidates. According to the Jobvite Recruiter Nation (2016) survey, 87% of recruiters believe LinkedIn is the most effective tool for identifying verified applicants, with 90% of recruiters under 45 believing so. With the competitivenature of the recruiting industry, job applicants cannot afford to be inactive on LinkedIn.

Aside from that, LinkedIn is a good place to introduce applicants and the organisation. The proposed method extracts objective criteria from applicants' LinkedIn profiles, which are then compared to the recruiting criteria for job openings to determine each candidate's relevance (Faliagka, Tsakalidis & Tzimas, 2012). A LinkedIn profile, according to Subhani, Joseph, Osman, and Hasan (2012), emphasises a member's educational and work experience, as well as a business news feed and some customised modules. Employers will be able to see potential candidates' education and work experience as a result.

Furthermore, as the organization's network expands, the LinkedIn profile will effectively function as an online database where applicants can easily access the organization's network. Aside from that, searchers the text of the job title and work description in the applicant's LinkedIn profile's job experience section for terms that match the recruiter's skill requirements (Faliagke et al., 2013). To summarise, LinkedIn is an excellent recruiting tool that provides recruiters with access to a large pool of candidates.

Conclusion

Finally, one of the most effective e-business innovations, the Internet-based online recruiting platform, also known as an e-recruitment platform, has changed the way a company recruits'

candidates. Since finding the proper applicant is a challenge for most firms, and a shortage of qualified individuals in key skill areas has long been viewed as a major impediment to an organization's development, these platforms have gained in popularity in recent years. The study's major purpose is to learn more about social networking sites' roles in effective e-recruitment.

According to the conclusions of this study, quick access, as well as security and privacy, have the greatest impact on effective e-recruitment. Aside from that, the LinkedIn platform contributes the most beta weight, indicating that it was recognised as the company's most vital and valuable e-recruitment platform. As a result, the roles and types of social networking sites assist people, particularly HR departments, in identifying the benefits and drawbacks of e-recruitment, which is the first step in an organization's entire employment process and determines whether the organisation succeeds in hiring the best candidate in the future.

Although it is still in its infancy in Malaysia, the results reveal a tendency toward using social networking sites for recruitment. Furthermore, it is clear that recruiters benefit from the networking capabilities of these sites in order to identify the proper people to fill their positions. The site's networking scope is the most powerful predictor of successful recruiting, particularly in terms of target group orientation. This study adds to the limited overview of this fast-moving subject in Malaysia by contributing to the research on the role of social networking sites in recruitment.

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