

Impact of Perception of Online Recruitment Websites on Behavioral Intention of Job Seekers: Evidence from the Graduates of University of Kelaniya, Sri Lanka

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The purpose of this study was to assess the impact of perception of online recruitment websites on the behavioral intention of graduate students in University of Kelaniya in Sri Lanka. This study is carried out as a quantitative explanatory research work. Further, the sample is selected randomly and used simple random sampling technique. This is a correlational research study & standard questionnaire was used to collect primary data through a survey. Questionnaires are distributed to a sample of 215 of fresh graduate students who successfully completed the relevant programmes in 2020. To analyze received questionnaires data, SPSS (Statistical Package for the Social Science) was used. To interpret data analyzed and to obtain the result graphical charts, descriptive statistical techniques such as mean, mode, standard deviation and histograms, correlation and coefficient, simple regression analysis and residual analysis were used. To test the relationship between variables Pearson correlation technique analysis was used. Simple regression analysis was used to identify the degree of the impact of the independent variable on dependent variable was analyzed by using R square value. And it was found that there is a significant high positive relationship between perception of online recruitment websites & the behavioral intention. Information quality, prospective career information, perceived usefulness, system quality, perceived ease of use & perceived trustworthiness are the dimensions of independent variable and all those were significant with the behavioral intention. The present study would provide the direction to fresh graduates, online job providers, organizations and to future researchers.

Keywords: *Perception of Online Recruitment Websites, Behavioral Intention, Graduates, Technology Acceptance*

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