



A Study on Customer Interface Satisfaction by using TAM and SERVQUAL Dimension on the Use of Technology Job Search Website in Malaysia: A Case Study

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ABSTRACT

Nowadays, many companies have been using their websites to share job opportunities with job seekers. This paper aims to provide further explanation about the customer interface satisfaction on the use of job search website in Malaysia using technology acceptance model (TAM) and service quality (SERVQUAL) in the case of Universiti Utara Malaysia (UUM) students. Furthermore, the conceptual framework which the researcher attempts to operate in this study includes TAM, SERVQUAL and Customer Satisfaction. More than 100 surveys in both questionnaires and online surveys were distributed to UUM final year students who have used job search website. The result of this study revealed significant relationships between TAM, SERVQUAL and interface satisfactions of job search websites.

Keywords: job search website, Malaysia, TAM, SERVQUAL, customer interface satisfaction

1. INTRODUCTION

The changes in development of science and technology have brought various facilities to our lives. One of the facilities that play an important role in our human life is Internet. According to Rainie (2010), more than 74% of American adults use the Internet and 60% use broadband connections at home. A study showed that more than 61% of these young adults used the Internet to look for jobs as compared to only 42% of those aged 30-49 and 27% of those aged 50-64 (Boyce & Rainie, 2002). However, a study in 2007 found that 88% of men and 94% of women aged 25-34 used an Internet job site to look for a job (Nakamura, Shaw, Freeman, Nakamura, & Pyman, 2009). This indicated that job search site has played an important role in searching for jobs in today's world. Thus, there are three problem statements that we need to be concerned with in this study

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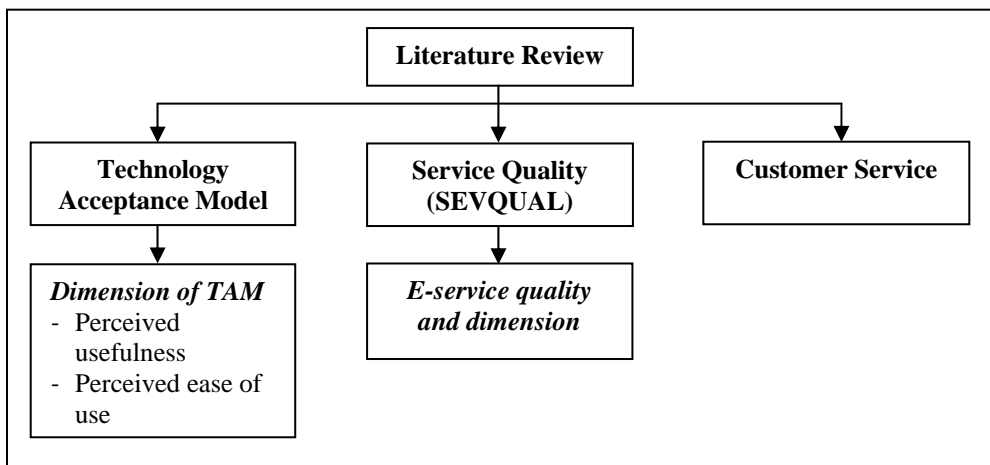
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which are: (1) What is the form of model for the development of job search website that emphasises on the assessment of both internal and external users? (2) How do we implement both internal and external assessments in a job search website development? (3) What is the relationship between customer satisfaction factor and SERVQUAL in the assessment of job search website in Malaysia? Furthermore, the objectives of this study are to identify the items of information contained in every job search website in Malaysia and also to restructure the information in these job search websites.

2. LITERATURE REVIEW

The objective of literature is to provide a review on the literature relevant to the key constructs of the study. The literature starts with the introduction of Technology Acceptance Model (TAM) which discusses on dimension of TAM, perceive ease of use and perceived usefulness. Later part of the literature discuss on Service Quality (SERVQUAL) and customer satisfaction. Figure 1 shows the structure of literature review on this study.

Figure 1: Literature Review Structure



2.1 Introduction of Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) has received extensive empirical support through validations, applications, and replications by researchers and practitioners, suggesting that TAM is robust across time, settings, populations, and technologies. It is one of the most widely used models for predicting and explaining end user behaviour, system use and information technology adoption (Kwak & McDaniel, 2011; Venkatesh & Bala, 2008). TAM is increasingly applied as a fitting theory for the information management context since

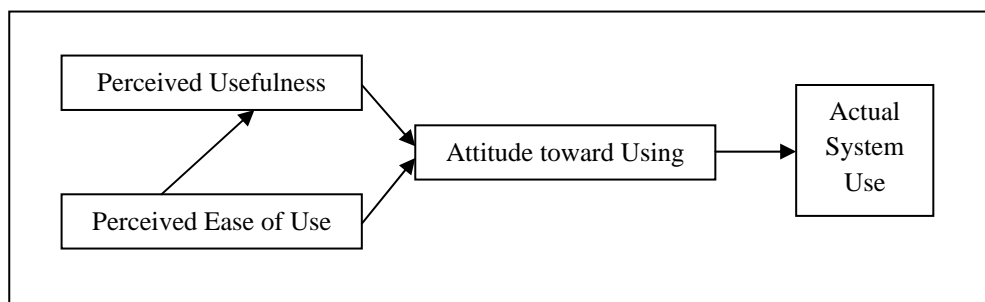
thousands of studies testing this model in the information system area (Chen, Li, & Li, 2011).

The model was proposed by Fred Davis in his doctoral thesis at the MIT Sloan School of Management in 1985 (Davis, 1985). It was proposed due to the growing technology needs in the 1970's, and increasing failures of system adoption in organizations. According to Davis (1989), although predicting system use became an area of interest for many researchers, most of the studies carried out failed to produce reliable measures that could explain system acceptance or rejection. He acknowledged that "system use is a response that user use it to explained or predicted their motivation, which, in turn, is directly influenced by an external stimulus consisting of the actual system's features and capabilities."

TAM is conceptually grounded in the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). According to the TRA, an individual's behavior is determined by his or her intention to carry out their behavior, and behavioral intention is affected by the person's attitudes and subjective norms related to the target behavior(Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). TRA and Theory of Planned Behavior have the capability to explore the system usage by incorporating subjective norms and perceived behavioral controls with attitudes toward using technology (Chen et al., 2011).

Consistent with TRA, TAM suggests that the effect of external variables (e.g., system design characteristics) on intention is mediated by the key beliefs (i.e., perceived ease of use and perceived usefulness). Based on prior work by Fishbein&Ajzen (1975), and other related research studies, Davisfurther refined his conceptual model to propose the Technology Acceptance Model as shown in Figure 2.

Figure 2: Original TAM Proposed by Fred Davis (Davis, 1986)



TAM model is an extension of the TRA model and can be explained by two salient beliefs: perceived usefulness and perceived ease of use (Kwak&

McDaniel, 2011). Perceived usefulness and perceived ease of use is related to the attitude towards acceptance of the new technology, which, in turn affects a customer's acceptance, intention and consequently, their behavior. Perceived usefulness and perceived ease of use are considered instrumental in achieving valued outcomes, and thus reflect the useful aspects of information technology usage.

2.2. Dimension of Technology Acceptance Model

The main purpose of TAM is to explain why users accept or reject the information technology on the basis of external variables that is perceived usefulness, perceived ease of use and attitude toward technology. TAM suggests that two specific dimensions in this study, which are perceived ease of use and perceived usefulness. Both of these dimensions determine one's behavioral intention to use a technology, which has been linked to subsequent behavior (Sheppard, Hartwick, & Warshaw, 1988; Taylor & Todd, 1995).

Bandura (1982) further has showed the importance of considering both perceived ease of use and perceived usefulness in predicting behavior. Bandura (1982) suggested that "in any given instance, behavior would be best predicted by both, self-efficacy and outcome judgments." He stated that "self-efficacy, which was similar to perceived ease of use, was defined as judgments of how well one can execute courses of action required to deal with prospective situations, whereas outcome judgment, which was similar to perceived usefulness, was defined as the extent to which a behavior once successfully executed is believed to be linked to valued outcomes". Simultaneously, Swanson (1982) has provided the evidence about the ease of use and perceived usefulness were both important in behavioral determinants. The first hypothesis for this study is that:

H 1a: There is positive influence of Technology Acceptance Model on Customer Interface Satisfaction

2.2.1 Perceived Ease of Use

Ease of use refers to the subjective belief that the use of the new technology does not demand considerable time and effort. Davis (1985) defined perceived ease of use as "the degree to which an individual believes that using a particular system would be free of physical and mental effort". Davis again states that an application perceived to be easier to use is more likely to be accepted by the users. In turn, if a given piece of technology or system is overly complex or otherwise difficult to use, it is not likely to be used when an alternative method exists.

Based on the majority research that have conducted by using the TAM model, state that the perceived ease of use was found to have positively influenced that behavioral intention to use a system (Fagan, Wooldridge, & Neill, 2008; Guriting

& Ndubisi, 2006; Hsu, Wang, & Chiu, 2009; Huang, 2008; Ramayah, Chin, Norazah, & Amlus, 2005). However, it is also found that perceived ease of use has no directly influenced the behavioral intention to use a system in other research (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.

According to Venkatesh & 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. While, for the system that are more difficult to use are less likely to be perceived as useful and thus lead to decreased usage. On the other hand, if a system is easy to use, less effort is required by the users, therefore increasing the likelihood of usage. Thus, subsequently the hypothesis for this study is that:

H 1b: There is a positive influence of perceived ease of use on customer interface satisfaction of job search website in Malaysia

2.2.2 Perceived Usefulness

Perceived usefulness is the perception that a given technology will help a user achieve his or her work goals. In other words, perceived usefulness is the degree to which an individual believes that using a particular system would enhance his or her job performance (Davis, 1985). Schultz & Slevin (1975) found that "perceived usefulness provided a reliable prediction for self-predicted use of a decision model." Robey (1979) later replicated the work of Schultz & Slevin (1975), and confirmed the high correlation that existed between perceived usefulness and system usage. 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. Finding of the previous research using the TAM model show that perceives usefulness is the primary antecedent that determines the behavioral intention to use a computer system (Davis, 1989; Venkatesh & Davis, 2000). Based on the review of previous studies, a result has been constructed in perceived usefulness, which is perceived usefulness has a great impact user interface of satisfactions in job search website. The next hypothesis for this study is that:

H 1c: There is a positive influence of perceived usefulness on customer interface satisfaction of job search websites in Malaysia

2.3 Definition of E-Service Quality

According to Zeithaml, Parasuraman, & Malhotra (2000), e-service quality is comprehended both from pre-website and post-website service perceptive. It can be understood as the evaluation of the efficiency and effectiveness of online

shopping, purchasing, and delivery of products and services. In contrast Santos (2003) defined e-service as “overall customer evaluations and judgments of excellence e-service delivery in the virtual marketplace”.

2.3.1 Dimensions of E-Service Quality

There are six key online service quality dimensions which are reliability, access, ease of use, attentiveness, security, and credibility-employed by Internet purchasers to evaluate e-retailers’ service quality (Yang, Jun,& Peterson, 2004). Furthermore, they suggested that if online retailers want to achieve a high level of customers’ perceived service quality, these four dimensions should be focused on: reliability, attentiveness, ease of use and access. The six dimensions are briefly commented on below:

- i. **Reliability:** It includes correctness of order fulfilment, prompt delivery, and billing accuracy.
- ii. **Attentiveness:** It includes individualized attention, personal thank-you notes from online retailers and availability of a message area for customer questions or comments.
- iii. **Ease of use:** It is related to easy-to-remember URL address, well organized, well structured, and easy-to-follow catalogues, site navigability, and concise and understandable contents, terms and conditions.
- iv. **Access:** It includes the list of the company’s street and e-mail address, phone and fax number, accessibility of service representatives, availability of chat room, bulletin board and other communication channels.
- v. **Security:** It includes security of personal information and minimal online purchase risks.
- vi. **Credibility:** It refers to the business history of online retailers, special rewards or discounts, and referral banners on other website.

2.4 Overview of Customer Satisfaction

“Satisfaction is the consumer’s fulfilment response. It is a judgment that a product of the firm is provided, while expectations in service satisfaction refers to what customers believe ‘will’ happen” (Bitner, 1990; Parasuraman, Ziethaml, & Berry, 1988; Boulding, Kalra, Staelin, & Ziethaml, 1993). According to Gustafsson, Johnson & Roos (2005), this overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories. The satisfaction judgment is related to all the experiences made with a certain business concerning its given products, the sales process, and the after-sale service. Whether the customer is satisfied after purchase also depends on the offer’s performance in relation to the customer’s expectation

According to Kotler (2003), satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. Based on this review, customer satisfaction is defined as the result of a cognitive and affective evaluation, where some comparison standard is compared to the actually perceived performance. For instance, if the perceived performance is less than expected, customers will be dissatisfied. On the other hand, if the perceived performance exceeds expectations, customers will be satisfied. Otherwise, if perceived expectations meet the performance, customers are in an indifferent or neutral stage.

3. METHODOLOGY

Topper, Ouellette, & Jorgensen (1994) states that methodology means the study of methods. This study followed a descriptive nature where the information is collected from various sources. In this case, the researcher has conducted redundant information to gain knowledge regarding the UUM students' perception on the use of technology job search website in Malaysia and the user interface satisfaction. This stage is important to prepare this report, which is one of the fulfilments in this project.

3.1 Research Design

Research is the scientific search knowledge, or as any systematic investigation, that establishes novel facts, solves new or existing problems, proves new ideas, or develops new theories, usually using a scientific method. In addition, research designs are concerned with turning the research questions (what and why they are going on?) into a testing project. Research design deals with a logical problem and not a logistical problem (Yin, 1989). However, research design can be divided into two options, which are fixed and flexible research designs (Robson, 1993). In other words, fixed research designs refer to quantitative research designs and flexible research designs refer to qualitative research designs. Quantitative research is a method used when research objectives require quantification such as determining the proportions of a population that behave or think in certain ways; while qualitative research is a method used to explore people's feelings and attitudes toward themselves, product and services they use. However, between these two types of research designs, the researchers use quantitative research design for this study. On top of that, the method chosen in this study is survey research. Survey research is a research method which involves the use of questionnaires or statistical surveys to gather data about people and their thoughts and behaviours.

3.2 Data Collection Method

Data collection can be divided into two main types which are primary data and secondary data. Primary data entails the use of immediate data in determining the survival of the market. Primary data is more accommodating as it shows the latest information. It is accumulated by the researcher particularly to meet up the research objective of the subsisting project. The popular ways to collect primary data consist of surveys, interviews and focus groups, which shows the direct relationship between potential customers and the companies. In contrast, secondary data refers to a means to reprocess and reuse collected information as an indication for betterments of the service or product. However, the researchers only use primary research data for data collection method of this study. Among the three main primary research data tools, the researcher chose to use surveys in both paper-pencil-questionnaires and web-based questionnaires/online survey in this study on UUM students' perception and satisfaction on the use of technology job search website in Malaysia.

3.3 Paper-Pencil-Questionnaires

Paper-pencil-questionnaires can be sent to a large number of people and save the researchers' time and money. People are more truthful while responding to the questionnaires regarding controversial issues in particular due to the fact that their responses are anonymous. However, it can also have drawbacks, such as majority of the people who receive questionnaires do not return them and those who do might not be representative of the originally selected sample (Leedy & Ormrod, 2001). For this study, the researchers prepare a set of paper-pencil-questionnaires for the UUM final year students with Bachelor of Process Operation Management (POM) to answer the questionnaires manually.

3.4 Web Based Questionnaires/Online Survey

Online survey which is also called web based questionnaires is a new and inevitably growing methodology that uses Internet based research. This would mean receiving an e-mail on which we would click on an address that would take us to a secure web-site to fill in a questionnaire. This type of research is often quicker and less detailed. Some disadvantages of this method include the exclusion of people who do not have a computer or are unable to access a computer. However, the researchers also create a URL online survey link through Google Document in this study. Besides that, after creating the URL online survey link, the researchers post it in the Learning zone of UUM which enables the UUM final year students with Bachelor of Management of Technology (MOT) to answer the questionnaire through online.

3.5 Statistical Method

Data analysis refers to a process of inspecting, cleaning, transforming, and modeling data with the goal of highlighting useful information, suggesting conclusions, and supporting decision making. There are two types of approaches on data analysis procedures which are deductive and inductive approach. Quantitative research chosen in this study is under the deductive approach, whereas qualitative research is under the inductive approach.

The researchers use statistical data analysis procedures to organize and analyse the data that have been collected. Statistical method refers to the study of collection, organization, analysis, and interpretation of data. Basically it can be divided into two types, which are descriptive and inferential statistics. Descriptive statistics summarize the population data by describing what was observed in the sample numerically or graphically; while inferential statistics use patterns in the sample data to draw inferences about the population represented, accounting for randomness. These inferences may take the form of answering yes or no questions about the data (hypothesis testing), estimating numerical characteristics of the data (estimation), describing association within the data (correlation) and modelling relationships within the data (for example, using regression analysis).

3.6 Statistical Package for Social Sciences (SPSS)

Statistical Package for Social Sciences (SPSS) is a computer package that offers broad range capabilities for understanding and analysing data. It is possible to generate decision-making information quickly using statistics that have rigor and power which effectively present results with high quality graphical output. In this study, the researchers use SPSS to analyse the data that have been collected from the respondents.

Based on the data collection methodology chosen in this study, there are two main limitations that often appear. One of the limitations is that it is hard to get response from the participants. For instance, the researchers often need to follow up with those final year students to get their response through online survey due to the reason that most of the final year students are very busy with their final year projects and they almost have no extra time to answer the questionnaire properly or within the time limit. The second limitation in this study is that the range of people chosen to do the survey is almost limited because the researchers need to submit the report within a very short period. In other words, this survey only covers some of the final year students in UUM which are from Bachelor of MOT and POM. With these limitations, it is rather difficult for the researchers to do the research correctly and effectively.

4. DATA ANALYSIS

In data analysis, the research presents findings from UUM final year students. The information gathered is based on questionnaires that were distributed to 180 MOT and POM students. The questionnaire used for conducting this survey is based on the UUM students' perception and interface satisfaction on the use of job search website in Malaysia.

4.1 Descriptive of Samples

A total of one hundred and eighty questionnaires in both paper-pencil-questionnaires and online survey were distributed to UUM final year students with 165 completed questionnaires were collected. Table 1 describes the summary on personal profile of the respondents for categorical variables. From these 165 respondents, there were 125 female respondents (75.8%) and 40 were male respondents (24.2%). The average age of the respondents were 23 years old with the youngest respondent being 20 years old and oldest respondent being 24 years old. As on the race distribution which is shown in "Races" table, it states that 94 (57%) were Malay respondents, 55 (33.3%) were Chinese respondents, while both Indian and other race constituted 8 (4.8%) respondents. For the respondents of this study, the researchers only focus on two degree programs which are Bachelor Degree of MOT and Bachelor Degree of POM final year students. Majority of the questionnaires with 87 (52.7%) respondents were done by MOT students and 78 (47.3%) were completed by POM students. From these 165 respondents, about 157 (95.2%) respondents have previous education level of SijilTinggiPelajaran Malaysia (STPM). In addition, Table 2 shows the summary on descriptive statistics for continuous variables. There is one independent variable (SERVQUAL) and one dependent variable (Customer Interface Satisfaction) included in this study with each of the variables containing its own dimensions. For SERVQUAL ($M=4.25$, $SD=0.755$), it only contains one dimension. For Customer Interface Satisfaction, it contains five dimensions, which are "Sophistication of the System" ($M=4.16$, $SD=0.911$), "Satisfaction of the Ability" ($M=4.31$, $SD=0.796$), "Ease to Learn" ($M=4.45$, $SD=0.792$), "Accuracy of the Terminology" ($M=4.76$, $SD=0.757$) and "Satisfaction of the Screen" ($M=4.14$, $SD=0.892$).

4.2 Factor Analysis

Table 3 reports the result summary of factor analysis for the independent variable (SERVQUAL). At inception, SERVQUAL was measured by 10 items in one dimension, which was subjected to principal component analysis (PCA) using SPSS Version 19. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.3 and above. But item PKP1 is not acceptable since its

communality value is less than 0.5 and the item had to be deleted in order to increase the others factor loading. After deleting the item, SERVQUAL was measured by nine items. The KMO value for SERVQUAL was 0.928, exceeding the recommended value of 0.6 and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. PCA revealed the presence of one component with eigenvalues exceeding 1 for SERVQUAL, explaining 63.247% of the variance respectively. Thus, SERVQUAL remains the same item name.

Table 1: Summary Personal Profile of the Respondents for Categorical Variables

Variables	Frequency	Percentage
Gender		
Female	125	75.8
Male	40	24.2
Race		
Malay	94	57
Chinese	5	33.3
Indian	5	4.8
Others	8	4.8
Level Education		
STPM	157	95.2
Diploma/Matrikulasi	8	4.8
Age Group		
20	2	1.2
21	2	1.2
22	5	3.0
23	138	83.6
24	18	10.9
Program		
MOT	87	52.7
BOM	78	47.3

Table 2: Summary Descriptive Statistics For Continuous Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Technology Acceptance Model	165	3	6	4.75	.704
Meningkat Proses (Usefulness)	165	3	6	4.74	.766
Mudah Guna (Ease of Use)	165	3	6	4.75	.763
Customer Interface Satisfaction	165	3	6	4.29	.633
Kecanggihan Sistem (Sophistication System)	165	3	6	4.16	.911
Kepuasan Keupayaan (Capability					

Satisfaction)	165	2	6	4.31	.796
Mudah Belajar (Ease to Learn)	165	3	6	4.45	.792
Ketepatan Terminologi (Accurate Terminology)	165	3	6	4.76	.757
Kepuasan Skrin (Screen Satisfaction)	165	2	6	4.14	.892
SERVQUAL (Persepsi Pengguna Terhadap Kualiti Servis)	165	2	6	4.25	.755

Table 3: Result of Factor Analysis for Independent Variable

	Items	Component 1
PKP2	Service Quality 2	0.795
PKP3	Service Quality 3	0.777
PKP4	Service Quality 4	0.794
PKP5	Service Quality 5	0.777
PKP6	Service Quality 6	0.787
PKP7	Service Quality 7	0.748
PKP8	Service Quality 8	0.759
PKP9	Service Quality 9	0.859
PKP10	Service Quality 10	0.856
Eigenvalue		5.692
Percentage of Variance (%)		63.247
KMO		0.928
Bartlett's Test of Sphericity		966.650
Significance		0.000

At inception, Customer Interface Satisfaction was measured by 27 items in five dimensions, which was subjected to principal component analysis (PCA) using SPSS Version 19. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix for every dimension revealed the presence of many coefficients of 0.3 and above. The KMO value for Customer Satisfaction of Sophistication of the System (first dimension) is 0.780. Initially, this dimension is represented by six items but item KAPSY5 had to be deleted since its communality value is lower than 0.5. While the KMO value for Accuracy of the Terminology (third dimension) is 0.750 in which the item KAPT15 had to be deleted since its communality value is less than 0.5. The KMO value for Ease to Learn (fourth dimension) is 0.767 and also the item KAPP5 had to be deleted since the value of anti-image correlation matrix is less than 0.5. However, the KMO value for Customer Interface Satisfaction of Satisfaction of the Screen (second dimension) is 0.725 and Satisfaction of the Ability (fifth dimension) is 0.835 without deleting any items in each item. All values of KMO of these five dimensions exceeded the recommended value of 0.6 and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of

the correlation matrix. PCA revealed the presence of Sophistication of the System with eigenvalues exceeding 1, explaining 72.625% of the variance. The Satisfaction of the Screen explained a total of 78.022% of the variance, the Accuracy of the Terminology explained a total of 71.024% of the variance, the Ease to Learn explained a total of 70.322% of the variance and 81.162% of the variance have been explained by Satisfaction of the Ability. Thus, the names of the component remain the same which are Sophistication of the System (first dimension), Satisfaction of the Screen (second dimension), Accuracy of the Terminology (third dimension), Ease to Learn (fourth dimension) and Satisfaction of the Ability (fifth dimension).

4.3 Reliability

Based on Table 4, the Cronbach's Alpha value is shown in the reliability statistics for every scale contained in this study. The Cronbach's Alpha value above 0.7 is considered acceptable; however, values above 0.8 are preferable. Table 4 shows that all the scales of the Cronbach's Alpha value are above 0.8 and this shows that the Cronbach's Alpha values for all scales in this study are considered preferable.

Table 4: Reliability Statistics

Scale	N of Item	N of Deleted	Cronbach's Alpha
Meningkat Proses (Usefulness)	5	0	.900
Mudah Guna (Ease of Use)	5	0	.899
Kecanggihan (System (Sophistication)	5	0	.901
Kepuasan Skrin (Screen Satisfaction)	4	0	.902
Ketepatan Terminologi (Accurate Terminology)	5	0	.891
Mudah Belajar (Ease to Learn)	5	0	.886
Kepuasan Keupayaan (Capability Satisfaction)	6	0	.945
Persepsi Pengguna Terhadap Kualiti Servis (SERVQUAL)	10	0	.928

Web Perception on Service Quality

4.4 Multivariate Relationship between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction

This section provides the results of hypotheses testing involving the relationship between TAM and SERVQUAL dimensions via Customer Interface Satisfaction. Two types of statistical techniques were used to conduct the hypotheses testing

namely The Pearson’s product-moment correlation coefficient and multiple regression analysis. The Pearson’s product-moment correlation coefficient was applied to examine hypotheses 1 and hypothesis 2. Correlation was performed to determine the direction and strength of the relationship between three variables whereas multiple regression analysis was used to determine the aggregate effect of the independent variables (TAM and SERVQUAL) on Customer Interface Satisfaction. The correlations between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction are shown in Table 5.

Table 5: Correlation between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction

	1	2	3	4	5
Technology Acceptance Model	1				
Meningkat Proses (Usefulness)	.922**	1			
MudahGuna (Ease of Use)	.921**	.698**	1		
SERVQUAL	.704**	.615**	.682**	1	
Customer Interface Satisfaction	.734**	.602**	.756**	.810**	1

** Correlation is significant at the 0.01 level (2-tailed)

Similarly, the correlation analysis of TAM and SERVQUAL dimensions via Customer Interface Satisfaction were subjected to two tailed test of statistical significance at the 0.01 level. Overall, the result indicated that all the variables between TAM and SERVQUAL via Customer Interface Satisfaction were significant. The strongest positive correlation was the relationship between TAM via Customer Interface Satisfaction ($r=.737$, $P<0.01$), Perceived usefulness “Meningkat Proses” via Customer Interface Satisfaction ($r=.602$, $P<0.01$), Perceived ease of use “MudahGuna” via Customer Interface Satisfaction ($r=.756$, $P<0.01$), and SERVQUAL via Customer Interface Satisfaction ($r=.810$, $P<0.01$).The results of hypothesis testing between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction are summarized in Table 6.

Table 6: Summary of Hypothesis Test on the Relationship between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction

Hypothesis	Statement of Hypothesis	Remark
H1: a	There is a positive influence of Technology Acceptance Model on Customer Interface Satisfaction.	Accepted
b	There is a positive influence of Perceived Ease Of Use on Customer Interface Satisfaction.	Accepted
c	There is a positive influence of Perceived Usefulness on Customer Interface Satisfaction	Accepted
H2	There is a positive influence of SERVQUAL on Customer Interface Satisfaction.	Accepted

On the whole, the regression result in Table 7 show the model jointly explained 73.3% of the variance of overall customer interface satisfaction. The model was significant at 1% level ($F=147.543$, $Sig= 0.000$). Two predictor variables were found to have statistically significant association with overall customer interface satisfaction. The variables were mudahguna (Beta= 0.384, $p= 0.000$) and SERVQUAL (Beta= 0.550, $p= 0.000$). SERVQUAL was the strongest contribution predictor that explains 55% of the variance in overall customer interface satisfaction then followed by mudahguna.

Table 7: Multiple Regression Result between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction

R	R Square	Adjusted Square	R Std. Error of the Estimate	F	Sig
.856	.733	.728	.33010	147.543	.000

Dependent Variable: Customer Interface Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Tolerance	Statistics VIF
	B	Std. Error	Beta				
(Constant)	.831	.179		4.655	.000		
Meningkat Proses	-.004	.049	-.005	-.0832	.935	.477	2.097
Mudah Guna	.319	.053	.384	6.048	.000	.410	2.439
SERVQUAL	.462	.048	.550	9.528	.000	.497	2.013

On the whole, the regression result in Table 4.8 show the model jointly explained 54.3% of the variance of overall customer interface satisfaction. The model was significant at 1% level ($F= 193.702$, $Sig= 0.000$). One predictor variables were found to have statistically significant association with overall customer interface satisfaction. The variables were TAM ($Beta= 0.737$, $p= 0.000$). TAM was the strongest contribution predictor that explains 73.7% of the variance in overall customer interface satisfaction.

Table 8: Multiple Regression Result between TAM via Customer Interface Satisfaction
Dependent Variable: Customer Interface Satisfaction

R	R Square	Adjusted Square	R Std. Error of the Estimate	F	Sig
.737	.543	.540	.42942	193.702	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Tolerance	Statistics VIF
	B	Std. Error	Beta				
(Constant)	1.145	.228		5.011	.000		
TAM	.662	.228	.737	13.918	.000	1.000	1.000

The result of hypothesis testing between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction are summarized in Table 9.

Table 9: Summary of Hypothesis Test on the Relationship between TAM and SERVQUAL Dimensions via Customer Interface Satisfaction

Hypothesis	Statement of Hypothesis	Remark
H1: a	There is a positive influence of Technology Acceptance Model on Customer Interface Satisfaction.	Accepted
b	There is a positive influence of Perceived Ease Of Use on Customer Interface Satisfaction.	Accepted
c	There is a positive influence of Perceived Usefulness on Customer Interface Satisfaction	Accepted
H2	There is a positive influence of SERVQUAL on Customer Interface Satisfaction.	Accepted

The findings of the study of the relationships between the two independent variables and Customer Interface Satisfaction using descriptive analyses, correlation and multiple regression tests. All the three hypotheses were tested to fulfill the research objectives. Based on the results of data analysis, it was found that all the hypotheses of the study were accepted.

4.5 Result

There are three results that come out from this study, which are the positive correlation between perceived usefulness via customer satisfaction, which mean that the users will feel high satisfaction, once they feel the job search website in high usefulness. And this had clearly confirm the suggestion of Venkatesh& Davis (2000), that 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 usage.

While for the second result is the positive correlation between perceived ease of use via customer satisfaction. In other word, when the job search website structure is easy to understand and operate by the users, at the same time, the users will feel high satisfaction in using that website to search job opportunity. This has confirmed the result that had been done by previous researcher Schultz &Slevin (1975), that when a system is easy to use, users will perceive that the system is more useful. Besides, if a system is easy to use, less effort is required by the users, therefore increasing the likelihood of usage.

The third result that gets from this study is the positive correlation between SERVQUAL via customer satisfaction. The findings of this study indicate that the establishment of higher level of service quality will lead customer to have a high level of satisfaction. This shows that when the website provides the quality service, it will affect the customer satisfaction, which means that the users will feel satisfaction unto the service of website. This had confirmed the suggestion by Gustafsson et al. (2005) where satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories. The literature suggests that the implication is clear, the better the service quality, higher is the customers' satisfaction.

5. FUTURE RESEARCH AND IMPLICATION

Future research should increase the sample size and gather more information regarding the students' perception and satisfaction on the use of job search website. Limited time measurement for data collection and questionnaire survey are the key limitation for this study. Other than, the limitation of this study was the difficulty in collected the questionnaire survey from the final year students in

UUM due to each of them are busy about their own final year project especially for the online survey, there are only 28 students had answer the survey around the 180 students in this study.

However, this study offers and recommends direction for future research is strengthening the findings, and overcoming limitations. Future researches is recommended to expand a study range on the more active job seekers, which means that not just focus on final year students, but also the fresh graduate and also other job seekers in different age group acceptance of job search website as a job search tool. Besides, the future researches also recommended expanding this research to other University as currently this study is limited to employed job seeker in University Utara Malaysia. In addition, it is also being recommended expanding this research to other countries. With this, the users' perception and satisfaction on the use of job search website of different resident of other country will be examined.

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