A Study of Job Seekers' Perceptions of the Job Portals in Sri Lanka: With Special Reference to "Millennials" and Generation "Z"

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Abstract

In today's digital age, organizations are relying more on online platforms to recruit job applicants instead of using traditional recruitment methods. Organizations are adapting their practices to meet the needs of younger workers. However, the perceptions of these job seekers towards job portals may vary depending on several factors. Thus, the purpose of this study was to identify the factors that influence the perceptions of young job seekers toward job portals. The study used the quantitative research approach and data was collected through a survey questionnaire from a sample of 250 young job seekers. The findings of the study revealed that information quality, perceived ease of use, perceived usefulness, perceived trustworthiness, and extended services have a significant influence on young job seekers' perceptions of job portals. Extended services, perceived usefulness, perceived ease of use, and information quality seem to be the strongest predictors out of the five variables. This leads to the conclusion that job portal providers must pay close attention to their online recruiting simplicity, quality of information, and extended services if they want to attract additional clients. Companies should also prioritize offering accurate and comprehensive job descriptions and making sure the portals are user-friendly. The implications of the study provide valuable insights for job portal providers to enhance their services and increase their user base among young job seekers. This study provides practical and theoretical insights for job portal service providers, companies, and individuals seeking employment.

Keywords: E-recruitment; Job portals; Young job seekers.

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Introduction

Many facets of human beings, including how people work, have been dramatically changed by the persuasive use of technology (RoyChowdhury & Srimannarayana, 2013). Among many business functions, talent acquisition in organizations is undergoing a fast transition because the extensive use of new tools and technology has resulted in a data-driven and workflow-friendly talent acquisition process (Ramkumar, 2018). Liyanage & Galhena (2014) also revealed in their study that technological advancements and the growth of the internet have transformed the recruitment processes, making the process more accessible and efficient for all parties involved. Recruitment is a critical element in the human resource management process because it plays a significant role in boosting both the individual and organization's overall performance. Even though finding and maintaining outstanding employees in the modern world of work is a challenge for everybody, the internet has made it simpler to attract suitable candidates (Alsultanny & Alotaibi, 2015) for vacant job positions. Electronic recruitment or e-recruitment is the process of recruiting employees operating electronic resources, most notably the internet (Kaur, 2015). The way employers and job seekers interact with one another during the hiring process has undergone a significant transformation as a result of online recruitment (Rosoiu & Popescu, 2016).

E-recruitment is being rapidly utilized by companies of all sizes because it provides more efficiency, and accessibility to a larger pool of potential (Alsultanny & Alotaibi, 2015). According to Mwasha (2013), e-recruitment generates more economic value for the business than traditional hiring practices like printing advertisements. There are thousands of platforms available for job seekers to choose from with the proliferation of online job portals around the world. According to Mahmood & Ling (2017), there are more than 3 million employment websites worldwide that provide online recruiting services, and the number is steadily increasing. On the other hand, the quality of service the job portals provide has improved significantly due to the huge competition with one another to attract more users. Accordingly, the usage of internet recruiting has increased and evolved rapidly (Rosoiu & Popescu, 2016). Further, Mahmood & Ling (2017) pointed out that the majority of organizations are investing and engaging in online recruitment by considering the trends of demographic characteristics of Generation Y and the millenniums. Wadhawan & Sinha (2018) stated that Generation Y and the millenniums are very selective in the current society and as a result, various e-recruitment websites have become vital platforms in job search behavior. Leelavathi et al.(2020) also argued that job seekers' perceptions of online recruiting portals differ from person to person, as do their behavioral intentions. Thus, it is evident that young job seekers' behavioral intentions or perceptions towards job portals play a critical role when they select specific job portals for job search activities. Many researchers (Wadhawan & Sinha, 2018; Tiru & Mohorata, 2020) have researched online recruitment and have highlighted the factors influencing the selection of job portals by Generation Y and Z. The study by Wadhawan & Sinha (2018) revealed that since young job seekers are technically proficient, they expect the job portal to be user-friendly and extra benefits such as extended services. Similarly, Prakash & Nair (2019) discovered that young job seekers' perception toward job portals depends on efficiency, productivity, user-friendliness, convenience, and information provision. In contrast, Swapna & Seethalakshmi (2021) found that online job portals are less useful for job seekers in general but can be valuable for graduate

students. These studies suggest that further research is necessary to gain a better understanding of different types of job seekers' perceptions of job portals in different geographical locations. In summary, the statement highlights the need for additional research to provide a more comprehensive understanding of job seekers' perceptions of online job portals.

Vivek (2018) stated that the demand for e-recruitment has also evolved in Sri Lanka but has not yet completely adopted internet recruitment currently, more than twenty-five job portals are operating in Sri Lanka, and over ten thousand job seekers visit a popular job site in Sri Lanka every day. Among many topjobs.lk is one of the leading online job portals in Sri Lanka and online job postings in Sri Lanka declined by 70% in April 2020 compared to the same month in the previous year due to the Covid-19 pandemic (Hayashi & Matsuda, 2020). Interestingly, Ekanayaka & Gamage (2019) highlighted that active search behaviors can be identified among generation X and Y and their active acceptance to a job portal is determined by several factors. Thus, this research aimed to examine the factors that influence young job seekers' perceptions toward job portals. By understanding the factors that affect the perceptions of job seekers, the study sought to provide insights to job portal providers on how to improve their services and cater to the needs of the users. Therefore, the following research problem is developed.

What are the factors affecting X and Y generations' job seekers' perception towards job portals in Sri Lanka?

Literature Review

E-Recruitment and Job Portals

The identification and acquisition of the best applicants for open positions inside the firm is a crucial aspect of human resource management. It is an important procedure that has a big influence on an organization's development and success. To fill vacancies at the right time and cheaply, recruitment seeks to draw in a pool of qualified and competent applicants (Ekanayaka & Gamage, 2019). In order to find and hire the best candidates, an organization must go through a process called recruiting. Using a variety of recruitment techniques, the business must look for and draw in a pool of suitable candidates (Malik & Mujtaba, 2018). E-recruitment is a cutting-edge approach to hiring that makes use of technology, primarily the internet, to find and hire the best candidates (Malik & Mujtaba, 2018). E-Recruitment is an important step in the hiring process because it allows businesses to attract a sufficient number of candidates who meet their needs sizes (Okolie & Irabor, 2017). With internet recruiting, a candidate can quickly find and apply for a job that matches his or her qualifications and requirements with just a few clicks (Lee, 2005).

According to Kaur (2015) with the development of technology and the availability of Web 2.0 applicants seek and apply for jobs through many online recruiting channels including blogs, Twitter, Facebook, LinkedIn, job portals, and company websites. Impressively Okolie & Irabor (2017) mentioned that e-recruitment has emerged as the most recent choice taken up by companies all over the world. As specified by Allen, et al. (2007) most large-scale companies are increasingly using e-recruitment as a competitive strategy since it enables attracting and hiring the greatest minds to work. However, the recruitment procedure has become more thorough because

of the internet-based hiring process, and Khan, et al. (2013) disclosed that organizations could bring more benefits in the long run if companies invest in the content in the job portals and career-related websites.

Fascinatingly, job portals or job sites are becoming the most popular online recruitment strategy among firms and job seekers (Liyanage & Galhena, 2014) because it has evolved into the excellent search engine that allows both organizations and applicants to submit their requirements by giving perfect match to their expectations (Chaitra & Rajasulochana, 2018). Leelavathi et al. (2020) claimed that a job portal is also known as a career portal which is a source of information that enables job seekers to hunt and apply for positions with various registered firms. The younger generation involves in today's labor market comprises ages between the ages of 18 and 30 and includes both the elder cohort of Generation Z and the younger cohort of millennials. Nevertheless, it is claimed that the younger generation would dominate society's labor force in 2030 (Yamane & Kaneko, 2021). The reason behind the above finding is that this group of individuals spends far more time online and on social media and uses the internet for a wide variety of activities than the baby boomers and generation X. Many researchers have proven that the millennials and Z generation have a distinct set of values, beliefs, and attitudes that distinguish them from previous generations. Conversely, it is investigated that millennials and the Z generation are considerably connected with technology, and their digital behavior is highly affected by their perception (Akbar & Gunawijaya, 2022). According to Robbins & Judge (2013), perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment. But, people may have different viewpoints based on their interests and responses when confronted with the same fact (Teoh et al,. 2013).

Factors Influencing Young Job Seekers' Perception toward the Job Portals

Many researchers (Teoh et al,.2013; Wadhawan & Sinha, 2018; Venaik & Sinha, 2018) have performed research to investigate the elements that influence the perception of millennials and the Z generation towards internet recruiting. The findings revealed that factors such as user-friendliness, information provision, and website usability are substantially connected to internet recruiting. They concluded that, of the three elements, information provision appeared to be the most powerful predictor. Venaik & Sinha (2018) study used Naukri.com as a case study to examine the factors that influence students' perceptions towards e-recruitment. According to this study, students' perceptions of e-recruitment are highly influenced by variables including perceived usefulness, perceived ease of use, extended services, prospective career opportunities, and system quality. Likewise, Wadhawan & Sinha (2018) revealed many variables such as perceived usefulness, perceived ease of use, extended services, prospective career opportunities, system quality, and perceived trustworthiness influencing millennial and post-millennial perceptions of online recruiting and they also claimed that there are substantial differences in perceptions of key aspects among job seekers of different ages. This study found aspects that impact perception. Prakash & Nair (2019) investigated the factors that influence the perception of fresh graduates towards job portal sites and they found efficiency, productivity, user-friendliness, extended services, and information provision influence the perception of recent graduates. In the Sri Lankan context, the impact of e-recruitment on candidates' intention to apply for employment was investigated (Ekanayaka & Gamage, 2019). The findings demonstrated

that job seekers' intentions to employ e-recruitment were significantly influenced by its perceived usefulness and ease of use. Yet, job seekers' intentions to employ e-recruitment were unaffected by perceived trust (Ekanayaka & Gamage, 2019). Leelavathi et al. (2020) investigated job seekers' perceptions of job portals and they discovered a substantial and significant relationship between the quality of information content, interactivity, trust, cost and ranking, ease of navigation, habit, attractiveness, and effectiveness. Swapna & Seethalakshmi (2021) aimed to investigate job seekers' perceptions regarding online job portals. The purpose of this study was to determine the usability of job portals, the reasons for using job portals, the level of awareness, and the perceived advantages of job portals. According to the data, online portals benefit seekers in terms of time saved and ease of application. However, the above study found that, while they are aware of the presence of several Job sites, they choose free job portals.

Based on the above findings, the current study focused on 5 factors including information quality, perceived usefulness, perceived ease of use, perceived trustworthiness, and extended service towards the job portals. According to Fadahunsi, et al. (2019) information quality is how well the information is appropriate for the purpose. Perceived ease of use was defined by Davis (1989) as quoted in (He, Chen, & Kitkuakul, 2018) as the degree to which a person believes that utilizing a specific system will be effortless. It implies that a job search website may not be used by job seekers if it is challenging to use since it is a complicated web-based system. According to Davis (1989), perceived usefulness refers to how much a person feels that adopting a certain system would increase his or her job performance. As stated by Selden & Orenstein (2011), the perceived usefulness of e-recruitment relates to how much users of e-recruitment believe online job searching is more beneficial than the traditional recruiting techniques. The idea of perceived trustworthiness is based on how a trustor perceives a person to be competent, fair, and truthful (Alarcon, et al., 2017). Extended services include alert services, employer review feature, and widest facilities (Wadhawan & Sinha, 2018).

Methodology

Due to its ability to evaluate judgment in numerical terms and transform it into significant and revealing results that ensure reliability and validity, the quantitative research technique was chosen for this study. A deductive approach was used by the researcher to create a conceptual framework and test hypotheses. Since the deductive research method uses pre-existing theories or frameworks to create research hypotheses that could be verified via the gathering and analysis of data. Before developing research hypotheses for this study, the researcher reviewed previous studies and theories on job portals and young job seekers' perceptions. Following that, the study hypotheses were tested using the data acquired via the survey questionnaire. Because the researcher selected to gather data at a single point in time, it is a cross-sectional study.

Data Collection Method and Sample

Convenience sampling is a type of non-probability sampling in which participants are chosen depending on their availability and desire to participate in the study. Data from people who were easily reachable and available for the study were collected by using convenience sampling. The study's target population is young people who are actively looking for work and utilizing job portals to do so and who are between the ages of 18 and 30. Convenience sampling

was used since the sampling frame of the targeted population is not recorded in Sri Lank. Further, this sampling method is more appropriate when the population is too large that it is impossible to include every individual.

The questionnaire, which consists of 30 questions, has been designed such that the items are straightforward and meaningful. All questions were closed-ended, and the fixed alternative questions asked respondents to select the best response using a five-point Likert-type scale. This questionnaire's questions were adapted from earlier studies. There are three components to it: the demographic and behavioral characteristics of the respondents, including gender, age, education level, and prior use of job portals, were questioned in Part A. Statements on five independent variables, including information quality, perceived usefulness, perceived ease of use, perceived trustworthiness, and extended services, were included in the B part. The perceptions of job seekers, which is the dependent variable, are measured by four statements about the advantages of utilizing job portals in Section C. Out of 400 questionnaires, 250 were collected at a response rate of 62.5%. After completing the accuracy and completeness of the collected questionnaires, 250 questionnaires were used for the final analysis.
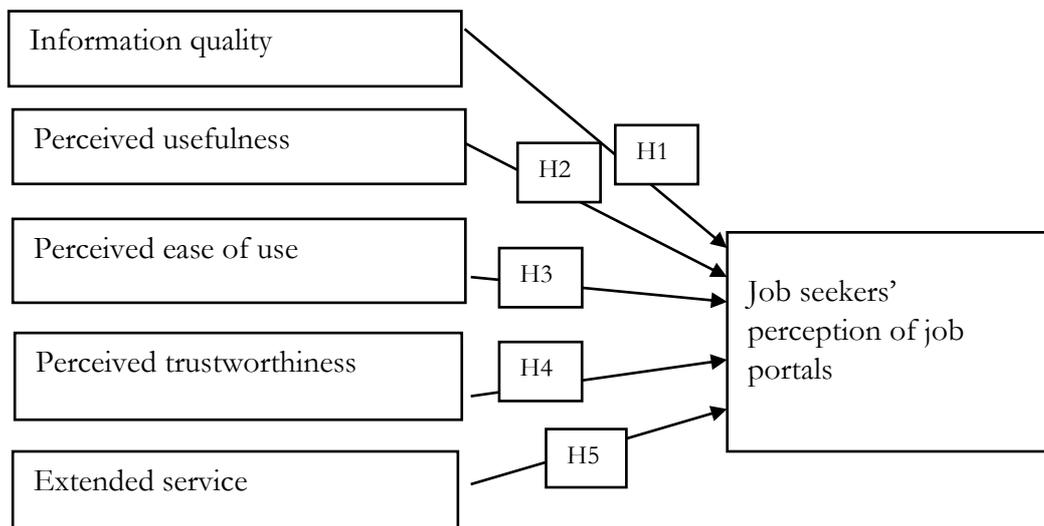
Figure 01. Conceptual Framework

Source: Authors' presentation

The independent variables of this study include information quality, perceived ease of use, perceived usefulness, perceived trustworthiness, and extended services, whereas the dependent variable is perceptions towards job portals. Statements that anticipate the link between the independent and dependent variables are referred to as hypotheses. The following hypotheses were formulated to determine if the links proposed in the conceptual research framework are true:

H1: There is a positive relationship between information quality and the job seeker's perception of the job portals.

H2: There is a positive relationship between perceived usefulness and the job seeker's perception of the job portals.

H3: There is a positive relationship between perceived ease of use and the job seeker's perception of the job portals.

H4: There is a positive relationship between perceived trustworthiness and the job seeker's perception of the job portals.

H5: There is a positive relationship between extended service and the job seeker's perception of the job portals.

Operationalization

Table 01. Operationalization of Study Variables

Variable	No: of items	Measurement
Information quality	04	(Wadhawan & Sinha, 2018)
Perceived usefulness	05	(Wadhawan & Sinha, 2018)
Perceived ease of use	06	(Wadhawan & Sinha, 2018)
Perceived trustworthiness	03	(Wadhawan & Sinha, 2018)
Extended services	04	(Wadhawan & Sinha, 2018)
Perception of job seekers towards job portals	15	(Prakash & Nair, 2019)

Source: Authors' presentation

Analysis and Findings

The Statistical Package for the Social Sciences (SPSS) software was employed in the data analysis process. The participant characteristics and their opinions on job portals were described using descriptive statistics such as frequency, mean, and standard deviation. The relationships between the variables were tested using inferential statistics, such as correlation and regression analysis, to determine the variables that affect young job seekers' perceptions of the job portals. Cronbach's alpha reliability assessments were conducted to assess the accuracy and reliability of the collected data. The questionnaire was distributed among young job seekers and the questionnaire was completed by 250 people, and all responses were eligible for analysis using SPSS.

The primary distinction between males and females is gender. The survey responses have been divided between males and females. According to the data gathered, women made up the majority of respondents (59.6%), while men made up 40.4% of the respondents. Among the respondents, the largest group consisted of 133 people between the ages of 22 and 25, which

accounted for 53.2% of the total respondents. There were 69 respondents (27.6%) between the ages of 26 and 30; 46 respondents (18.4%) between the ages of 18 and 21; and 2 respondents (0.8%) who were below the age of 18 years old.

Table 2 also shows the highest level of education attained by 250 people. The majority of people (70%) who participated in the sample said they had an undergraduate degree, while 24.8% of the sample said they had just completed high school. 5.2% of people said they had a postgraduate degree, which is a very tiny percentage. When considering how much of the survey sample has used job portals, 19 respondents (7.7%) had no experience with job portals, whereas 231 respondents (92.4%) have used job portals.

Table 02. Demographic Profile of Respondents

Factor	Variables	Frequency	Percent (%)
Gender	Male	101	40.4
	Females	149	59.6
Age	Below 18 years	2	.8
	18- 21 years	46	18.4
	22-25 years	133	53.2
	26-30 years	69	27.6
Highest educational qualifications	Schooling	62	24.8
	Undergraduate	175	70.0
	Postgraduate	13	5.2
Have you used job portals?	Yes	231	92.4
	No	19	7.6

Source: Authors' presentation

Data Preparation

The study used SPSS software (Version 22) for preparing data for the main analysis. The data associated with electronic questionnaires are automatically generated. The Data were prepared for analysis after started on coding and cleaning. A coding system was developed for every item in the questionnaire. Each item in the questionnaire was coded by transcribing it from the questionnaire directly since the questionnaire consists only closed ended questions. Next, data cleaning started with the examination of outliers and missing data for errors at the response or entry levels. Finally, parametric assumptions were tested in terms of normality, linearity and homogeneity of variance.

Reliability Test

The five independent variables used in this research, namely, information quality, perceived usefulness, perceived ease of use, perceived trustworthiness, and extended services, all had satisfactory Cronbach's alpha values (Sekaran & Bougie, 2016). These results show that the

factors utilized in this study are accurate indicators and can be applied to evaluate how job seekers perceive job portals.

Table 03. Reliability Statistics

Variable	Cronbach's Alpha	No of Items
Information Quality	.876	4
Perceived usefulness	.924	5
Perceived ease of use	.933	6
Perceived trustworthiness	.729	3
Extended services	.865	4
Perception of young job seekers toward job portals	.912	15

Source: Authors' presentation

Participants' perceptions of the different variables of the job portals were good overall, as evidenced by mean scores over 4 for a dependent variable and all independent variables other than the perception of trustworthiness. Perceived usefulness had the highest mean score (4.5144), followed by perceived ease of use (4.4200) and extended services (4.4170). Results revealed that these aspects of the job portals were especially attractive to the participants. The measure of "perceived trustworthiness" has the lowest mean score (3.8920). This showed that the participant's perceptions of the job portal's trustworthiness were less positive. With a mean score of 4.4980 for the dependent variable "perception of job seekers toward job portals," participants had a favorable opinion of these sites in general. All independent variables had standard deviations that ranged from 0.66907 to 0.79455, which was a comparatively small value. As a result, it was inferred that there was little variation in how participants reacted to the various features of the job portals. The dependent variable's standard deviation was 0.65706, which suggested some variation in the participants' evaluations of job portals as a whole.

Correlation

Table 04. Correlation Statistics of Information Quality

		Information Quality	Perception of job seekers toward job portals
Information Quality	Pearson Correlation	1	.653**
	Sig. (2-tailed)		.000
	N	250	250
Perception of job seekers toward job portals	Pearson Correlation	.653**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Table 4 shows the correlation coefficients between information quality and the perception of young job seekers toward job portals. The Pearson correlation coefficient between these two dimensions is 0.653, which indicates a strong positive correlation. It suggests that as the information quality of job portal increases, the perception of young job seekers toward the portal also tends to increase, and the strength of this relationship is strong. Therefore, it can be concluded that there is a strong positive relationship between information quality and young job seekers' perceptions of job portals. Consequently, hypothesis 1 (H1) is accepted.

Table 05. Correlation Statistics of Perceived Usefulness

		Perceived usefulness	Perception of job seekers toward job portals
Perceived usefulness	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	N	250	250
Perception of job seekers toward job portals	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Source: Authors' estimation using survey data

The perceived usefulness and how young job seekers perceive job portals are correlated, as shown in Table 05. These two dimensions have a strong positive correlation, as seen by the 0.755 Pearson correlation coefficient. Therefore, it can be concluded that there is a strong positive relationship between perceived usefulness and the perception of young job seekers toward job portals. Hypothesis 2 (H2) is therefore accepted.

Table 06. Correlation Statistics of Perceived Ease of Use

		Perceived ease of use	Perception of job seekers toward job portals
Perceived ease of use	Pearson Correlation	1	.751**
	Sig. (2-tailed)		.000
	N	250	250
Perception of job seekers toward job portals	Pearson Correlation	.751**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Source: Authors' estimation using survey data

The perceived ease of use and the young job seeker's perception of the job portals have a significant positive relationship, as indicated by the correlation coefficient of 0.751 (Table 06) between these two variables. As a result, Hypothesis 3 (H3) is accepted. Based on these findings, it can be said that perceived ease of use and job seekers' perceptions of job portals are positively correlated.

Table 07. Correlation Statistics of Perceived Trustworthiness

		Perceived trustworthiness	Perception of job seekers toward job portals
Perceived trustworthiness	Pearson Correlation	1	.468**
	Sig. (2-tailed)		.000
	N	250	250
Perception of job seekers toward job portals	Pearson Correlation	.468**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Source: Authors' estimation using survey data

Table 07 demonstrates that perceived trustworthiness and job seekers' perceptions of job portals have a positive relationship, with a Pearson correlation value of 0.468 (p. 01). This suggests that the young job seeker's perception of the job portal tends to improve when the perceived trustworthiness of the job portal rises. The correlation value of 0.468 shows a relatively favorable relationship between the two variables. This indicates that although the relationship is not strong hypothesis 4 (H4) can be accepted.

Table 09. Correlation Statistics of Extended Services

		Extended services	Perception of job seekers toward job portals
Extended services	Pearson Correlation	1	.774**
	Sig. (2-tailed)		.000
	N	250	250
Perception of job seekers toward job portals	Pearson Correlation	.774**	1
	Sig. (2-tailed)	.000	
	N	250	250

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

Source: Authors' estimation using survey data

With a Pearson correlation coefficient of 0.774 (p.01), correlation table 09 demonstrates that there is a significant positive relationship between extended services and the job seeker's perception of job portals. This suggests that the job seeker's perception of the job portal tends to improve when more extended services are made available through the job portal. The two

variables appear to be strongly positively correlated, as indicated by the correlation coefficient of 0.774. This indicates that there is a very strong relationship between extended services and young job seekers' perceptions of job portals. Therefore, the results confirm hypothesis 5 (H5).

Multiple Regression Analysis

The researchers wanted to investigate the most significant factor which inclines job seekers' perception of job portals. Thus, multiple regression analysis was conducted, and calculated standardized coefficient values are shown in Table 10. Accordingly, the predictor variable with the largest beta coefficient is extended services, with a value of 0.374, indicating that a one standard deviation increase in extended services is associated with a 0.374 standard deviation increase in the dependent variable, on average, holding all other predictors constant. The predictor variable with the next largest beta coefficient is perceived usefulness, with a value of 0.207, followed by perceived ease of use with a value of 0.180, and information quality with a value of 0.157. Perceived trustworthiness is the predictor variable with the smallest beta coefficient, with a value of 0.032, indicating that a one standard deviation increase in perceived trustworthiness is associated with only a small increase in the dependent variable, holding all other predictor variables constant. According to Table 10, extended services provided by the job portals have the largest standardized coefficient which indicates that extended services have the most impact on young job seekers' perceptions toward job portals.

Table 10. Coefficient Values

Model	Unstandardized Coefficients		Standardized Coefficients	t	95.0% Confidence Interval for B		
	B	Std. Error	Beta		Sig.	Lower Bound	Upper Bound
1 (Constant)	.473	.174		2.717	.007	.130	.816
Extended services	.367	.058	.374	6.378	.000	.254	.480
Perceived trustworthiness	.027	.037	.032	.723	.471	-.046	.099
Perceived ease of use	.168	.064	.180	2.604	.010	.041	.295
Perceived usefulness	.202	.069	.207	2.945	.004	.067	.337
Information Quality	.152	.052	.157	2.933	.004	.050	.253

Source: Authors' estimation using survey data

This research aimed to examine the factors that influence young job seekers' perceptions toward job portals. With that purpose, five key variables were tested. Based on the findings, positive relationships between information quality, perceived usefulness, perceived ease of use, perceived trustworthiness, extended services, and the job seeker's perception of job portals were demonstrated by the analysis that was conducted. The correlation coefficient values imply that all five hypotheses are acceptable. According to the standardized coefficients in multiple regression

analysis, extended services have the greatest impact on job seekers' perceptions of job portals, followed by perceived usefulness, perceived ease of use, and information quality. Intriguingly, the study's findings imply that job portals should prioritize delivering extended services to millennials and generation Z, as this tends to have the greatest influence on their perceptions of the job portal. Additionally, ensuring that job portal platforms are easy to use, useful, and have high-quality information may also positively influence millennials and generation Z to use different job portals.

Theoretical and Managerial Implications

The findings imply that job portal providers should concentrate on enhancing the quality of information supplied on their platforms, making them more user-friendly and trustworthy, and providing additional services to attract and keep young job seekers. They should also pay attention to the perceived usefulness of their platforms in helping young job seekers find relevant job opportunities. In order to reach potential applicants, companies may need to put more focus on the job portals that are becoming more and more popular among young job seekers. The study emphasizes for companies how critical it is to offer accurate and thorough job descriptions on job portals, make them easily available, and make sure the portals are user-friendly. Companies want to invest in enhancing their trustworthiness and brand recognition among young job seekers. The study emphasizes the significance of considering numerous job portals while looking for employment, analyzing the quality of the information provided, and assessing the ease of use, trustworthiness, and perceived usefulness of the job portals. They should also take advantage of the extended services offered by job portals to improve their job-hunting experience. In general, the study advances knowledge about the factors influencing young job seekers' perceptions of job portals and offers useful recommendations for those who operate job portals, as well as for employers and job seekers.

Directions for Future Research

The study focused on how job seekers who belong to millennials and generation Z perceived job portals and to find out whether there are any differences in how different age groups and different backgrounds see job portals, a future study can be broadened to include other age groups as well. Future research might look at how job portals perceive young job seekers, their needs, and their preferences to discover whether there is a correlation between the two, even though this study concentrated on job seekers' perceptions. The study used a cross-sectional research design, which means that data was collected at a specific point in time. In the future, researchers could use longitudinal or experimental designs to investigate the causal relationships between these factors and job seekers' perceptions. Additionally, the study employed a quantitative research design, which involved collecting numerical data to analyze and draw conclusions. However, this approach may not capture the nuances and complexity of job seekers' experiences with and perceptions of job portals. Future research could use a qualitative research design to explore these experiences and perceptions in greater depth.

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