SERVICE FUNTIONS OF THE THIRD-PARTY RECRUITMENT SITES IN TAIWAN

E-mail: 9015629@ mail.dyu.edu.tw

ABSTRACT

THE SURVEY OF THE SERVICE FUNCTIONS OF THE THIRD-PARTY RECRUITMENT SITES IN TAIWAN USED A CYBER QUESTIONNAIRE AND GATHERED 1903 SAMPLES IN TWO MONTHS. FOR ALL THE SERVICE FUNCTIONS PROVIDED, THE JOB SEARCH SIMULATION HAD THE HIGHEST USING RATE. THE PERSONAL IDENTIFICATION NUMBER, SALARY, AND COMPANY PHONE NUMBER ARE THE ITEMS THAT THE RESPONDENTS ARE MOST RELUCTANT TO FILL UP. FOR ALL THE SERVICE FUNCTIONS, THE YOUNGER JOB-SEEKER HAS HIGHER SATISFACTION. THOSE WHO RECEIVED HIGHER EDUCATION HAVE LOWER SATISFACTION. MALE RESPONDENTS RATE HIGHER ON THE SATISFACTION OF SERVICE FUNCTIONS PROVIDED, THE CONFIDENTIALITY OF THE VITA INFORMATION, AND THE FREQUENT USER'S EVALUATION THAN THE FEMALE RESPONDENTS. THERE ARE THREE FINDINGS OF THE EFFECT OF THE SERVICE FUNCTIONS ON THE JOB-SEEKERS PERCEPTION ON THE SERVICE: (1)THE SATISFACTION OF THE SERVICE FUNCTIONS HAS A POSITIVE EFFECT ON THE JOB-SEEKERS PERCEPTION ON THE SERVICE. (2)THE HIGHER THE SATISFACTION OF THE SERVICE FUNCTION, THE MORE FREQUENT THE JOB-SEEKER WILL USE THE SERVICE. (3)THE LOWER THE SATISFACTION OF THE CONFIDENTIALITY OF PERSONAL VITA INFORMATION, THE LOWER THE JOB-SEEKER'S PERCEPTION OF THE SERVICE'S REPUTATION, BUT THE MORE HELPFUL THEY FELT. THE VALUE OF THIS STUDY IS TO OFFER A MODEL TO INCREASE THE JOB-SEEKER'S SATISFACTION OF THE WEB SITES. A GOOD REPUTATION OF THE WEB SITES CAN ATTRACT MORE JOB-SEEKERS TO USE SERVICE FUNCTIONS OF THE WEB SITE. WHEN THEY FEEL IT EASY TO USE THE SERVICE FUNCTIONS OF THE WEB SITE, THEY WILL BECOME FREQUENT USERS. THE MORE JOB-SEEKERS USING THE SERVICE, THE MORE HELPFUL THE WEB SITE WILL BECOME. THE REPUTATION OF THE WEB SITE WILL BE INCREASINGLY ENHANCED.

Keywords: THE THIRD-PARTY RECRUITMENT SITE, SERVICE FUNCTIONS, AND THE EVALUATION OF THE WEB SITE

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