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The influence of Jobstreet.com toward the fulfillment of job vacancy information needs

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Abstract. The aim of this study is to identify the influence of Jobstreet.com to the information needs. The research approach is quantitative approach with descriptive research type through survey. The respondent is graduate student of Library Science Universitas Indonesia which graduated in 2017 and used Jobstreet.com amounted to 44 respondents. Based on the calculation of the regression coefficients, all the variables showed a positive value to usability (0.927), information quality (0.983), and service interaction quality (1.343). The results shows that all independent variables have a direct positive relationship to the dependent variable. The independent variables which give the dominant influence is service interaction quality with a regression coefficient 1.343. The coefficient determination test (R-Square) shows 0.426, which means 42.6% of quality of the Jobstreet.com capable to explain all of the information needs variables. While the 57.4% are influenced by other variables that are not examined in this study. This means that Jobstreet.com has a fairly strong relationship toward fulfillment of job vacancy information needs for bachelor degree graduate of batch 2013 Library Science Program, Universitas Indonesia.

1 Introduction

The use of internet in meeting the needs of information covers various aspects of community life. One of those is the use of job vacancy sites. Formerly, job vacancy information is available on print media such as newspapers that specialize several pages for job vacancy advertisements, and people, who look for job vacancies, buy a lot of newspapers just to open the job vacancy pages and read every line of job advertisement. Such ways of searching job vacancy information at the present time is less effective and less efficient. However, nowadays the job vacancy information can also be found online either through job search sites like JobsDB, Jobs.id, Karir.com or even using the growing social media in today's society like LinkedIn, Twitter, Instagram, and Facebook.

One of the online media used by today's society to meet the needs of job vacancy information is Jobstreet.com. According to its annual report, Jobstreet.com (2015) has 4 million users in Indonesia by 2015 [1]. In addition, there are more than 30 thousand jobs in

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Indonesia on Jobstreet.com. Therefore, the authors are interested to know the level of effectiveness of Jobstreet.com in meeting the needs of job vacancy information [1].

As a job-focused website, Jobstreet.com shall meet the information needs, especially job vacancy information and other matters related to employment that are increasing due to the interdependence and dependence of the community, especially university graduates. This will create dependency from the public as consumers or users toward information that is considered capable of meeting the information needs. The increasing number of information providers in particular job vacancies, making the public gradually more careful to be able to sort and select the source of information that is considered trusted and reliable as a source of information needs fulfillment.

Based on the above phenomenon, this research will identify the influence of Jobstreet.com to the fulfillment of job vacancy information. In this research, the unit of analysis is bachelor degree graduate of Library Science, Universitas Indonesia class of 2013 which use Jobstreet. They are fresh graduates who graduated in 2017, so as to provide an overview of their success in obtaining job vacancy information.

2 Literature review

2.1 Information needs

The need for information arises when a person realizes that they do not have or lack knowledge or understanding to achieve goals, answer questions and so on [2]. Information needs arise due to the gap of knowledge that exists within a person, so to overcome the gap someone will try to find the information needed to be fulfilled. Information needs are also often vague and can be hidden under the conscious realms. According to Guha (2005), there are four types of needs for information, namely [3]:

1. Current need approach, ie an approach to the up-to-date information users. Users interact with information systems in a very common way to improve their knowledge. This type of approach needs constant interaction between the user and the information system;
2. Everyday need approach, ie an approach to a person needs that is specific and fast. The information that the user needs is the information routinely encountered by the user;
3. Exhaustive need approach, ie an approach to the needs in using in-depth information, information users have a high dependence on the required and relevant, specific, and complete information;
4. Catching-up need approach, ie an approach to the users'needs in a concise information, especially on the latest development of a subject that is required and relevant things.

2.2 Website quality

In assessing the quality of a website, a measurement tool can be used like WebQual. According to Barnes and Vidgen (2000), WebQual is a measurement based on Quality Function Deployment (QFD). WebQual is a tool to measure the quality of a website based on research instruments that can be categorized into three variables: usability, information quality, and services interaction. All of these are the measurement of consumer/user satisfaction on the quality of the website [4].

WebQual has been developed since 1998 and has experienced several interactions in the preparation of dimensions and questions. WebQual 4.0 is organized on three dimensions: usability, quality of interaction (information quality), and service interaction, as illustrated in the figure below this:

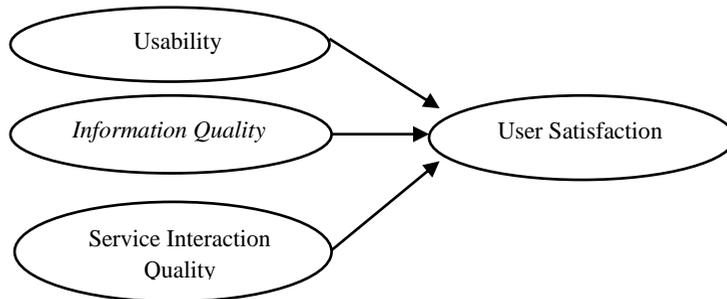


Figure 1. WebQual [5]

User perception about a good information system is a system that users can feel satisfied with the quality of the website. This quality is contained in three dimensions of WebQual version 4.0. Previous research suggests that WebQual dimensions can predict user satisfaction and user intent in reusing websites.

2.3 Jobstreet.com

Jobstreet.com is one of the leading information provider in Asia. Jobstreet.com serves as facilitator of matching and employment communication between job seekers and companies in Malaysia, Philippines, Singapore, Indonesia and Vietnam. Founded in Malaysia in 1997, JobStreet.com currently has 800 teams in each country where Jobstreet.com operates. Jobstreet.com vision is to connect businesses with talent and improve their lives through better careers [1].

In November 2014, Jobstreet.com has become part of the Australian Stock Exchange and listed as SEEK Limited, the world's largest employment information provider with market capitalization. As part of the SEEK family, Jobstreet.com uses world-class products to bring together job seekers with leading companies across the region. Jobstreet.com is committed to continuously improve the value that Jobstreet.com provides to jobseekers and companies. To accomplish this, Jobstreet.com continues to develop Jobstreet.com products and services to make matching between job seekers and companies easier [1].

3 Methods and materials

The research approach used by the researchers in observing, collecting and presenting the analysis of the results of this study is a quantitative approach. The type of the research is descriptive research, ie research that aims to describe or explain something as it is [6]. This study wanted to identify the influence that occurs between Jobstreet.com quality variables and the fulfillment of job vacancy information needs variables among bachelor degree graduates of batch 2013 Library Science Program, Universitas Indonesia.

In this study, data collection was conducted by survey through distributing questionnaires by the authors to respondents. Respondents in this study is a bachelor degree graduates of Library Science Program, Universitas Indonesia who access JobStreet.com website in meeting their needs in job vacancy information. In the process of distributing questionnaires, the author used UI Survey application. The questionnaire consists of 2 parts.

The first part asks the respondent's self-data including name, gender, status and occupation. While the second part contains 33 items of research statements prepared based on two research variables, namely Website Quality variables and fulfillment variable of information needs. The questionnaires were distributed to respondents on March 24-30, 2018.

Besides questionnaire as the primary data, the author also uses pre-existing data sources. The data is Jobstreet.com data, research results and journals that have been published, and textbooks both printed media and electronic media. From these data, researchers can develop a framework, literature review and preparation of research methodologies. Based on the secondary data the researcher can also prepare the research questionnaire.

The population in this study is fresh graduates of bachelor degree of Library Science Study Program, Universitas Indonesia who graduated in 2017 which use Jobstreet.com. From preresearch conducted, the researchers obtained 49 respondents using Jobstreet.com. In this study, the researchers use simple random sampling technique that is drawing samples randomly. Sugiyono (2013) suggested that in order to know the feasibility of research samples can use Slovin formula. The standard error rate used is 5% with the following formula [7]:

$$n = \frac{N}{1 + N(e)^2} \quad (1)$$

Notes:

- N = population amount
- n = sample amount
- e = margin error 5% or 0,05

$$\begin{aligned} n &= \frac{49}{1 + 49(0.1)^2} \\ &= \frac{49}{1,1225} \\ &= 43,652561 = 44 \end{aligned}$$

Based on the feasibility of the sample, the researchers decided to use 44 respondents who will be taken randomly as sample to be used in this study.

The questionnaires Validity test results is used to measure whether a questionnaire is valid or not. A questionnaire is stated to be valid if the statement on the questionnaire is able to express or explain something that is measured. The questionnaire is stated to be valid if the value of $r_{\text{calculate}} > r_{\text{table}}$ based on a significant test of 0.05.

Table 1. Website Quality Validity Test

Statements	$r_{\text{calculate}}$	r_{tabel}	Notes
Statement 1	0,715	0,2973	Valid
Statement 2	0,728	0,2973	Valid
Statement 3	0,454	0,2973	Valid
Statement 4	0,551	0,2973	Valid
Statement 5	0,563	0,2973	Valid
Statement 6	0,643	0,2973	Valid
Statement 7	0,407	0,2973	Valid
Statement 8	0,722	0,2973	Valid
Statement 9	0,783	0,2973	Valid
Statement 10	0,689	0,2973	Valid
Statement 11	0,561	0,2973	Valid

Statement 12	0,694	0,2973	Valid
Statement 13	0,757	0,2973	Valid
Statement 14	0,670	0,2973	Valid
Statement 15	0,634	0,2973	Valid
Statement 16	0,847	0,2973	Valid
Statement 17	0,790	0,2973	Valid
Statement 18	0,521	0,2973	Valid
Statement 19	0,697	0,2973	Valid
Statement 20	0,346	0,2973	Valid
Statement 21	0,216	0,2973	Invalid
Statement 22	0,644	0,2973	Valid

Source: Result of SPSS Processing

Based on Table 1, it can be seen that 21 of the 22 statements have $r_{\text{calculate}} > r_{\text{table}}$ (0.2973) so it is valid and 1 question in point 21 has $r_{\text{calculate}} < r_{\text{table}}$ so it can be stated invalid and can not be used in this research. And then, the result of validity test of information needs variable is as follows:

Table 2. Information Needs Validity Test

Statements	$r_{\text{calculate}}$	r_{table}	Notes
Statement 1	0,623	0,2973	Valid
Statement 2	0,758	0,2973	Valid
Statement 3	0,802	0,2973	Valid
Statement 4	0,794	0,2973	Valid
Statement 5	0,844	0,2973	Valid
Statement 6	0,760	0,2973	Valid
Statement 7	0,688	0,2973	Valid
Statement 8	0,813	0,2973	Valid
Statement 9	0,723	0,2973	Valid
Statement 10	0,718	0,2973	Valid
Statement 11	0,802	0,2973	Valid

Source: Result of SPSS Processing

Based on Table 2, it can be seen that all statements have $r_{\text{calculate}} > r_{\text{table}}$ (0,2973) so it can be concluded that all statements of information needs variable is valid.

Other than doing validity test, researchers also doing reliability test to test the consistency of questionnaires. Reliability test is a measuring tool used to ensure reliability of the questionnaire. The reliability test is measured by cronbach's alpha (α) statistical test by comparing Alpha values with their standards. This test states to be reliability or reliability when the value of Cronbach's Alpha > 0.60 [7]. It means that someone's response to the questionnaire is consistent or stable (unchanging) statement from time to time. The following is reliability test results of the website quality and the fulfillment of information needs.

Table 3. Reliability Test of Website Quality and Information Needs

Variable	Coefficient	Min. Limit	Notes
Website quality (X)	0,928	0,60	Reliable
Information Needs (Y)	0,921	0,60	Reliable

Source: Result of SPSS Processing

From Table 3 it can be seen that the value of Cronbach's Alpha coefficient of website quality variables and the information needs fulfillment variables is above the minimum limit of 0.60 so it can be concluded that the whole questionnaire of both variables are really reliable. In this study, the results will be analyzed by using simple linear regression. According to Sugiyono (2013), simple linear regression is based on the functional or causal relationship of one independent variable with one dependent variable [7]. The use of simple linear regression analysis according to Sarwono (2006) is to measure the magnitude of the

influence of independent variables on dependent variables and predict the dependent variable by using independent variables [8].

Simple linear regression analysis consists of Determination Coefficient Test. According Ghozali (2013), Determination Coefficient shows the value of correlation coefficient formed by the interaction of independent variables (Quality of Jobstreet.com) to the dependent variable (Fulfillment of Information Needs) [9]. The coefficient of determination is used to determine the effect of Jobstreet.com Quality (X) on the Fulfillment of Job Information Needs (Y) for bachelor degree graduates of batch 2013 Library Science Program, Universitas Indonesia in which all questionnaire data will be processed using SPSS version 23.

Table 4. Interpretation of Correlation Value

Coefficient Interval	Correlation Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Fairly strong
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: Riduwan (2011) [10]

4 Results and discussion

4.1 Characteristic of respondent

Bachelor degree graduates of batch 2013 Library Science Program selected as respondents in this study are respondents who use Jobstreet.com in meeting the needs of job vacancy information. From the 49 people who use Jobstreet.com, the researchers calculated using Slovin formula with a margin error of 5% so the sample are obtained as many as 44 respondents to be taken randomly.

From 44 respondents, 28 of them were women and male respondents were 16 respondents.

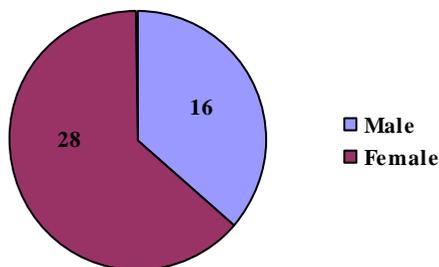


Figure 2. Characteristics of Respondents by Gender

In addition, 41 of 44 respondents in this study were already employed, while the rest did not have a job.

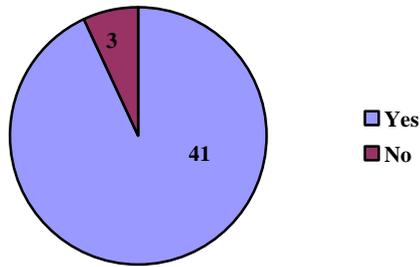


Figure 3. Characteristics of Respondents by Status of Employment

From the 44 respondents in this study are dominated by respondents who work as librarians as many as 16 respondents, 4 respondents work as Document Controller, 3 respondents as Archivists, 3 respondents as Data Analyst, 3 respondents have not had job, and the rest as many as 15 respondents have other job type such as Administration Staff, HRD Staff, Doctor Personal Assistant, Secretary, Custodian, Knowledge Management Staff, Entrepreneur, and others.

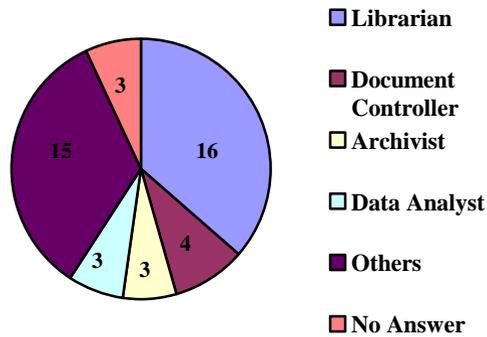


Figure 4. Characteristics of Respondents by Occupation

From the employment data, only 6 out of 44 respondents obtained jobs through Jobstreet.com, while 38 respondents answered that they got a job through other ways.

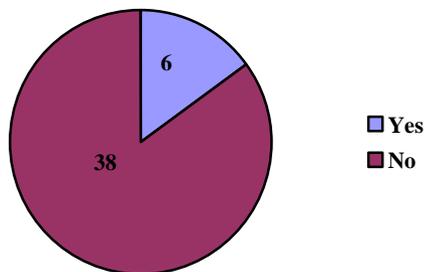


Diagram 5 Characteristics of Respondent by Job Obtained through Jobstreet.com

4.2 Results of descriptive statistic test

Descriptive statistic is used to provide an overview or description of the variables studied ie Website Quality and Information Needs Fulfillment. To measure the Quality of Jobstreet.com, the researchers use Website Quality (WebQual) theory from Stuart J. Barnes and Richard T. Vidgen (2000) consisting of 22 statement indicators. The indicators will be grouped into 3 dimensions: Usability, Information Quality, and Service Interaction Quality.

Table 5. Results of Descriptive Statistics Test of Usability Dimension

No.	Statements	Mean
1	I find it easy to learn how to use the Jobstreet.com	3,98
2	My Interaction with Jobstreet.com is clear and easy to understand	3,75
3	I find it easy to access all the features in the Jobstreet.com	3,73
4	I feel Jobstreet.com is easy to use	3,91
5	Jobstreet.com has an attractive appearance	3,18
6	Jobstreet.com design in accordance with the type of website (job search website)	3,59
7	Jobstreet.com has a good performance (example: not often lag)	3,48
8	Jobstreet.com provides a positive experience for me	3,48
	Mean	3,63

From the description of the indicator on Usability dimension above, it can be concluded that all indicators have an average value of 3.63 and are included in moderate or sufficient indicators. The indicator with the lowest mean is on the 5th indicator " Jobstreet.com has an attractive appearance" with a mean value of 3.18. While the indicator with the highest mean is at the 4th indicator "I feel Jobstreet.com is easy to use "Insert Tabel 6 after this".

Table 6. Results of Descriptive Statistics Test of Information Quality Dimension

No.	Statements	Mean
1	JobStreet.com provides accurate information	3,16
2	JobStreet.com provides reliable information	3,3
3	JobStreet.com provides timely information	3,25
4	JobStreet.com provides relevant information	3,25
5	JobStreet.com provides easy-to-understand information	3,82
6	JobStreet.com provides detailed information	3,41
7	JobStreet.com provides information in the right format	3,59
	Mean	3,39

From the above description of the dimensions of information quality can be deduced that each indicator has influence each other. Inaccurate information may affect the decrease in respondents confidence in job vacancy information on Jobstreet.com. In addition, average statements on the dimensions of information quality obtain a mean of 3.39 or a less agreeable tendency that on website indicators provide accurate information, provide reliable information, provide timely information, provide relevant information, provide detailed information and provide information in the appropriate format. And only on the thirteenth indicator of the Jobstreet.com provides easily understood information on average 3.82 answers and the fifteenth indicator of Jobstreet.com provides information in the right format obtaining an average of 3.59 or above 3 answers, 5 with a tendency to agree. From these results, it can be seen that respondents feel the quality of information on Jobstreet.com can be categorized as enough.

Table 7. Results of Descriptive Statistics Test of Service Interaction Quality Dimension

No.	Statements	Mean
1	JobStreet.com has a good reputation	3,52

2	I feel safe when doing interaction/ transaction on JobStreet.com	3,57
3	I feel secure about my personal data on the JobStreet.com	3,57
4	JobStreet.com has a look that draws my interest and attention to access it again	3,25
5	JobStreet.com provides feedback to users	3,11
6	JobStreet.com provides member services for its users	3,14
7	I feel confident that the service provided by JobStreet.com matches their slogan	3,3
Mean		3,35

From the indicator explanation in the Service Interaction Quality dimension above, it can be concluded that all indicators have an average value of 3.35 and are included in moderate or sufficient indicators. The indicator with the lowest mean is on the 5th indicator "Jobstreet.com provides feedback to users" with a mean value of 3.11. While the indicator with the highest mean that is on indicator 3 and 4. It can be seen from the answer of the statement on the variable of website quality above, the mean of respondent's answers are dominated by an average of 3 "quite agree" with Usability as the dimension with the highest score. So it can be concluded that, the quality of Jobstreet.com according to the respondents is good enough.

To measure the needs of job vacancy information, researchers use the theory of Information Needs of Guha (2005) in which there are four types of information needs, namely:

1. Current need approach
2. Everyday need approach
3. Exhaustic need approach
4. Catching-up need approach

From the four types of the information needs, the researchers develop into 11 indicators of statement. The results of respondent answers to 11 statements are:

Table 8. Results of Descriptive Statistics Test of Information Needs Variable

No.	Statements	Mean
1	The interaction between Me and JobStreet.com is done continuously (example: I subscribe to newsletter)	2,93
2	The interaction between me and the JobStreet.com can improve my knowledge on job vacancies	3,5
3	I get the latest job vacancies information on the JobStreet.com	3,5
4	I get specific information about job vacancies on the JobStreet.com	3,34
5	I get job vacancy information quickly on JobStreet.com	3,36
6	The job vacancy information I get on the JobStreet.com meets daily/routine needs	2,86
7	I have a high dependence on JobStreet.com in fulfilling job vacancy information needs (example: in searching job vacancy information, I definitely access JobStreet.com)	2,66
8	The job vacancy information I get on JobStreet.com suits my needs	2,91
9	I get complete information about job vacancies on JobStreet.com	3,05
10	The job vacancy information I get on the JobStreet.com is presented simply.	3,5
11	I get information about job vacancies in library science and information on JobStreet.com	3,3
Mean		3,17

It can be seen from the answer of the statements on the information needs fulfillment variable above, the mean of respondent's answer is dominated by an average of 3.17 with

category "quite agree". So, it can be concluded that, the fulfillment of information needs of job vacancies on the respondents is quite fulfilled by JobStreet.com.

4.3 Simple linear regression analysis

Regression analysis is essentially a study of dependency of dependent variables with one or more independent variables (explanatory or free variables).

Table 9. Simple Linear Regression Analysis of Usability Dimension Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,936	6,650		1,193	,239
Usability	,927	,226	,535	4,102	,000

a. Dependent Variable: Information Needs

Source: Result of SPSS Processing

Based on Table 9 can be obtained the formulation of simple linear regression equation for usability dimension to the dependent variable (information needs) as follows:

$$Y = a + bX$$

$$Y = 7,936 + 0,927 X$$

Based on Table 9, the result of regression analysis is less than *p-value* ($0.000 < 0.05$) with 95% level of confidence, then the H_0 is rejected. Therefore, the usability of the Jobstreet.com has significantly influenced toward the fulfillment of job vacancy information needs (*regression coefficient* = 0,927) and has a positive correlation.

Table 10. Simple Linear Regression Analysis of Information Quality Dimension Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,551	5,336		2,165	,036
Information Quality	,983	,221	,566	4,451	,000

a. Dependent Variable: Information Needs

Source: Result of SPSS Processing

Based on Table 10 can be obtained the formulation of simple linear regression equation for information quality dimension to the dependent variable (information needs) as follows:

$$Y = a + bX$$

$$Y = 11,551 + 0,983 X$$

Based on Table 10, the result of regression analysis is less than *p-value* ($0.000 < 0.05$) with 95% level of confidence, then the H_0 is rejected. Therefore, the information quality of the Jobstreet.com has significantly influenced toward the fulfillment of job vacancy information needs (*regression coefficient* = 0,983) and has a positive correlation.

Table 11. Simple Linear Regression Analysis of Service Interaction Quality Dimension Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,615	5,038		1,512	,138

Service Interaction Quality	1,343	,244	,647	5,505	,000
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a. Dependent Variable: Information Needs

Source: Result of SPSS Processing

Based on Table 11 can be obtained the formulation of simple linear regression equation for service interaction quality dimension to the dependent variable (information needs) as follows:

$$Y = a + bX$$

$$Y = 7,615 + 1,343 X$$

Based on Table 11, the result of regression analysis is less than *p-value* ($0.000 < 0.05$) with 95% level of confidence, then the H_0 is rejected. Therefore, the service interaction quality of the Jobstreet.com has significantly influenced toward the fulfillment of job vacancy information needs (*regression coefficient* = 1,343) and has a positive correlation.

Based on the value of the regression coefficient (c): service interaction quality (1,343), information quality (0,983), and usability (0,927). So, the dimension of service interaction quality has the most influence than other two dimensions.

4.4 Coefficient of determination test (R^2)

The coefficient of determination test (R^2) describes the variation of the effect of the independent variable on the dependent variable. In other words, the coefficient of determination shows the effect proportion of the independent variable on the dependent variable. The coefficient of determination is measured using R Square because in this study the number of independent variable is only one. The result of determination coefficient test (R^2) can be seen in Table 12 as follows:

Table 12. Results of Coefficient Determination Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,653 ^a	,426	,412	5,880

a. Predictors: (Constant), Website Quality

b. Dependent Variable: Information Needs

Source: Result of SPSS Processing

In Table 12 the coefficient of determination or magnitude of R Square is 0.426 or 42.6% which means the contribution of information needs can be explained by website quality variable and it shows fairly strong correlation. While the remaining 57.4% is explained by other variables not examined in this study.

5 Conclusion

The mean value of usability dimension is 3.63, so the website have a good usability. The best indicator of usability Jobstreet.com is ease to learn, meanwhile the indicator which have lowest value is attractive interface. On the information quality dimension, the best indicator of Jobstreet.com that it provides information which is ease to understand, meanwhile the indicator which have lowest value is the Jobstreet.com provides accurate information. The mean value of information quality dimension is 3.39, so the website have a good enough quality information. Lastly, the best indicator of the service interaction quality dimension is the website provides security of personal data and user transactions, meanwhile the lowest value is the website does not provide convenience feedback. The mean value of service interaction quality is 3.35 and and categorized pretty good.

Based on the regression analysis, all the dimension of the Jobstreet.com have significantly influence toward the fulfillment of job vacancy information and have a positive correlation. The regression coefficient (c) of service interaction quality (1.343) is the most influence than information quality (0.983) and usability (0.927). And then, based on coefficient of determination (R^2) gained result 0.426 or 42.6% which means the contribution of information needs can be explained by website quality and it shows fairly strong correlation among both of them.

Based on the research results, the researchers suggest that for managers of Jobstreet.com is expected to continue to innovate in website development, especially on some indicators in this study that obtained the lowest mean. For examples are improving the design of the website display, improving the accuracy of job vacancy information, and actively providing feedback to the users. So it can increase user trust on Jobstreet.com and also increase the possibility of website users in obtaining work.

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