



Navigating the Digital Era in Business: Effectiveness of Recruitment through Digital Platforms

Yayah Sutisnawati^{1*}

Department of Management, Faculty of Economy and Business
Universitas Komputer Indonesia, Jalan Dipati Ukur 102-118, Bandung, INDONESIA
iyayah@email.unikom.ac.id

Muhammad Haikal Musyaffa²

Department of Management, Faculty of Economy and Business
Universitas Komputer Indonesia, Jalan Dipati Ukur 102-118, Bandung, INDONESIA
m.haikalmusyaffa@gmail.com

ABSTRACT

This research explores the impact of technology on human resource practices, focusing on the adoption and utilization of online recruiting platforms. Data was collected using Google Forms and analyzed qualitatively with techniques from scientific literature. The findings reveal that online recruiting platforms significantly enhance productivity, streamline hiring processes, and foster human capital development. These platforms have evolved into user-friendly tools, democratizing access to recruitment processes. Consequently, organizations are urged to embrace digital recruitment strategies to remain competitive in talent acquisition. This research highlights the transformative potential of technology in reshaping HR practices and underscores the necessity for organizations to adapt to technological advancements in recruitment to thrive in the digital age.

Keywords: Digitalization, Recruitment, HRM, Digital Technology, Internet

1. INTRODUCTION

In today's digital landscape, businesses are increasingly reliant on online platforms for various operations, including recruitment. The title of this research, "Navigating the Digital Era in Business: Effectiveness of Recruitment through Digital Platforms," encapsulates the essence of this study's focus. Digital platforms, such as websites, portals, and job boards, effectively promote recruitment processes in public entities. (Leonidas & Tibuhinda, 2023).

Previous research in the realm of online recruitment platforms has laid a foundation for understanding their significance and impact. Studies have examined various aspects such

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as inclusivity, AI integration, cybersecurity, user interface design, and employer branding. For example, (Shapovalova & Pavlov, 2021) highlighted how digitalization is transforming the recruitment industry, with AI and regular employees playing key roles, albeit introducing complexities for agencies to overcome. (Suciu et al., 2019) emphasized AI's potential to enhance recruitment processes, particularly in improving social media campaigns and ensuring better candidate-company matches. (Rodriguez & Martinez, 2020) underscored the credibility of digital marketing tools owned by companies, like LinkedIn, in influencing job application decisions and shaping companies' reputations. (Khullar & Pandey, 2014) demonstrated the increasing effectiveness of social media recruiting, promoting changes in recruitment policies and management interventions. (Baykal, 2020) explored the advantages and disadvantages of e-recruitment processes amidst digitalization and heightened workplace competition. In contrast, this research utilizes participant data gathered through Google Forms to extend the existing literature by comprehensively examining the overall effectiveness of online recruitment platforms in the digital era.

The purpose of this study is to demonstrate the effectiveness of online recruitment. Through a Google Forms survey, participants were asked about their experiences and preferences regarding online job searching. The research aims to provide empirical evidence supporting the advantages of online recruitment over traditional methods.

2. LITERATURE REVIEW

The literature on online recruitment platforms provides significant insights into their effectiveness and impact on modern recruitment practices. According to (Feldman & Klass, 2002), internet job hunting has emerged as a viable alternative to traditional methods such as personal networking. However, their study suggests that while internet job hunting offers certain advantages, it remains less effective than conventional approaches like newspaper ads and cold calling. Additionally, they identified several key issues that may undermine the effectiveness of internet job hunting, highlighting the importance of addressing these challenges for optimal outcomes.

In a study by (Maurer & Liu 2007), the importance of user-friendly and persuasive e-recruiting websites was underscored. Their research emphasized the need for these platforms to adhere to job marketing principles to positively influence job candidates' decisions and behaviors. By aligning with these principles, e-recruiting websites can enhance their effectiveness in attracting and engaging potential candidates, ultimately contributing to the success of the recruitment process.

(Hadass, 2004) explored the impact of internet recruiting on both job seekers and firms. Their findings suggested that while internet recruiting reduces application costs for job seekers, it also improves screening technology for firms. This improvement in screening technology has the potential to shorten job durations for qualified new hires, streamlining the recruitment process for both parties involved. This highlights the dual benefit of internet recruiting in reducing costs for job seekers while enhancing efficiency for firms.

(Kaur, 2015) emphasized the transformative impact of e-recruitment on traditional recruitment methods. Their research highlighted e-recruitment as a cost-effective and time-efficient approach for finding and hiring qualified candidates. By leveraging digital platforms, organizations can streamline their recruitment processes and reach a wider pool of potential candidates. This shift towards e-recruitment reflects a broader trend in

embracing technology to optimize HR practices and adapt to the evolving landscape of talent acquisition.

3. METHODOLOGY

This study employs a qualitative approach to investigate the interaction between companies and prospective employees through online recruitment platforms. The research methodology involves utilizing online surveys conducted via Google Forms to collect data from prospective employees engaging with these platforms. This method is chosen for its ability to capture the perspectives, experiences, and preferences of individuals directly involved in the online recruitment process. Additionally, secondary data from relevant literature articles supplements the primary data source. The unit of analysis consists of survey responses from prospective employees and the content of literature articles related to online recruitment platform usage. Purposive sampling is employed to select prospective employees with significant experience using these platforms, ensuring the inclusion of participants with valuable insights relevant to the research objectives. This methodological approach allows for a comprehensive exploration of the effectiveness and implications of online recruitment platforms from the perspective of prospective employees, contributing to a deeper understanding of their impact on modern recruitment practices.

Data analysis procedures involve conducting content analysis of survey responses and information from relevant publications. Correlation testing and hypothesis testing are not utilized, aligning with the qualitative approach that emphasizes a comprehensive understanding of phenomena. Data analysis is performed without using scientific formulas, emphasizing contextual understanding and interpretation of the collected data. With online surveys and relevant articles as the primary data sources, this research methodology is designed to provide deeper insights into the opinions and experiences of prospective employees regarding the use of online recruitment platforms.

4. METHODOLOGY

The initial conclusion drawn from the research is that online recruitment platforms play a crucial role in the job search process, as evidenced in (Morales et al., 2021) The rise in online job vacancy utilization in Colombia has resulted in a 15% reduction in vacancy rates relative to unemployment rates, thereby augmenting the efficiency of the labor market. Additionally, the study is poised to unveil two significant results derived from the respondents' perspectives: the frequency of online platform usage for job hunting and their perceived efficiency compared to conventional recruitment methods.

How often do you use online recruitment platforms to look for a job?

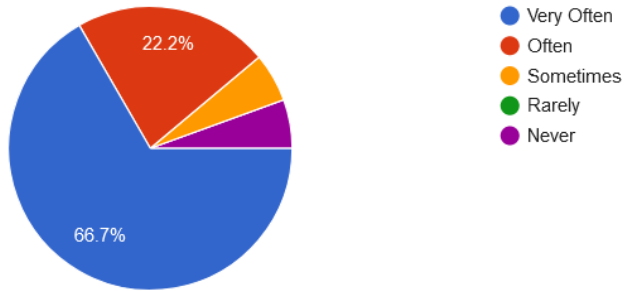


Figure 1: Google Form Survey Result 1.

The figure illustrates the frequency of usage of online recruitment platforms among a large group of respondents. A substantial majority, comprising 66.2% of participants, reported using online recruitment platforms "very often" when searching for a job. Additionally, 22.2% indicated using these platforms "often," reflecting a significant portion of the surveyed population. A smaller proportion, 5.6%, reported using online recruitment platforms "sometimes," while an equal percentage stated that they never utilize these platforms for job searches. Overall, the figure highlights the widespread adoption of online recruitment platforms among respondents, with the majority relying on them extensively in their job-seeking endeavors.

How would you rate the overall efficiency of the recruitment process through online platforms compared to conventional methods?

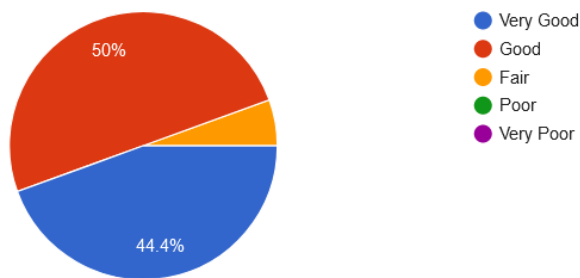


Figure 2: Google Form Survey Result 2

The figure illustrates the perceived efficiency of the recruitment process through online platforms compared to conventional methods. A significant majority of respondents, comprising 44.4%, rated the overall efficiency as "Very Good," while an additional 50.0% considered it "Good." Only a small percentage, 5.6%, rated the efficiency as "Fair." Only a small percentage, 5.6%, rated the efficiency as "Fair."

Notably, none of the respondents rated the efficiency as "Poor" or "Very Poor." This distribution indicates a positive perception of the effectiveness of online recruitment platforms in streamlining the hiring process compared to traditional methods. The overwhelming majority of respondents view the recruitment process through online platforms as highly efficient, emphasizing their value and effectiveness in modern talent acquisition strategies.

In summary, the findings highlight the pervasive reliance on online recruitment platforms among respondents, with a majority utilizing them very often or often in their job search endeavors. Moreover, the overwhelmingly positive perception of the efficiency of the recruitment process through these platforms underscores their significant role in modern talent acquisition strategies. These insights underscore the transformative impact of digitalization on the recruitment landscape, emphasizing the importance of leveraging online platforms to optimize the hiring process and remain competitive in today's job market.

5. CONCLUSION AND RECOMMENDATION

In conclusion, online job recruitment platforms offer significant advantages over traditional methods, providing greater accessibility, efficiency, and cost-effectiveness in the recruitment process. This study demonstrates the transformative impact of leveraging online platforms, such as Google Forms, to collect data and gain insights into candidate preferences and experiences. The findings underscore the importance of embracing digitalization in HR practices to optimize talent acquisition and remain competitive in the modern job market. Online recruitment not only widens the candidate pool but also enhances communication between employers and job seekers, facilitating better matches between candidate skills and company needs. Thus, online job recruitment emerges as a superior strategy for organizations aiming to attract and retain top talent in today's digital era.

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