



Faculty of Cognitive Sciences and Human Development

**THE IMPACT OF SOCIAL MEDIA RECRUITMENT STRATEGIES ON
GENERATION Z's JOB APPLICATION INTENTIONS IN KUCHING:
AN EMPIRICAL STUDY**

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The project entitled ‘[The Impact of Social Media Recruitment Strategies on Generation’s Z Job Application Intentions in Kuching: An Empirical Study]’ was prepared by ‘[*Veronica Magdalena Anak Mavin*]’ and submitted to the Faculty of Cognitive Sciences and Human Development in partial fulfilment of the requirements for a Bachelor in Human Resource Development with Honours.

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ABSTRACT

ABSTRAK

This study investigates how social media platform usage, content type, and perceived authenticity influence Generation Z's intention to apply for jobs. The research addresses the growing importance of social media as a recruitment tool for engaging digital native job seekers. A survey was conducted with 386 respondents, and Spearman's rho correlation analysis was used to examine the relationships between the variables. The findings reveal weak but statistically significant positive associations, indicating that increased social media engagement, diverse and engaging content, and perceived authenticity slightly enhance Generation Z's job application intentions. These results suggest that while social media recruitment factors contribute to application decisions, other psychological and contextual influences are also important. The study draws on Uses and Gratifications Theory and Cue Utilization Theory to explain how Generation Z actively seeks meaningful content and interprets authenticity cues when evaluating potential employers. Practically, the findings highlight the need for organizations to develop authentic and engaging social media recruitment strategies tailored to Generation Z's preferences. Future research should explore additional factors influencing recruitment outcomes and consider longitudinal or mixed-method approaches to capture the evolving nature of job-seeking behaviour in the digital age.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter introduces the research topic, outlines its background, and establishes the context for the study. Chapter 1 presents the research problem, objectives, and questions, as well as the hypotheses and conceptual framework that guide the investigation. Key terms are defined both conceptually and operationally to ensure clarity. The significance of the study is discussed, highlighting its theoretical and practical contributions. Finally, the chapter identifies the main research gaps and provides an overview of the thesis structure.

1.1 Background of Study

Social media revolution transformed recruitment, especially for Generation Z. The generation born between 1997 and 2012, which is its first to be born digitally native, has clearly defined social media usage habits (Koleva, 2023). Recruitment practices of companies for new staff have transformed completely because of this change, especially as regards where they choose and use on social media. To successfully target Gen Z consumers, companies now must utilize a variety of media like Instagram, TikTok, and LinkedIn (Hosain et al., 2020). Social media have grown to be more than simple social interaction platforms to effective recruitment tools whereby all types of content play a role in talent searching. Businesses are increasingly finding the importance of producing and publishing powerful, genuine content that is in line with Gen Z taste (Alexander et al., 2019). Development has been spurred by Gen Z's web-first culture and behavior of leveraging social media for career planning, hence making it all the more vital that businesses talk to them in a genuine manner (Oncioiu et al., 2022). Companies continue to find that they have to improvise hiring campaigns in an attempt to engage Gen Z, who spend more time online, because conventional methods are no longer working among them. Yet, this development has come at a price, such as upholding genuine connection while being able to effectively utilize various platforms (Hosain et al., 2020). Due to the fast pace of development in the field, little is known about the impact of platform selection, the quality of content, and perceived authenticity on the success of social media recruitment, especially for Gen Z job applicants (Alexander et al., 2019).

1.2 Problem Statement

Lack of knowledge about the effect of social media recruitment tactics on Gen Z's job vacancy evaluation and application intentions is an important gap in social media recruitment research among Generation Z. It is important to investigate predictors of the effectiveness of social media recruitment as indicated by Alexander et al. (2019). More focused research on the impact of various social media platforms, content forms, and business branding techniques on Generation Z's job search behaviour is necessary, nonetheless. As more and more members of Generation Z enter the workforce and look to social media for career planning, this chasm is especially salient. Firms that seek to access and retain this new group of talent will have their needs met by knowing the ways Gen Z responds to and perceives different social media recruitment techniques. Using a quantitative design, this research investigates the influence of social media websites, types of content, and company branding on Gen Z's intention to find employment and the success of several different social media recruitment strategies.

1.3 Objectives

1.3.1 General Objective

To identify the relationship between social media recruitment strategies and generation Z's intention to apply for jobs.

1.3.2 Specific Objectives

1. To investigate the relationship between social media platform usage for attracting Generation Z's intention to apply for jobs.
1. To analyse the relationship between content type and Generation Z's intention to apply for jobs.
2. To assess the relationship between perceived authenticity and Generation Z's intention to apply for jobs.

1.4 Research Question

1. Is there any relationship between social media platform usage and Generation Z's intention to apply for jobs?
2. What is the relationship between content type and Generation Z's intention to apply for jobs?
3. What is the relationship between social media recruitment strategies and Generation Z's intention to apply for jobs?

6.0 Hypothesis

6.1 H1: There is a significant relationship between Generation Z's social media platform usage and their intention to apply for jobs.

6.2 H2: There is a significant relationship between recruitment content type and Generation Z's intention to apply for jobs.

6.3 H3: There is a significant relationship between perceived authenticity and Generation Z's intention to apply for jobs.

7.0 Conceptual Framework

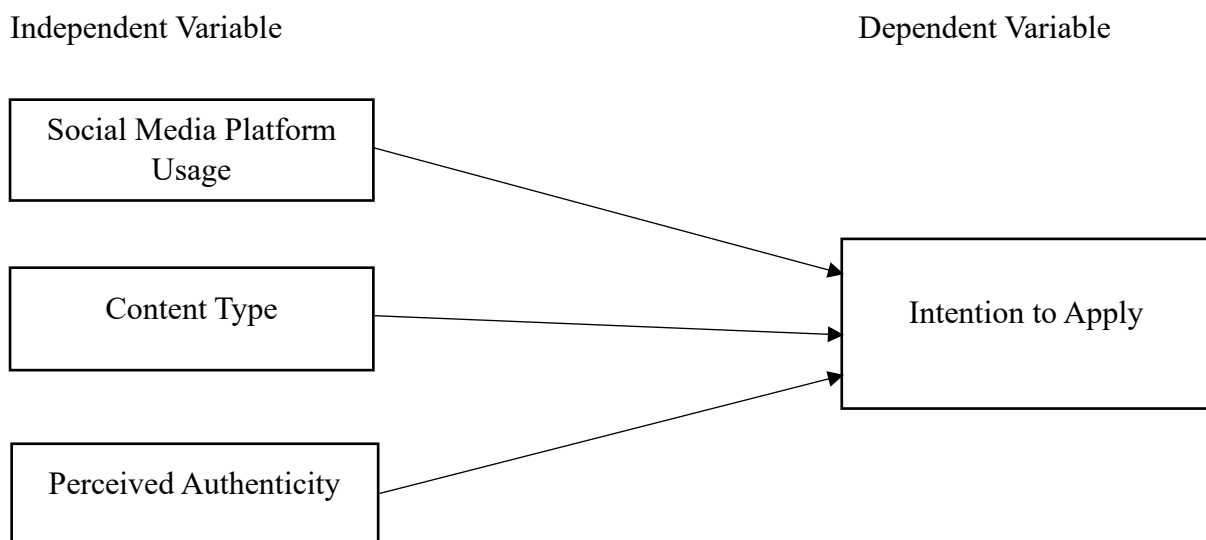


Figure 1: The Conceptual Framework of The Impact of Social Media Recruitment Strategies on Generation's Z Application Intentions in Kuching: An Empirical Study

The conceptual framework for this study on social media recruitment for Generation Z integrates several key concepts and constructs derived from the literature. The framework consists of three independent variables: social media platform usage (involving platforms like LinkedIn, Instagram, and TikTok), content type (including employee-generated content and company culture showcases), and perceived authenticity (reflecting transparency and genuine representation). These determinants have a direct impact on the dependent variable, intention to search for jobs, which captures how likely members of Generation Z are to search for jobs. This paradigm is based on the uses and Gratifications Theory, which has been examining Gen Z's media use behaviour and its impact on employment-seeking behaviour, and the Cue Utilization Theory, which describes the ways that Gen Z makes use of social media cues to assess prospective employers. According to the model, social media job recruitment activities

must take into account a number of factors all at once in terms of having the greatest possible influence on Gen Z's job application intentions, namely platform selection, content type, and authenticity. Findings from different studies incorporated in the literature review support this approach, which gives a clear ground for investigating the way such social media recruitment strategies shape Gen Z's decision when seeking employment.

8.0 Definition of terms (conceptual & operational)

8.1 Social media platform usage

Conceptual definition: The utilization of social networking sites by companies for recruitment purposes (Koleva, 2023).

Operational definition: The frequency and type of social media platforms (LinkedIn, Instagram, TikTok) used by companies to post job openings and engage with potential candidates.

8.2 Content Type

Conceptual definition: The nature and format of information shared through social media for recruitment (Oncioiu et al., 2022)

Operational definition: The specific categories of content posted (employee testimonials, company culture videos, job descriptions) measured by frequency and engagement rates.

8.3 Perceived authenticity

Conceptual definition: The extent to which social media content is viewed as genuine and transparent by potential candidates (Hossain et al., 2020).

Operational definition: Ratings of transparency, genuineness, and truthfulness of company social media content by Generation Z job seekers.

8.4 Intention to apply

Conceptual definition: The willingness of Generation Z candidates to submit job applications (Alexander et al., 2019)

Operational definition: The likelihood score (measured on a Likert scale) of Generation Z candidates applying for jobs based on social media recruitment efforts.

8.5 Generation Z

Conceptual definition: Individuals born between 1997 to 2012, who are digital natives and represents the newest cohort entering the workforce (Koleva, 2023).

Operational definition: Individuals aged 18-25 years old at the time of the study who actively use social media platforms for job searching purposes.

9.0 Significance of the study

The findings of this study will help improve organizations' understanding and implementation of social media recruitment strategies for Generation Z candidates. This study makes a valuable theoretical and practical contribution to the recruitment industry by conducting an investigation of the impact of social media platform usage, content, and perceived authenticity on Gen Z's intention to apply for jobs. Theoretically, it provides novel insights into how Generation Z perceives and reacts to social media recruitment cues (Hosain et al., 2020) by expressly bringing the Uses and Gratifications Theory and Cue Utilization Theory into the social media recruitment context (Alexander et al., 2019). By exploring the direct effects of these characteristics on Gen Z's application intentions, the study methodologically contributes to empirics and provides a better insight into how firms should use social media for recruitment. Practically, the results will assist HR managers and organizations in creating more focused and successful social media recruitment initiatives that address the demands of Gen Z for authentic content and platform-specific interaction (Koleva, 2023). Considering that Generation Z will be making up a large portion of the world's workforce by 2030, it is important that organizations familiarize themselves with and modify their hiring procedures in an attempt to successfully appeal to this generation. This makes the research specifically timely.

10.0 Research Gap

10.1 Empirical Gap

Generalizability is limited by most current research being case-specific or, at best, sector-specific (Jazimatul. H et al., 2021 & Oncioiu et al., 2022). Empirical verification of the correlations between Gen Z's platform usage, type of content, authenticity, and application intention in varying contexts demands quantitative, multivariable research.

10.2 Theoretical Gap

Few research works have synthesized theories like the Uses and Gratifications Theory and the Cue Utilization Theory to specifically detail how Generation Z perceives recruitment cues and gratifications on various social media sites, although previous research works have applied these theories to online recruitment (Hosain et al., 2020 & Koleva, 2023). Theoretical

models that fully capture the way platform selection, content mode, and perceived authenticity all contribute to Gen Z's employment intention at the same time are scarce.

10.3 Practical Gap

The majority of firms fail to create platform-specific content that engages Generation Z or stay authentic across a variety of platforms, regardless of the increased application of social media within recruitment (Alexander et al., 2019). Practical advice regarding how to find a balance between effectiveness, engagement, and authenticity in recruitment campaigns aimed at this generation does not exist.

11.0 Summary

In conclusion, chapter one introduces the scene for the study by outlining why it is worth discovering how social recruitment practices in general, platform usage, content, and perceived authenticity that shape Generation Z's work intention. It states the foundation for the investigation, sets out the questions of research and issues, and stresses the significance of carrying out more targeted research within this field to contribute to academic theory and organizational practice.

CHAPTER TWO

LITERATURE REVIEW

1.0 Introduction

The digital age hiring revolution has essentially two basic effects on the manner in which firms hire, assess, and choose prospective employees. Social media platforms have become increasingly powerful tools within current hiring because of their unmatched reach, engagement, and flexibility. This chapter provides a comprehensive literature review of social recruitment via social media, its effectiveness, its relevance of authenticity and content, as well as the contrary perspectives of recruiters and Gen Z job applicants. Five recent theoretical and empirical works are cited: Jazimatul Husna et al. (2021), Alexander et al. (2019), Hosain et al. (2020), Oncioiu et al. (2022), and Koleva (2023). The study focuses on methodology processes, reviews existing data, and highlights key gaps that inform existing research.

2.0 Theoretical background and key concept

The use of information technology and web platforms in searching for, screening, and employing people is sometimes referred to as electronic recruiting, or e-recruitment. Social media recruiting is one of the fast emerging subfields of e-recruitment that employs popular sites like Facebook, Instagram, Twitter, and TikTok to target job applicants, build employer brand, and enable two-way communication. Because it offers more outreach, instant contact, and immediate interaction with possible prospects, this method is particularly useful for companies that want to reach out to younger generations. Case studies like PT Es Teh Indonesia Makmur, where application figures registered a steep increase following the adoption of use of platforms like TikTok and Instagram and facilitated quick business development even through the hardship of the COVID-19 pandemic, validate the success of social media recruitment. Similarly, Oncioiu et al. (2022) discovered that social media recruitment strategies within the travel and tourism industry generated higher participation and better matches between potential workers and employers due to motivations like sincerity and openness of approach. People who are born in the mid-1990s and early 2010s are typically referred to as Generation Z. They are also the first generation of individuals to have grown up with the widespread utilization of social media and the internet. They therefore expect instant, honest, and real communication from future employers and are highly receptive towards online recruitment practices. Their platform choices for customized, interactive content and their need for rapid, mobile-friendly

application procedures influence the way they carry out their job hunt. According to Koleva (2023), 60% of Gen Z expect job applications to take less than 15 minutes, highlighting their demand for efficiency and convenience in recruitment processes. In social media recruiting, key constructs include perceived authenticity (the extent to which recruitment messages are perceived to be authentic, transparent, and credible), content type (the form and nature of recruitment messages, such as job postings, company culture videos, or employee testimonials), and platform use (the frequency and manner in which social media is being used for job search and recruitment activities). These ideas are central to recognizing how Generation Z, being very sensitive to the tone and genuineness of online communication, receives and interprets recruitment messages. The literature also underscores the significance of engaging and speaking with prospective employees with genuine social media posts because it can boost the reputation of the organization and draw better-quality candidates. However, significant concerns on professionalism, privacy, and expectations alignment between recruiters and candidates have been prompted by expanding job-searching in social media. Job applicants and employers often do not agree about what is appropriate to put on the web, as stated by Alexander et al. (2019). Employers note down negative information lower and show more concern regarding positive signs such as volunteerism and professional affiliations. Lastly, digital platforms' adoption in the hiring process is not so much a reaction to emerging technology but also a natural alignment with the evolving tastes and traditions of the modern workforce, most notably Generation Z. The accessibility of these elementary ideas and trends facilitates greater scrutiny of the theoretical postulates and empirical research supporting our contemporary comprehension of social media hiring.

3.0 Related Theories

This study has been founded upon two theories that explain how Generation Z interacts with and evaluates potential employers through the use of social media platforms. Some of these include the Uses and Gratifications Theory (UGT), where individuals make active media choices for the fulfilment of stated needs and wants. In Generation Z's job hunt, UGT can explain which particular social networking websites they choose and how they respond to messages that meet their criteria of sufficient information and immediate, personalized communication. According to literature, the need for quick and easy application processes for jobs affects Gen Z's platform adoption and behaviour pattern. Most anticipate applications to be completed in under 15 minutes (Hosain et al., 2020 & Koleva, 2023). UGT also highlights

how significant communication qualities like social presence and informativeness are in creating an organization's social media appeal. For instance, communicating friendliness and offering beneficial information relevant to the task. The second theory is the Cue Utilization Theory, which describes that job applicants develop impressions of potential employers by decoding various signs or cues from firms' social media. The theory is at the root of comprehending how Generation Z determines the validity and authenticity of information, how it shapes how appealing they perceive an organization to be and whether they wish to apply or not. Gen Z makes decisions based on a variety of cues, including perceived transparency and the nature of the material (Alexander et al., 2019 & Oncioiu et al., 2022). Together, these theories form an overall framework. Cue Utilization Theory offers an understanding of how Gen Z evaluates and interprets organizational cues on social media, and UGT offers an understanding of why they utilize the platforms while searching for jobs. Finally, this integrated model affects Gen Z's behavioural intention to work by enabling effective career job attraction programs that meet their needs for transparency, direct communication, and applicable information (Koleva, 2023 & Alexander et al., 2019).

4.0 Review of Empirical Studies

4.1 Effectiveness of Social Media Recruitment

Jazimatul Husna et al. (2021) present an elaborate case study of PT Es Teh Indonesia Makmur's social media e-recruitment. They concluded that the social media recruitment process significantly increased the number of job applicants, beating business expectations and aiding swift expansion to 150 outlets in many cities by combining non-participant observation and literature review. It became easy to connect with a large and diversified population in particular among young job seekers because of the utilization of sites like Facebook, Instagram, Twitter, and TikTok. The study focuses on interactive content and interesting interaction since it refers to social media recruitment flexibility under the COVID-19 pandemic. The authors' method, which had integrated qualitative observation like audience participation with quantitative data like application volumes, and practice experience both in information and public relations support the findings. These findings are then furthered by Hosain et al. (2020), as they study the larger e-recruitment context in terms of social media framework. Their empirical study conducted on HR professionals' and job applicants' questionnaires comes to the conclusion that the employer's reputation and candidate experience are supported by social media platforms as well as ease recruiting processes. They also raise a word of warning that in

order to keep pace with the constantly changing digital trends, organizations have to keep making changes in their strategies. According to industry-specific data in the travel and tourism industry, Oncioiu et al. (2022) depict that social networks increasingly have important functions in online hiring. From their empirical evidence, companies that hired through social media reported increased rates of engagement and candidate-fit. In seeking to employ top performers, honesty and openness, the authors argue, are essential.

4.2 Content, Engagement and Authenticity

Content quality and type posted on social media are the main determinants of recruitment success. Jazimatul Husna et al. (2021) emphasize that engaging, creative, and visual content generates favorable attitudes to the company and encourages applications. Their research confirmed that vacancy announcements, company culture, and employee testimonials engage candidates most. Alexander et al. (2019) present a comparative perspective, illustrating that recruiters and job seekers evaluate social media content differently. Negative information such as references to illegal drugs, sexual content, and profanity was evaluated more negatively by recruiters than by job seekers, while positive information such as volunteering and being part of professional organizations was evaluated more positively by recruiters. This mismatch refers to the necessity for job candidates to manage their online data and for organizations to have clear policy on social media screening. Oncioiu et al. (2022) also highlight the importance of authenticity cues for e-recruitment. They establish that openness and consistency in communication enhance employer branding and increase the chances of attracting qualified applicants, particularly Generation Z.

4.3 Generation Z and E-Recruitment Expectation

Koleva (2023) presents a detailed examination of what Generation Z expects from e-recruitment. According to her research, Gen Z candidates strongly favour mobile-friendly applications and human touch, with strong prioritization of speed, ease, and transparency. The study also suggests that Gen Z is receptive to employers that use social media to showcase their culture, values, and employee experiences. Koleva warns, however, that businesses must balance authenticity and efficiency because Gen Z is also quick to disengage from those businesses that they perceive to be too corporate or inauthentic.

4.4 Synthesis and Critical Analysis

Empirical data from all five articles show how social media is ever more significant and useful for recruitment, particularly in dealing with Generation Z. While Alexander et al. (2019) and Oncioiu et al. (2022) bring to the fore the subtle variation in the way content and authenticity are perceived by job seekers and recruiters, Jazimatul Husna et al. (2021) and Hosain et al. (2020) provide cross-sector and real-life evidence of enhanced numbers of applicants and successful engagement. On a generational level, Koleva (2023) highlights how companies should rethink their recruitment strategies to suit the demands of digital natives. Despite these advantages, the research also acknowledges limitations. The generalizability of most studies is restricted by their industry or case study focus. Additional research must be undertaken to research social media recruitment's long-term effect, the extent to which organizational traits are involved, as well as the issues of privacy, information overload, and candidate bias.

5.0 Gaps in Literature

Even while our understanding of social media recruitment has increased significantly, a number of gaps in the research literature are yet to be filled. Firstly, most of the current research, such as the case study by Jazimatul Husna et al. (2021), tends towards the functionality of social media-based e-recruitment within certain industry or organizational contexts. Even as these studies indicate large jumps in number of applicants and gains in participation, they tend to include only sectoral or single-case analyses, which limits transferability of the findings to broader populations or multicultural and multi-economic contexts. Further comparative, cross-industry, and cross-cultural investigations are obviously needed to determine if the beneficial effects seen in one context can be generalized to another context (Hosain et al., 2020 & Oncioiu et al., 2022). The literature then tends to accentuate the advantages of social media recruitment, such as greater reach, quicker hiring, and improved company branding, with minimal emphasis on the disadvantages and challenges. For instance, there is no actual discussion of the drawbacks, such as information overload, the possibility of unsuitable applicants, or the difficulty in handling numerous online applications, even though Jazimatul Husna et al. (2021) and Oncioiu et al. (2022) report positive feedback and effective interaction. Further, little critical research exists testing the relative quality of candidates obtained through social media relative to more conventional recruitment processes, and their performance and turnover in the long term (Hosain et al., 2020; Koleva, 2023). Finally, not

much research has been done on privacy, professionalism, and ethics. With respect to the acceptability of social media screening and what kind of content is acceptable, Alexander et al. (2019) discovered wide discrepancies between recruiters and job candidates. But there is no literature analysis of how such discrepancies affect the equity of the hiring process, the candidate experience, and the organization's reputation. The ethical and legal limits of social media screening also require further investigation, particularly in light of the growing complexity and prevalence of digital footprints. Furthermore, there is a lack of empirical data regarding which particular tactics work best for various Gen Z subgroups or how these preferences might change over time, even though authenticity and content type are acknowledged as being essential for drawing in Generation Z candidates (Oncioiu et al., 2022 & Koleva, 2023). The majority of studies approach Generation Z as a homogeneous cohort, ignoring possible differences according to region, educational attainment, or career goals. Next, the empirical application of theoretical frameworks such as Uses and Gratifications Theory (UGT) and Cue Utilization Theory remains in its early stages. Although these theories are utilized to describe platform choice and content evaluation (Hosain et al., 2020; Koleva, 2023), few studies empirically test their assumptions or examine the interaction between user motivation, content cues, and app intentions in depth. Finally, the rapid rate of social media site and recruitment technology advancement provides a moving target for researchers. With new sites and capability becoming available, applicant behaviour and employer strategy will likely alter, requiring ongoing research and adaptation (Koleva, 2023). The study would be complemented by longitudinal research that investigates candidate and recruiter behaviour over time, and experiments that test the impact of new content forms, algorithms, and engagement behaviours.

6.0 Summary

In summary, the effectiveness of social media hiring, content approaches, and Generation Z job applicants' expectations are the main topic of this chapter's review of existing research on the subject. Utilizing social media websites like Facebook, Instagram, Twitter, and TikTok can really boost the number of applicants and interaction, particularly from the younger generations, according to numerous studies. The research further demonstrates that recruiters and job seekers vary in their perception of social media's place in the recruiting process, and it emphasizes the value of new, genuine information. In spite of these advances, more research is still needed on issues like privacy, long-term effects, and cross-cultural comparisons.

CHAPTER THREE

METHODOLOGY

1.0 Introduction

This chapter describes the systematic procedure adopted to study the effect of social media hiring strategies on job application tendency of Generation Z. This section of the research paper declares population, sampling techniques, data collection tools, analysis procedures, and research design. The research guarantees the reliability, replicability, and transparency of the findings by detailing these approaches in great detail. The chosen methodology is informed by established practices in social media recruitment research and is tailored to address the specific objectives of examining Generation Z's behaviours and preferences in the digital recruitment landscape

2.0 Research design

The research design refers to the comprehensive strategy for logically linking the various components of the study. This study adopts a quantitative approach, utilizing a structured survey questionnaire to collect data from participants. This method enables the statistical examination of the relationships between social media recruitment strategies and Generation Z's intention to apply for jobs. The use of structured questionnaires ensures uniformity in data collection, making it easier to compare responses and draw valid conclusions. The quantitative approach was chosen because it allows for objective analysis and the potential to generalize findings to a larger population, provided the sample is representative.

Research Design	Research Objective	Analysis	Sample Population
First phase: Pilot Study Using quantitative study	To evaluate the accuracy and consistency of the question designed for inclusion in survey for a major research project.	Cronbach's Alpha.	Generation Z in Kuching, Sarawak.
Second phase: Actual study	To investigate how social media recruitment strategies (independent variable) relate	Spearman's Rho Correlation.	Generation Z in Kuching, Sarawak.

	to generation's z intention to apply (dependent variable)		
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Table 1: Overview of research design

3.0 Population, Sample Size and Sampling Method

3.1 Research population and sample size

The target population for this study consists of Generation Z individuals, specifically those aged between 18 and 28 years old, who are either currently employed, seeking employment, or engaged in internships. Based on statistic, the population for this research are 116792. Participants are drawn from various backgrounds to ensure a diverse range of experiences and viewpoints on social media recruitment. The sample size is determined using the Krejcie and Morgan (1970) formula, which provides a methodical way to calculate a suitable sample size for a given population. For this study, a sample of 384 respondents is selected to provide adequate statistical power and to enhance the validity and reliability of the results. This approach is frequently employed in social science research to ensure the sample accurately reflects the larger population.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3200	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Figure 2: Krejchie and Morgan (1970)

3.2 Sampling Method

Convenience sampling is utilized in this study in choosing participants from the target population. Convenience sampling's effectiveness and practicability in gaining several respondents within a relatively short space of time using available resources make it the most desired method. The survey link is shared via top-tier social media sites like Facebook, Instagram, TikTok, and WhatsApp that are easily accessible to potential respondents and highly used among Generation Z. The method ensures the sample collects active social media users relevant to the study goals by enabling the researcher to gather data from willing and available respondents. Even though convenience sampling may limit the generalizability of the result, it is appropriate for exploratory research and is extensively used in social science research when it is not feasible to use random sampling.

4.0 Data Collection Procedure

An online Likert-scale item questionnaire with a structured format is used in data collection after having initially been developed from already validated measures. The attitudes of the participant toward different methods of hiring via social websites, the perceived recruitment messages, and the willingness of the participant to respond to employment opportunities posted on these sites are to be measured using the questionnaire. All participants are given an informed consent form before starting the study, and only those who willingly agree to its provisions do so. Data collection is made easier through efficient data collection using an online survey, which also makes handling and analysis of responses easier.

5.0 Data Analysis

The Statistical Package for the Social Sciences (SPSS) software version 29.0 is used for tallying and analysing responses upon data collection. Central tendency measures and frequencies are some of the descriptive statistics that are computed to provide an overview of the sample's attributes and distribution of responses. Spearman rho correlation test is used to determine the correlation between the dependent variable intention to find employment and independent variables such as use of the platform, content type and perceived authenticity. Likert scales are widely used in questionnaires, and this statistical test is suitable in determining the direction and magnitude of relationships among ordinal variables.

6.0 Limitation

All stages in the research process are guided by ethical stipulations. Firstly, in research ethics, secrecy entails some obligatory elements that must be followed in an attempt to guard the privacy of respondents as well as ensure data quality gathered. To prevent any unjustified linking of given information with personal details, confidentiality laws start by securely storing consent forms, which are to be kept separately from survey results. To allow privacy for the participants and ethical practice, this separation is vital. To ensure the security of sensitive details, electronic security is required. All equipment utilized for the analysis and storage of data must have current antivirus software. This protection offers confidentiality and integrity to the data collected by preventing data breaches or corruption through malware or other internet-based attacks. The questionnaire should start with a brief but comprehensive explanation of the study, its purpose, participation duration, and data use policy, to be able to request informed consent. There has to be a consent mechanism, like a button or a checkbox stating "I agree to participate," at the start of the survey. It needs to be configured so the tool will not proceed without active consent from the participant. The survey web page will electronically record the date and time of each respondent's assent, which will serve as consent. While this method is acceptable for low-risk online research for the most part, it is a good idea to look to the respective institutional ethics review board to ensure compliance with some requirements. This method provides efficient and ethical informed consent in online research environments.

7.0 Summary

This study is quantitative in nature with a set of structured survey questionnaires to examine the relationship between social media recruitment practice and Generation Z job application intention. The process consists of two steps: pilot study for pilot-testing the questionnaire items' reliability and validity, and main study to assess the variable relationships. It is measured from a sample of Generation Z respondents, who were selected by convenience sampling and approached through popular social media platforms. Data are analysed using descriptive and inferential statistics such as Spearman's rho correlation and regression analysis with the help of SPSS software. Ethical controls such as informed consent and confidentiality are kept strictly in check during research.

CHAPTER FOUR

RESULT

1.0 Introduction

This chapter provides a summation of the findings of a study examining the impact of social media recruitment strategies on Generation Z's job application intention in Kuching. The results speak to the interrelations between the use of social media platforms, the type of content, perceived authenticity, and job application intention. They are organized based on the purpose of the study. Demographic variables of the participants and values assigned to key variables are summed using descriptive statistics. Subsequently, Spearman's rho correlation analysis is carried out with a view to exploring direction and magnitude of correlations between key variables of interest. A proper understanding of Generation Z's job-seeking attitude in accordance with social media recruitment variables is provided by the results, which are tabulated and discussed.

2.0 Demographic characteristic

2.1 Age

Age Group	Frequency	Percentage (%)
18-20	48	12.4
21-23	160	41.5
24-26	120	31.1
27-28	58	15.0

Table 2: Respondent's age

The age variable ensures that the sample accurately represents Generation Z, the focus of this study. As shown in Table 2, the majority of respondents are aged 21–23 years (242 respondents, 62.7%), followed by those aged 24–25 years (90 respondents, 23.3%), and 18–20 years (54 respondents, 14.0%). This confirms that the study's findings are highly relevant for Generation Z, as over 85% of respondents fall within the 21–25 age range. This allows for meaningful analysis of social media recruitment strategies as experienced by this generational cohort.

2.2 Gender

Gender Group	Frequency	Percentage (%)
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Female	181	46.9
Male	205	53.1

Table 3: Respondent's gender

The gender question helps assess whether there are differences in social media recruitment perceptions between male and female respondents. Table 3 shows that 226 respondents (58.5%) are female and 160 respondents (41.5%) are male. This relatively balanced gender distribution allows the study to capture a broad range of perspectives and ensures that the results are not biased toward one gender.

2.3 Highest Education Level

Highest Education Level Group	Frequency	Percentage (%)
High school	51	13.2
Diploma/ Certificate	123	31.9
Bachelor Degree	191	49.5
Master Degree or higher	21	5.4

Table 4: Respondent's Highest Education Level

The education level question determines the respondents' academic background, which may influence their familiarity with social media platforms and digital recruitment processes. Table 4 reveals that the majority of respondents hold a Bachelor's degree (191 respondents, 49.5%), followed by those with a Diploma (123 respondents, 31.9%), High School (51 respondents, 13.2% and Master Degree or Higher (21 respondents, 5.4%). This indicates that most participants are well-educated, which is relevant for understanding their engagement with and perceptions of social media recruitment content.

2.4 Current Employment Status

Current Employment Status	Frequency	Percentage (%)
Full-time	84	21.8
Part-time	110	28.5
Internship	71	18.4
Self-employment	80	20.7
Unemployed	41	10.6

Table 5: Respondent's Current Employment Status

The current employment status question is designed to capture the range of workforce engagement among respondents. Table 5 shows that out of 386 respondents, 84 (21.8%) are employed full-time, 110 (28.5%) are employed part-time, 71 (18.4%) are undertaking internships, 80 (20.7%) are self-employed, and 41 (10.6%) are unemployed.

3.0 Descriptive Statistic

3.1 Descriptive statistic of social media platform usage

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social_Media_Platform_Usage	386	18.00	53.00	33.7254	4.82550
Valid N (listwise)	386				

Figure 3: Descriptive statistic for social media platform usage

Based on Figure 3, the descriptive statistics for social media platform usage among 386 respondents show that the scores have a range of 35 (calculated as the maximum score of 53 minus the minimum score of 18). The mean score is 33.73 with a standard deviation of 4.83. This indicates that, on average, respondents reported a moderate level of social media platform usage, with most scores clustering around the mean. The relatively small standard deviation suggests that the majority of respondents have similar usage patterns, with only moderate variability in their responses. Overall, these results reflect a consistent trend of moderate social media platform usage within the sample, with the scores spread across a range of 35 points.

3.2 Descriptive statistic of content type

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Content_Type	386	17.00	45.00	27.9404	5.02090
Valid N (listwise)	386				

Figure 4: Descriptive statistic of content type

Based on Figure 4, the descriptive statistics for content type among 386 respondents show that the scores have a range of 28 (calculated as the maximum score of 45.00 minus the minimum score of 17.00). The mean score is 27.94 with a standard deviation of 5.02. This

indicates that, on average, respondents reported a moderate level of engagement with different content types, with most scores clustering around the mean. The standard deviation suggests there is some variability in how respondents interact with various content types, but most responses are relatively close to the average. Overall, these results reflect a moderate and somewhat consistent pattern of content type engagement within the sample, with the scores distributed across a range of 28 points.

3.3 Descriptive statistic for perceived authenticity

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived_Authenticity	386	11.00	30.00	19.7358	3.48617
Valid N (listwise)	386				

Figure 5: Descriptive statistic of perceived authenticity

Based on Figure 5, the descriptive statistics for perceived authenticity among 386 respondents show a range of 19 (calculated as the maximum score of 30.00 minus the minimum score of 11.00). The mean score is 19.74 with a standard deviation of 3.49. This suggests that, on average, respondents perceived a moderate level of authenticity, with most scores clustering around the mean. The standard deviation indicates that there is some variability in how respondents perceive authenticity, but most responses are relatively close to the average. Overall, these results reflect a moderate and fairly consistent perception of authenticity within the sample, with scores distributed across a range of 19 points.

3.4 Descriptive statistic of intention to apply

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Intention_To_Apply	386	10.00	25.00	18.3886	2.71011
Valid N (listwise)	386				

Figure 6: Descriptive statistic of intention to apply

Based on Figure 6, the descriptive statistics for intention to apply among 386 respondents show a range of 15 (calculated as the maximum score of 25.00 minus the minimum score of 10.00). The mean score is 18.34 with a standard deviation of 2.71. This indicates that, on

average, respondents reported a moderate intention to apply, with most scores clustering around the mean. The relatively small standard deviation suggests that the majority of respondents share similar intentions, with limited variability in their responses. Overall, these results reflect a consistent and moderate level of intention to apply within the sample, with scores spread across a range of 15 points.

4.0 Spearman's rho correlation coefficient

Correlations

		Social_Media_Platform_Usage	Content_Type	Perceived_Authenticity	Intention_To_Appl
Spearman's rho	Social_Media_Platform_Usage	Correlation Coefficient	1.000	.241***	.200***
		Sig. (2-tailed)	.	<.001	<.001
		N	386	386	386
	Content_Type	Correlation Coefficient	.241***	1.000	.289***
		Sig. (2-tailed)	<.001	.	<.001
		N	386	386	386
	Perceived_Authenticity	Correlation Coefficient	.200***	.289***	1.000
		Sig. (2-tailed)	<.001	<.001	.
		N	386	386	386
	Intention_To_Appl	Correlation Coefficient	.147***	.132***	.136***
		Sig. (2-tailed)	.004	.009	.007
		N	386	386	386

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

Figure 7: Spearman correlation for social media platform usage, content type, perceived authenticity and intention to apply.

Figure 7 above shows the Spearman correlation for social media platform usage, content type, perceived authenticity, and intention to apply. Firstly, the Spearman's rho correlation analysis revealed a weak but statistically significant positive relationship between social media platform usage and intention to apply ($\rho = 0.147$, $p = 0.004$, $N = 386$). This suggests that individuals who use social media platforms more frequently tend to have a slightly higher intention to apply, although the strength of this association is modest. Similarly, content type was found to have a weak yet significant positive correlation with intention to apply ($\rho = 0.132$, $p = 0.009$, $N = 386$). This indicates that more engaging or varied recruitment content is associated with a slight increase in respondents' intention to apply, highlighting the potential influence of content characteristics on application intentions. Next, perceived authenticity also demonstrated a weak but statistically significant positive relationship with intention to apply ($\rho = 0.136$, $p = 0.007$, $N = 386$). This finding suggests that as respondents perceive recruitment

content to be more authentic, their intention to apply increases slightly, emphasizing the role of authenticity in shaping application behaviour. Overall, while all three independent variables, social media platform usage, content type, and perceived authenticity are positively and significantly associated with intention to apply, the relationships are consistently weak in strength, indicating that other factors may also play important roles in influencing application intentions.

5.0 Summary

The findings of the study of the influence of social media recruitment practice on Generation Z's intention to apply for a job in Kuching were the subject of this chapter. Descriptive statistics were used in describing the demographic profiles of respondents as well as aggregating their social media use behaviours, their favourite content, and their perceptions towards authenticity within recruitment content. The findings indicated that the respondents represented a representative cross-section of backgrounds and work statuses and hence presented a balanced view of Generation Z within the region.

CHAPTER FIVE

DISCUSSION

1.0 Introduction

Results of this research, which tested the predictors of Generation Z's propensity for applying social media recruitment practices to gain employment, are presented entirely in this chapter. The three research aims that test the correlation between intention to apply and social media site use, analysing the correlation between content type and intention to apply, and testing correlation between perceived authenticity and intention to apply are the organization of the discussion. Results from this Spearman's rho correlation study are interpreted relative to previous research by authors such as Alexander et al. (2019) and Jazimatul Husna et al. (2021).

2.0 Discussion of Key Findings

The main research objective was to explore the relationship between the frequency of use of social media websites and Generation Z's intention to seek employment. Spearman's rho correlation test revealed a statistically significant but weak positive correlation ($\rho = 0.147$, $p = 0.004$, $N = 386$), which means that individuals using social media websites more frequently have a little higher intention to seek job postings on the sites. While the size of this connection is small, it illustrates the significance of social media as a recruitment tool, especially among Generation Z, who are digital natives and rely heavily on these websites for news and opportunity. This study supports the results of Jazimatul Husna et al. (2021), whose case study in PT Es Teh Indonesia Makmur was notable in demonstrating that employment social media use increased the number of applicants and also intensified interactions with prospective applicants. Their research proved that platforms like TikTok, Instagram, Facebook, and Twitter were good tools to attract a broader and diverse set of candidates, comparable to the outcomes of traditional recruitment methods.

The second question of research examined the association between Generation Z's job application intention and the content that they share on social media. A likewise small but statistically significant positive correlation was also found in the research ($\rho = 0.132$, $p = 0.009$, $N = 386$), indicating that respondents' tendency to apply is somewhat greater when they observed more interesting or diversified job information. This result is in concordance with that of Alexander et al. (2019), whose study emphasized the relevance of high-quality and fitting content in the formation of the perceptions of recruiters and job seekers. Social media

platforms' positive, professional, and interesting content may have the potential to drive the probabilities of successful employer-candidate matches, according to their findings. Gen Z would likely look into applying for a position if they are presented with innovative, educational, and visually appealing content, according to the study's findings. The low strength of the correlation, however, also suggests that content type in isolation will not be a predictor; more probably, it will act in conjunction with other predictors like platform preference and perceived message legitimacy.

The third research question addressed the relationship between application intention and perceived authenticity of recruitment material. The Spearman's rho test found a weak but statistically significant positive correlation ($\rho = 0.136$, $p = 0.007$, $N = 386$), which indicates that respondents' application intention increases with the degree to which they perceive recruitment material as more authentic. This result contributes to the growing body of literature concerning the importance of authenticity in employer branding. Authenticity, openness, and honesty in communications contribute to building trust with potential applicants, which attracts Generation Z to companies, as they seem to value honesty and ethics in the workplace. Jazimatul Husna et al.'s (2021) work corroborates this standpoint in that the authors observed audience appreciation and successful engagement were credited to the perceived transparency and credibility of the company's social media presence.

3.0 Comparison with Previous Study

These findings are overall consistent with prior research on social media recruitment, but they also highlight certain important nuances. The study of Jazimatul Husna et al. (2021) demonstrated social media's capacity to increase recruitment reach and enhance applicant flow, particularly if companies adapt their strategy to fit the preferences and traditions of younger potential candidates. Their PT Es Teh Indonesia Makmur case study proved that utilization of several platforms generated more candidates than conventional promotion and created positive candidate interaction and feedback. The conclusion of the present study's statistically significant but weak relationship between application intention and platform use suggests that while social media is a very important medium, it may not have the capability to work alone in facilitating application intentions for Generation Z. There may be other variables such as job characteristics, organizational reputation, and financial conditions that could be significant. Similarly, content type findings are in line with the study of Alexander et al. (2019), where they determined that social media content type impacts both recruiters and job seekers. Their

research highlighted the importance of positive, professional, and interesting content in affecting impressions and directing results in employment. But they also discovered differences between how recruiters and applicants measure content, where recruiters prioritize professionalism and absence of anti-social behaviour, while applicants pay more attention to privacy and the freedom to control their online presence. The results of this research show that engaging content has the ability to increase intention to use, but organizations also have to take into account the privacy and authenticity expectations and wishes of the target group. The authenticity aspect is also reflected in the results of this research as well as by previous research. As organizations wrestle to find the best talent in a hyperactive online talent pool, having the capacity to convey genuine values and an open employer brand is a precious commodity. The modest but notable correlation discovered between perceived authenticity and application intention in this study indicates authenticity as a possible differentiator, if not the sole driver of application behaviour. This is again echoed in the paper of Jazimatul Husna et al. (2021), where it was stated that actual interactions and open communication were key drivers of effective recruitment processes.

4.0 Implications, Limitations, and Recommendations

The results of this study have a number of important implications for companies seeking to hire Generation Z workers through social media recruitment. Research shows that a participative and active presence on traditional social media platforms is key, with frequent usage being associated with a stronger intention to adopt among Generation Z. However, organizations need to be mindful that usage of platforms alone will not be enough, but that it needs to be complemented by quality, innovative, and relevant content appealing to the target group. The strong positive correlation between content type and intention to use highlights the importance of recruitment communications that are not only informative but also visually oriented and sensitive to the target audience's interests and values.

Besides, the study underscores the importance of authenticity in recruitment communications. Considering that Generation Z values honesty and integrity, businesses that focus on genuine involvement and transparent communication will be more successful at obtaining candidates from this generation. This applies particularly in an era where suspicion towards business communication is pervasive and applicants are being more selective when considering potential employers.

Despite these affluent findings, the study is not immune to limitations. The weak but statistically significant correlations between the variables meant that there might be other factors, not investigated in this study, that influence Generation Z's intention to apply for a job. Among such factors are job security, anticipated pay, organizational culture, and peer influence, which are expected to be important and hence warrant further investigation. Secondly, the measurement using self-report data risked response bias such that the participants gave socially desirable answers rather than their real intentions or actions. The sample was also limited to Generation Z participants, which is likely to limit the external validity of the findings to other age groups or cultures.

Considering these limitations, the following research suggestions for the future can be made. Future research can utilize a mixed-methods design and employ quantitative questionnaires alongside qualitative interviews or focus groups in order to explore Generation Z job applicants' motivation and preferences more effectively. Future research can further investigate the impact of other factors, such as employer prestige, organizational culture, and economic situation, on application intentions. Comparative study between generations or between industries would further enhance understanding of how social media recruitment campaigns can be tailored to particular audience segments. Finally, longitudinal studies might help assess the long-term effectiveness of social media recruitment and its impact on actual hiring, as compared to external and self-reported methods.

5.0 Conclusion

In conclusion, this study has unveiled the inconspicuous impact of social media on Generation Z's application intention. The findings consistently indicate that while the usage of social media platforms, content types, and perceived authenticity are statistically significant factors, their effect on application intentions is comparatively weak. Yet, these correlations should not be minimized, since collectively they indicate the new face of recruitment in the age of the internet, particularly for a generation so attuned to online communication and branding. The results contribute to the growing body of literature demanding the incorporation of social media into recruitment processes. As shown by Jazimatul Husna et al. (2021), companies that are able to utilize social media websites are not only able to increase their pool of applicants but also increase engagement and favourable attitudes among job applicants. Similarly, the findings by Alexander et al. (2019) indicate content quality and authenticity, which are both treated in the present study to have the capacity to add subtly yet deeply to Generation Z's

application intention. In practical terms, organizations willing to employ young workers ought to invest in being socially active, engaging, and authentic. While platform utilization, content format, and truthfulness separately are not necessarily going to guarantee an application flood, they are also critical components of an integrated, more cohesive recruitment strategy. Employers must be continually honing their strategies, considering digitally native talent's concerns and requirements, while being sensitive to the needs of transparency and ethical communication as well. Limitations of the study, including the weakness of the correlations drawn and reliance on self-report scales, are a testament to the complexity of recruitment behaviour and to further research having to be done. More variables need to be examined and qualitative methods explored in future studies in an attempt to gain a deeper insight into the motivations of Generation Z applicants. Comparative research by generation and industry would likewise improve the understanding of how digital hiring practices can best be optimized across various publics. Lastly, this research is pertinent in adding to the current academic and practitioner literature of e-recruitment by providing insights into the intricate impact of social media in shaping application intentions of Generation Z. As the recruitment industry continues to evolve, organizations that stay ahead in comprehending and responding to the alterations will perform better in talent attraction and retention of the future workforce.

6.0 Summary

In summary, it has presented the study's key findings in relation to literature and research objectives. The results of the study indicate that use of social media platforms, content type, and perceived authenticity all have a weak but statistically significant positive relationship with Generation Z's job application intention. These findings highlight the importance of online engagement, creative content, and authenticity in new recruitment strategies focused on younger employment seekers. The low strength of these relationships means, however, that a multi-dimensional strategy is needed, combining digital approaches with other effective approaches to recruitment. The chapter concludes by acknowledging the study's limitations and offering suggestions for future studies, thereby contributing to the current academic and practical discourse regarding e-recruitment and talent acquisition in the digital age.

The Relationship Between Social Media Recruitment Strategies and Intention to Apply among Generation Z

Hi! My name is Veronica Magdelina anak Mavin
from Universiti Malaysia Sarawak.

You are invited to participate in a research study about how social media affects your job search and application decisions. This survey is voluntary and should take 10–15 minutes to complete. You will answer questions about your social media use, preferences for job posts, how authentic you find them, and your intention to apply for jobs advertised on social media. Your answers will be anonymous and confidential. No personal information will be collected, and your responses will be used only for research purposes. You can choose not to participate or stop at any time without any penalty. There are no right or wrong answers. Please answer honestly.

If you have any questions about this study, please contact me at veronicamavin@gmail.com or you can contact me through WhatsApp <https://Wa.me/60198175946>

* Indicates required question

1. Do you agree to participate in this survey? *

Mark only one oval.

- ☐ Yes *Skip to question 2*
☐ No *Skip to section 2 (Thank you! You have successfully declined.)*

Thank you! You have successfully declined.

The following questions ask about some basic information about you. This demographic information helps me to understand the background of my respondents and analyze the results more accurately. Your answers will be kept confidential and used only for research purposes.

2. Age

Mark only one oval.

☐ 18-20

☐ 21-23

☐ 24-26

☐ 27-28

3. Gender

Mark only one oval.

☐ Female

☐ Male

4. Highest Education Level

Mark only one oval.

☐ High School

☐ Diploma/ Certificate

☐ Bachelor's Degree

☐ Master's Degree or Higher

5. Current Employment Status

Mark only one oval.

☐ Full-time

☐ Part-time

☐ Internship

☐ Self-employed

☐ Unemployed

6. Are you actively searching for jobs on social media?

Mark only one oval.

- ☐ Yes
☐ No

Section 1: Social Media Platforms Used for Job Search

The following statements are about your use of social media platforms when searching for jobs. Please indicate how much you agree or disagree with each statement by selecting the number that best represents your opinion.

7. How often do you see job openings posted on the following social media platforms?

Mark only one oval per row.

	Very Rarely	Rarely	Not Sure	Often	Very Often
Facebook	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
LinkedIn	☐	☐	☐	☐	☐
TikTok	☐	☐	☐	☐	☐

8. How often do you use the following platforms to search for jobs?

Mark only one oval per row.

	Never	Rarely	Sometimes	Often	Always
Facebook	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
LinkedIn	☐	☐	☐	☐	☐
TikTok	☐	☐	☐	☐	☐

9. Which social media do you most prefer for job searching?

Mark only one oval.

- ☐ Facebook
☐ Instagram
☐ LinkedIn
☐ TikTok

10. I follow company pages or career pages on social media to look for job opportunities.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

11. I have previously applied for jobs through links or pages I saw on social media.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

Section 2: Influence of Social Media Content on Application Decision

The following statements relate to the types of content you see on social media when searching for jobs. Please indicate how effective each statement based on your own experience.

12. How often do you see the following types of job-related content posted by companies on social media?

Mark only one oval per row.

	Very Rarely	Rarely	Not sure	Often	Very Often
Company culture videos	☐	☐	☐	☐	☐
Employee testimonials	☐	☐	☐	☐	☐
Job description	☐	☐	☐	☐	☐
Interactive posts (polls, Q&A)	☐	☐	☐	☐	☐
Behind-the-scenes content	☐	☐	☐	☐	☐

13. How often do you engage(like, comment, share, click) with the job-related posts on social media?

Mark only one oval.

- ☐ Never
☐ Rarely
☐ Sometimes
☐ Often
☐ Always

14. I am more likely to pay attention to job posts that include videos or images.

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

15. I am more likely to engage with job posts that ask for comments or feedback.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

16. I have clicked on a job post on social media to learn more about the company or position.

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

Section 3: Perceived Authenticity of Social Media Recruitment Posts

This section focuses on your perception of how genuine and trustworthy social media job posts are. Please indicate how much you agree or disagree with each statement regarding

17. The social media content posted by companies feels genuine and honest.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

18. Employee testimonials on social media seem authentic and trustworthy.

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

19. Companies that openly share behind-the-scenes content appear more transparent.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree
-

20. I trust the companies more when they respond to comments and questions on social media.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

21. I believe social media posts accurately reflect what it is like to work at the company.

Mark only one oval.

- ☐ Strongly Disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly Agree

22. I verify job information from social media with other sources before applying.

Mark only one oval.

- ☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

Section 4: Intention to Apply for Jobs Via Social Media

23. Please indicate your agreement with the following statements:

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Social media content from a company increases my intention to apply for their jobs.	☐	☐	☐	☐	☐
I am likely to apply for jobs I find through social media platforms.	☐	☐	☐	☐	☐
I prefer to apply to companies that actively engage with followers on social media.	☐	☐	☐	☐	☐
I often share job postings on social media that interest me.	☐	☐	☐	☐	☐
I would recommend companies with	☐	☐	☐	☐	☐

Thank you very much for taking the time to complete this survey. Your feedback is highly valuable and will help me better understand the use of social media in job recruitment among Generation Z in Kuching.

This content is neither created nor endorsed by Google.

Google Forms

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