



A Study On Measuring The Effectiveness Of Online Recruitment System

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ABSTRACT: This study aims to measure the effectiveness of the online recruitment system at Team Lease Digital, a leading digital staffing solutions provider in India. With the growing adoption of technology in talent acquisition, it is essential to evaluate whether online recruitment platforms truly offer advantages in terms of hiring efficiency, quality of hires, user satisfaction, and overall process optimization. The primary objective is to assess the efficacy of Team Lease Digital's technology-enabled recruitment process, while secondary objectives include evaluating recruitment outcomes such as time-to-hire, cost-efficiency, retention rates, user experience, and identifying best practices and challenges in the implementation of online systems. The study employs a descriptive research design and uses both primary and secondary data sources. Primary data was collected through a structured questionnaire using close-ended questions, targeting a sample of 196 respondents selected from a total population of 400 using simple random sampling, as per Morgan's table. Secondary data was gathered from organizational records and relevant literature. The collected data was analyzed using non-parametric statistical tools, due to the data's non-normal distribution as verified by the Kolmogorov–Smirnov test. The tools used for analysis include the Kruskal-Wallis H Test, and Correlation Analysis. These tools were employed to examine relationships and differences across variables such as recruiter satisfaction, system usability, and recruitment outcomes.

Keywords: efficiency, effectiveness, challenges, satisfaction, optimization

INTRODUCTION: This study focuses on measuring the effectiveness of online recruitment systems, with a particular emphasis on how these platforms compare to traditional recruitment methods in terms of hiring speed, cost efficiency, and quality of hires. Key indicators such as retention rates, employee performance, and employer satisfaction will be analyzed to assess the outcomes of hires made through online platforms. Additionally, the study explores recruiters' experiences with these systems, including usability, accessibility, and responsiveness, which are critical to adoption and overall satisfaction.

By identifying the success factors and challenges in implementing online recruitment systems, this research also aims to provide actionable insights and best practices for organizations seeking to optimize their recruitment strategies. Ultimately, the study contributes to a deeper understanding of how digital tools are reshaping the hiring landscape and the strategic implications for human resource management.

In today's digital era, the recruitment landscape has undergone a significant transformation with the widespread adoption of online recruitment systems. As organizations strive to attract top talent in an increasingly competitive job market, technology-driven hiring platforms have emerged as crucial tools for streamlining the recruitment process. Online recruitment systems offer a range of functionalities—from job posting and applicant tracking to automated screening and data analytics—aimed at improving hiring efficiency, reducing costs, and enhancing candidate experience. The online recruitment process refers to the use of internet-based platforms and digital tools to attract, evaluate, and hire candidates for job positions. With

the rapid advancement of technology and the widespread use of the internet, online recruitment has become an essential component of modern human resource management. This method streamlines traditional hiring practices by allowing organizations to reach a wider talent pool, reduce hiring costs, and speed up the selection process. Common elements of online recruitment include job postings on company websites, job portals, social media platforms, and the use of applicant tracking systems (ATS). As businesses increasingly compete for top talent, the efficiency and accessibility of online recruitment offer significant advantages in identifying and engaging qualified candidates across diverse geographical locations.

OBJECTIVES OF THE STUDY:

- To evaluate the efficiency of online recruitment platforms in reducing hiring time and cost compared to traditional recruitment methods.
- To evaluate the effectiveness of online recruitment systems by analysing the quality of hires through retention rates, performance outcomes, and employer satisfaction.
- To examine user experience and satisfaction of recruiters with online recruitment systems, focusing on ease of use, accessibility, and responsiveness.
- To identify key success factors and challenges in the implementation of online recruitment systems.
- To identify best practices for optimizing the effectiveness of online recruitment systems.

NEED FOR THE STUDY:

The need for this study on measuring the effectiveness of the online recruitment process arises from Organizations need evidence-based insights to determine whether online recruitment platforms truly deliver on their promise of efficiency and effectiveness compared to traditional methods. There is limited empirical research on how these platforms influence key outcomes such as employee retention, job performance, and overall hiring satisfaction. Recruiters' experiences with these systems—including usability and system responsiveness—are often overlooked but are critical for sustained adoption and optimal utilization.

LITERATURE REVIEW:

1. Andi Adawiah (2024) ; This study primarily focuses on the impact of e-recruitment implementation on company credibility, candidate selection efficiency, process transparency, and job applicants' perspectives. Each of these aspects plays a crucial role in influencing how companies build their image, manage candidate selection processes, and how applicants respond to and interact with online recruitment processes. This study employs a mixed-method approach, collecting quantitative data from questionnaires and qualitative insights from interviews with respondents.

2. Gouda, Sanjay Kumar(2024) ; A modern organization would be negligent without a human resources (HR) department. Numerous studies indicate that the HR department is essential to a company's performance. Recruitment is a vital function of the HR department since it emphasizes "integrating individuals into the organization." This study paper aims to analyze the impact of E-Recruitment and recent technological breakthroughs on the recruitment process, highlighting their facilitation of HR managers' tasks in contemporary settings.

3. Priya (2024) ; E-recruitment has emerged as a transformative force in modern Human Resource Management (HRM), revolutionizing traditional hiring practices and significantly impacting organizational effectiveness. This paper presents a comprehensive analysis of the impact of e-recruitment on HRM effectiveness, focusing on key areas such as talent acquisition, cost efficiency, process optimization, data-driven decision-making, candidate experience, and employer branding.

4. Tahani Saleh Alahmadi (2024) ; The human resource department is among the crucial units in organizations. Through the department, companies conduct recruitment and selection processes to ensure that they hire people with appropriate skills and other attributes to fit in workplace cultures. The study reviews the effects of e-recruitment on the performance of human resource units in multinational companies. Due to the rising utilization of modern technologies in organizational processes, e-recruitment has emerged as a way of using the Internet to identify suitable individuals to fill vacancies in companies.

RESEARCH METHODOLOGY

This study adopts a Descriptive Research Design using Simple Random Sampling technique. A sample of 196 employees was selected based on the Krejcie and Morgan table.

Data Sources:

Primary data: Collected by circulating the questionnaire through email using google form.

Secondary data: Sourced from articles, journals and magazines.

Tools Used:

Normality: Normality test was conducted using SPSS and it indicates non-normal distribution i.e., ($P < 0.05$).

Statistical Tools: Kruskal-Wallis H test and correlation.

Software Used: Google sheet and SPSS 16.

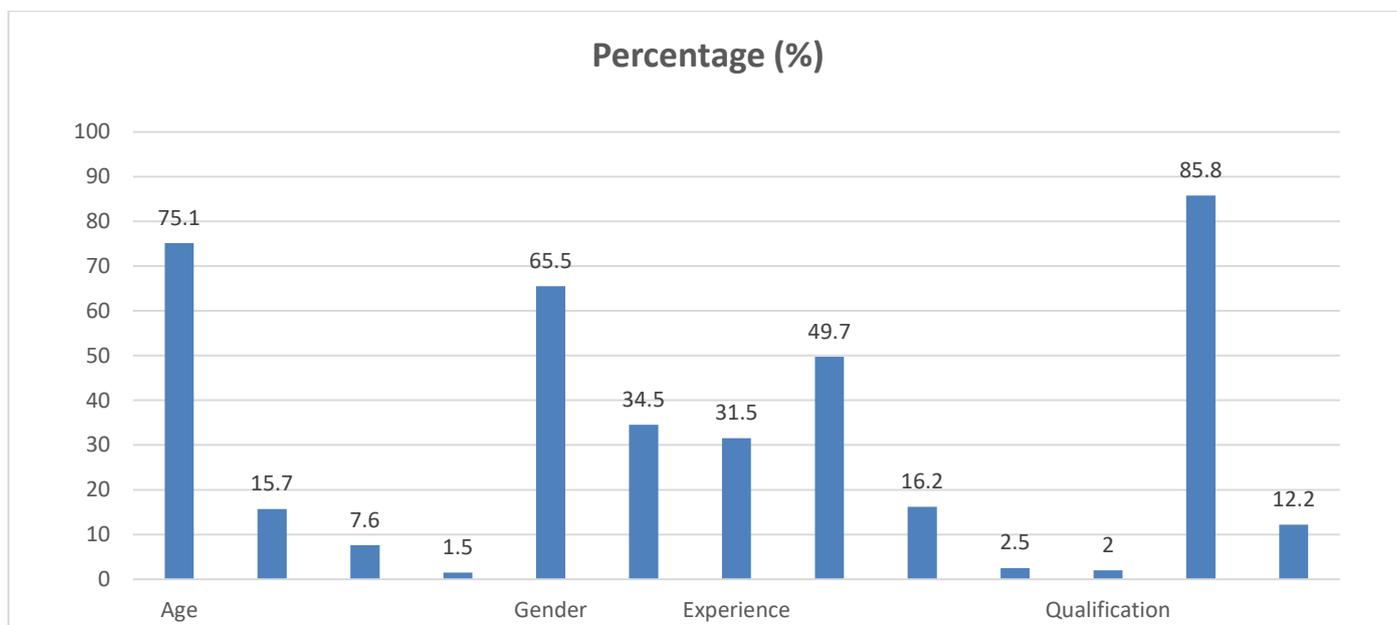
DATA ANALYSIS AND INTERPRETATION**Demographics data**

| Categories | Sub categories | No. of respondents | Percentage (%) |
|---------------|-----------------------|--------------------|----------------|
| Age | Below 25 | 148 | 75.1 |
| | 26-35 | 31 | 15.7 |
| | 36-45 | 15 | 7.6 |
| | Above 45 | 3 | 1.5 |
| Gender | Male | 129 | 65.5 |
| | Female | 68 | 34.5 |
| Experience | Less than 1 | 62 | 31.5 |
| | 1-3 | 98 | 49.7 |
| | 3-5 | 32 | 16.2 |
| | More than 5 | 5 | 2.5 |
| Qualification | Diploma | 4 | 2 |
| | Undergraduate | 169 | 85.8 |
| | Postgraduate | 24 | 12.2 |
| Total | All categories | 197 | 100 |

Table 1: Demographic data of the respondents

Findings:

From the above table, it is found that 75.1 percent of the respondents are between the age group of Below 25, 15.7 percent of the respondents are between the age group of 26-35, 7.6 percent of the respondent are between age group of 36-45, 1.5 percent of the respondent are between age group of above 46, From the above table, it is found that 65.5 percent of the respondents are male, and 34.5 percent of the respondents are female, From the table, it is found that 31.5 percent of the respondents reported having less than 1 year of experience, 49.7 percent of the respondents reported having 1–3 years of experience, 16.2 percent of the respondents reported having 3–5 years of experience, and 2.5 percent of the respondents reported having more than 5 years of experience, From the table, it is found that 3 percent of the respondents responded as diploma, 85.8 percent of the respondents responded as undergraduate, 12.2 percent of the respondents responded as postgraduate.



inference:

The majority of the population are between the age group Below25 (75.1%). The majority of the respondents are male (65.5%). The majority of the population are 1-3 years (49.7%). The majority of the population are undergraduate (85.8%).

KRUSKAL-WALLIS H TEST

Null hypothesis(H₀) –: There is no significant difference between mean ranks of categories of Age group with respect to efficiency of online recruitment platforms in reducing hiring time and cost, effectiveness of online recruitment systems by analysing the quality of hires, satisfaction of recruiters with online recruitment systems, success factors and challenges in the implementation, effectiveness of online recruitment optimizing

Alternative hypothesis (H₁) –: There is significant difference between mean ranks of categories of Age group with respect to efficiency of online recruitment platforms in reducing hiring time and cost, effectiveness of online recruitment systems by analysing the quality of hires, satisfaction of recruiters with online recruitment systems, success factors and challenges in the implementation, effectiveness of online recruitment optimizing.

Test Statistics^{a,b}

| | | | | | |
|-------------|---|---|--|--|--|
| | efficiency of online recruitment platforms in reducing hiring time and cost | effectiveness of online recruitment systems by analysing the quality of hires | satisfaction of recruiters with online recruitment systems | success factors and challenges in the implementation | effectiveness of online recruitment optimization |
| Chi-Square | 19.325 | 18.401 | 18.401 | 38.527 | 38.527 |
| df | 3 | 3 | 3 | 3 | 3 |
| Asymp. Sig. | .000 | .000 | .000 | .000 | .000 |

a. Kruskal Wallis Test

b. Grouping Variable: Age

Table 2: Kruskal Wallis H test

inference:

The p-value is less than 0.05 in all cases; therefore, the null hypothesis is rejected. This indicates a significant difference between age categories regarding: Efficiency of online recruitment in reducing hiring time and cost, Effectiveness in terms of quality of hires, Recruiter satisfaction with online recruitment systems, Success factors and challenges in implementation, Overall effectiveness in optimizing online recruitment.

CORRELATIONS

Correlations

| | | | efficiency of online recruitment platforms in reducing hiring time and cost | effectiveness of online recruitment systems by analysing the quality of hires | satisfaction of recruiters with online recruitment systems | success factors and challenges in the implementation | effectiveness of online recruitment optimization |
|--|---|-------------------------|---|---|--|--|--|
| Spearman's rho | efficiency of online recruitment platforms in reducing hiring time and cost | Correlation Coefficient | 1.000 | .975** | .975** | .931** | .931** |
| | | Sig. (2-tailed) | . | .000 | .000 | .000 | .000 |
| | | N | 197 | 197 | 197 | 197 | 197 |
| | effectiveness of online recruitment systems by analysing the quality of hires | Correlation Coefficient | .975** | 1.000 | 1.000** | .952** | .952** |
| | | Sig. (2-tailed) | .000 | . | . | .000 | .000 |
| | | N | 197 | 197 | 197 | 197 | 197 |
| satisfaction of recruiters with online recruitment systems | Correlation Coefficient | .975** | 1.000** | 1.000 | 1.000 | .952** | |
| | Sig. (2-tailed) | .000 | .000 | . | .000 | .000 | |
| | N | 197 | 197 | 197 | 197 | 197 | |
| success factors and challenges in the implementation | Correlation Coefficient | .931** | .952** | .952** | 1.000 | 1.000** | |
| | Sig. (2-tailed) | .000 | .000 | .000 | . | .000 | |
| | N | 197 | 197 | 197 | 197 | 197 | |
| effectiveness of online recruitment optimization | Correlation Coefficient | .931** | .952** | .952** | 1.000** | 1.000 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | . | |
| | N | 197 | 197 | 197 | 197 | 197 | |

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

Table 3: Spearman's Rank Correlation

Inference:

There is a High Positive Correlations between Efficiency of online recruitment platforms on Effectiveness of recruitment systems by analyzing quality of hires ($\rho = 0.975$), Satisfaction of recruiters ($\rho = 0.975$), Success factors in implementation ($\rho = 0.931$), Effectiveness of recruitment optimization ($\rho = 0.931$).

SUMMARY OF FINDINGS:

The majority of the respondents are male (65.5%), The majority of the population is in the age group Below 25 (75.1%), Most respondents are undergraduates (85.8%), Most respondents have 1–3 years of experience in the recruitment process (49.7%), The p-value is less than 0.05 in all cases; therefore, the null hypothesis is rejected. This indicates a significant difference between age categories regarding: Efficiency of online recruitment in reducing hiring time and cost, Effectiveness in terms of quality of hires, Recruiter satisfaction with online recruitment systems, Success factors and challenges in implementation, Overall effectiveness in optimizing online recruitment, There is a High Positive Correlations between Efficiency of online recruitment platforms on Effectiveness of recruitment systems by analyzing quality of hires ($\rho = 0.975$), Satisfaction of recruiters ($\rho = 0.975$), Success factors in implementation ($\rho = 0.931$), Effectiveness of recruitment optimization ($\rho = 0.931$).

SUGGESTIONS:

Based on the findings of the study, several suggestions can be made to enhance the effectiveness of online recruitment systems. Given the significant differences observed across age groups, recruitment platforms should consider incorporating age-inclusive design features and training to ensure usability for all demographics. As most respondents are undergraduates with limited experience, it is crucial to offer guidance and onboarding tools to help newer users navigate the systems efficiently. The strong positive correlations between efficiency and other key recruitment outcomes—such as quality of hires, recruiter satisfaction, and successful implementation—highlight the importance of continuously improving platform performance. Organizations should invest in user-friendly interfaces, robust data analytics, and AI-driven tools to enhance decision-making. Additionally, feedback mechanisms should be established to gather insights from recruiters regularly, which can inform ongoing system improvements. Finally, to address challenges in implementation, companies should adopt a strategic approach that includes proper training, technical support, and alignment of recruitment technology with broader HR goals.

CONCLUSION:

The study provides valuable insights into the effectiveness of online recruitment systems, highlighting their growing importance in modern hiring practices. The results indicate that online platforms significantly impact various aspects of the recruitment process, including reducing hiring time and cost, improving the quality of hires, enhancing recruiter satisfaction, and supporting successful implementation and optimization efforts. The significant differences across age groups suggest that demographic factors influence perceptions and experiences with these systems, emphasizing the need for inclusive and adaptive platform designs. Furthermore, the high positive correlations between efficiency and other key recruitment outcomes underline the interconnected nature of recruitment success factors. Overall, the findings support the continued adoption and refinement of online recruitment systems, while also emphasizing the need for strategic implementation, user-centric design, and ongoing evaluation to maximize their effectiveness in a competitive and evolving job market.

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