

ABSTRACT

The purpose of this study was to examine the perception of job seekers about employment advertisements by recruitment agency and employer in classified newspaper. The objectives of this study are (1) To study the differences in perception of job seekers on employment advertisements by recruitment agency and/or directly by employer. (2) To identify which job providers between recruitment agency and directly to employer are selected. (3) To study the difference between demographic characteristics of job seekers and job changers about their selection of job providers between recruitment agencies and employers.

The framework of this study was built based on the literature. The independent variables include demographic profiles (age, gender and work status of respondents). The dependent variables are career choice, corporate image, job location and compensation.

Master's degree students of Assumption, Thammasart, and Chulalongkorn Universities were chosen to be the target population of this study. 380 samples are chosen with the quota sampling method. Independent sample t test and Chi-square statistic analysis were conducted to identify the differences of demographic characteristics of job seekers and job changers about their selection of job provider between recruitment agencies and employers. Pair sample t test was used to examine the differences in perception of job seekers about advertisements provided by recruitment agencies and employers.

According to the research findings, among groups of job seekers and job changers with different demographic characteristics: age level has significant difference selection of job provider between recruitment agency and employer. Gender has no significant difference in selection of job provider between recruitment agency and employer. Work status (employed and unemployed) has significant difference in selection of job provider between recruitment agency and employer.

There are differences in perception about newspaper employment advertisements by recruitment agencies and employers. The variables used to test the difference in job

seekers' perceptions were career choices, corporate images, job locations and compensation. Most of the respondents' perceptions satisfy toward career choice, corporate image, job location and compensation when applying for jobs through newspaper advertisements by recruitment agencies rather than employers.

This is suggested that (1) Recruitment agencies continue increasing clients based (2) Try to be differentiate recruitment agency from employer by providing job consultancy service.(3) Don't try to increase salary for final candidates when client wants to offer in order to have a higher service fees. (4) Recruitment agency should be straightforward and don't over sell the job to candidate. (5) Since there is an increasing trend of Internet recruiting, some agency should be aware and may increase another channel of recruiting to be both traditional and Internet recruiting. (6) Keep in touch and often provide feedback to all job seekers who had already applied for job, which advertised in the classified newspaper. (7) Targeting on more junior positions to attract young job seekers that have limited years work experience and newly graduated who are looking for opportunities

The results of findings are summarized above. Recommendations based on the results and findings of this study can be tools or information to develop and help organizations or people who want to study related research in the future.