ADDIS ABABA UNIVERSITY

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FACTORS AFFECTING JOB SEARCH EFFICIENCY ON ETHIO JOBS: A STUDY OF JOB SEEKERS IN ADDIS ABABA

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This is to certify that this thesis entitles as "Factors Affecting Job Search Efficiency on Ethio Jobs: A Study of Job Seekers in Addis Ababa", submitted in partial fulfillment of requirement for Masters of Science (MSc) Degree in Business information systems, done by Helen Girmay is an authentic work carried out by his under our guidance. The theme embedded in this thesis has been submitted earlier for the award of any degree or diploma in any other university to the best of knowledge

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Letter of Certification

This is to certify that Helen Girmay has carried out his research project work under my supervision, on the topic of "Factors Affecting Job Search Efficiency on Ethio Jobs: A Study of Job Seekers in Addis Ababa". This work is original in its nature and it is suitable for Submission for the award of fulfillment of requirement for Masters of Science (MSc) Degree in Business information systems

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Declaration

I, Helen Girmay, declare that the study entitled “Factors Affecting Job Search Efficiency on Ethio Jobs: A Study of Job Seekers in Addis Ababa” is the result of my own effort in research undertaking. All information in this document has been obtained and presented in accordance with academic rules and ethical conduct. The study has not been submitted to any Degree or Diploma in any college or university. It is submitted for the award of fulfillment of requirement for Masters of Science (MSc) Degree in Business information systems; Lastly, I have fully cited, acknowledged and referenced all material and results that are not original to this work.

Name: Helen Girmay

Signature_____

Date_____

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Abstract

This paper is a research paper that focuses on factors that affects the efficiency of job search of job seekers. The study only includes candidates who actively use Ethio Jobs in Addis Ababa. The study uses a descriptive and explanatory research design to explore and understand the relationship between platform features and job search efficiency. A mixed-methods approach was used, combination of quantitative and qualitative data. The quantitative data were collected through structured questionnaires distributed to the job seekers using the Ethio Jobs platform in Addis Ababa. While qualitative data were collected through interviews conducted with the platform developers. A total of 292 valid responses were collected and analyzed using SPSS version 27 statistical software to address the research objective. from a sample of 300 job seekers. Participants were selected from active users of Ethio Jobs platform, including graduates, unemployed and employed individuals who are looking for new employment opportunities through Ethio Jobs platform. This explored the relationship of platform usability, job information quality, job matching effectiveness, digital literacy, and job search behavior on job search efficiency. and from qualitative side, participants were selected purposively from platform developers and experienced user. The study investigates the key factors affecting job search efficiency through multiple regression analysis. This explores the relationship between five independent variables and the dependent variable of job search efficiency. The independent variables include platform usability, job information quality, job matching effectiveness, digital literacy and job search behavior. The findings shows that job information quality, platform usability, job matching effectiveness, and job search behavior have statistically significant positive effects on job search efficiency. Among these variables, job information quality was the strongest predictor with a standard regression coefficient of (0.260). This suggests that clear, accurate, complete, and updated job information has the greatest positive influence on improving job search efficiency. However, digital literacy did not show a statistically significant effect, and the qualitative results shows that many job seekers face problems including job description that are incomplete or outdated, job postings that are outdated and a lack of feedback from employers after the job seekers submit there applications. Therefore, These issues can lower trust in digital recruitment platforms and negatively affect user satisfaction and long-term engagement. The finding highlights the importance of improving employer responsiveness,

maintaining updated job listings, and strengthening platform monitoring systems to improve overall recruitment efficiency.

CHAPTER ONE

1.1. Introduction

The role of employment in the development of individuals and societies is important for economic and social reasons. In this digital age, information and communication technologies (ICT) have reshaped the mode of job search by individuals and organizations in the recruitment process. Traditional methods of job searching, such as newspaper advertisements and personal networks, are increasingly being replaced by online recruitment platforms that offer faster and more convenient access to employment opportunities.

Job seekers can access vacancies and related information with employment Websites which allow one to apply easily. On the other hand, recruitment Websites make it easy for organizations to get access to qualified job seekers and reduce the cost spent on recruitment

In Ethiopia, especially in Addis Ababa, where most graduates seek jobs. Ethio Jobs is the preferred website for most job seekers and job providers. There are also some other employment websites that are utilized by job seekers to get jobs and by job providers to seek qualified employees. Even though there are a lot of job seekers using Ethio Jobs to get job information, not many get jobs in the shortest possible time.

Therefore, the main objective of this study is to determine the effect of the Ethio Jobs Website features on job seekers' efficiency in Addis Ababa

1.2. Background of the Study

Digital technology has significantly impacted the environment of job seeking and recruitment. E-recruitment has evolved with the addition of online application tracking systems (ATSs), multimedia technologies, and self-learning, artificial intelligence computer systems.(Nikolaou, 2021); (van Esch, 2020)

Within the past few years, e-recruitment services have seen rapid growth, implementing state of the art technologies such as artificial intelligence, data analytics, and information focused design to facilitate job matching and enhance decision-making processes for users.(van Esch et al., 2020) These platforms are aimed at increasing the efficiency of the job search, which is defined as the ability of job seekers to identify, apply for, and obtain appropriate employment opportunities in a timely and effective manner. The amount to which the interface, the algorithm, and data management tools on the platform facilitate timeliness, accuracy, and efficiency in the interaction between the user and the job listing. (Van Dijk, 1998)

However, Organizations in developing countries report having trouble finding qualified employees (Abebe, 2020)They mainly rely on traditional networks for recruitment. In spite of the benefits of online platforms, there are several challenges that youth and professionals in Addis Ababa experience in their job search efficiency. Many people have trouble finding current job information, which might lead to missed opportunities. Competition is hard as more people compete for the same jobs. Certain job seekers lack the knowledge and know-how to make use of platform tools efficiently, lowering the effectiveness of applications by job seekers.

According to (Chandrasekhar, 2020), Network-based hiring may limit the quantity or quality of available hires but can also provide valuable information about worker attributes, such as aptitude, trustworthiness, conscientiousness, or job excitement. These are some of the challenges that show just how vital platforms like Ethio Jobs provide targeted support to job seekers.

Similarly, e-recruitment has become increasingly popular worldwide. In Ethiopia, especially in Addis Ababa, an important major center for the labor market, the top employment platform is Ethio Jobs, which was launched under the Africa Jobs Network (AJN). It connects companies with talent throughout Africa by managing several brands, such as Ethio Jobs, Dereja, Info Mind Solution, and Kipawa. Ethio

Jobs offers features to enable job searchers to navigate the labor market effectively. The platform allows users to search for job opportunities by sector, location, and experience level, and provides personalized job alerts via email and SMS. Additionally, candidates can create and manage CVs by displaying their skills and qualifications to potential employers. That enables job seekers to track the progress of their applications. Application tracking tools further improve the process. With roughly 30,000 daily visitors and more than 1,000,000 active candidates. According to the Ministry of Labor and Skill Development report (2022). Ethio Jobs reached nearly one third of all online job postings in Ethiopia it has been confirming its dominant position in the national market.

The features provided by Ethio Jobs are directly related to increasing job search efficiency. Advanced search filters and personalized notifications assist users in identifying suitable jobs quickly, reducing the time and effort spent on job hunting. CV management and profile optimization help candidates stand out to potential employers, while application tracking enables users to monitor their applications and respond properly. The platform's user-friendly interface and organized design make the job search easier, allowing job searchers to make informed decisions and manage their careers effectively.

However, several challenges limit the effectiveness of e-recruitment platforms in improving job search efficiency. Job seekers often encounter the recommended best jobs are usually mismatched to their skill set, available postings often appear outdated, and the search suffers from navigation problems due to low system quality, poor algorithms, and poor information management (Amanova, 2021) Poor digital literacy in such developing countries as Ethiopia also limits the effective use of digital platforms. (Leonidas, 2023)

Although global studies have been conducted on e-recruitment systems, there is little empirical evidence on the extent to which specific features of a platform affect job search efficiency, especially in the Ethiopian context. Existing studies tend to focus on technology adoption or organizational benefits, and less consideration is given to the experiences and results of job seekers. Moreover, there is not enough knowledge on the impact of individual features, such as the design of the user interface, search functionality, recommendation algorithms, notification systems, and application tracking, on the efficiency of job search processes.

This gap is particularly crucial in Addis Ababa, where many young individuals depend on digital platforms for employment opportunities. By conducting this study, the researcher aimed to offer

insightful suggestions for evaluating the influence of Ethiopian employment platforms' features, the efficiency of the job search, and the roles they play in streamlining job seekers' job-hunting experiences

1.3. Statement of the Problem

The start of digital recruitment platforms changed the job search process across the world. Digital recruitment platform helps job seekers to get information about job vacancies, submit job applications online, and connect with potential employers quicker than traditional recruitment methods. Digital recruitment platforms strive to save time, effort and money for finding the right job opportunities with features like job alerts, search filters, profile visibility and application tracking systems. Ethio Jobs is one of the top online recruitment platforms in Ethiopia offering employment opportunities to the job seekers in all sectors.

While digital recruitment platforms have been growing in popularity, there are still many people who are having difficulty finding appropriate job opportunities. People often struggle to find vacancies that fit their requirement, obtain full and factual information about jobs, handle application procedures, and get employers to respond in time. Besides, some of the problems like outdated job postings, irrelevant job recommendations, different levels of digital literacy, and the use of informal job search networks can make online recruitment platforms less effective. The difficulties presented here indicate that merely having digital recruitment platforms is not enough to ensure effective employment outcomes.

The literature on e-recruitment and online recruitment platforms has been mainly concerned with the efficiency of recruitment process from its employer side, the adoption of technology and users' intention to use these digital systems. But little effort has been put into looking at job search efficiency from the viewpoint of the job seekers, especially in a developing country like Ethiopia.

The empirical evidence on the effectiveness of Ethio Jobs in enhancing job search efficiency in Ethiopia is still scarce. This has left a lack of knowledge of the factors that help or hinder efficient job search among platform users. Closing this gap is crucial in the success of online recruitment systems and in increasing employment opportunities for job seekers. The aim of this study is, therefore, to investigate factors that could influence the efficiency of job search among the users of Ethio Jobs in Addis Ababa, and to evaluate the roles of platform and user characteristics in achieving efficient job searching in the platform.

Research Questions

1. How does platform usability affect job search efficiency?
2. How does job information quality influence job search efficiency?
3. What is the effect of job matching effectiveness on job search efficiency?
4. How does digital literacy affect job search efficiency?
5. How does job search behavior influence job search efficiency?

1.4. Objectives of the study

General objectives

To examine the effect of digital recruitment platform features and user-related factors on job search efficiency among job seekers in Addis Ababa using Ethio Jobs

Specific objectives

- To examine the effect of platform Usability on job search efficiency.
- To assess the influence of job information quality on job search efficiency.
- To analyze the impact of job matching effectiveness on job search efficiency.
- To evaluate the effect of digital literacy on job search efficiency
- To examine the influence of job search behavior on job search efficiency

1.5. Hypothesis of the study

H0: Platform usability has no significant relationship on job search efficiency

H1: Platform usability has a significant positive effect on job search efficiency

H0: Job information quality has no significant relationship on job search efficiency

H2: Job information quality has a significant positive effect on job search efficiency

H0: Job matching effectiveness has no significant relationship on job search efficiency

H3: Job matching effectiveness has a significant positive effect on job search efficiency

H0: Digital literacy has no significant relationship on job search efficiency

H4: Digital literacy has a significant positive effect on job search efficiency

H0: Job search behavior has no significant relationship on job search efficiency

H5: Job search behavior has a significant positive effect on job search efficiency

1.6. Scope of the study

Thematically, this study assesses specific capacities of users and digital platform architectures shaping e-recruitment dynamics, explicitly related to Platform Usability, Job Information Quality, Job Matching Effectiveness, Digital Literacy and Job Search Behavior, and their direct predictive power for the Job Search Efficiency. In terms of geographers and context, this investigation is limited to active job seekers in Addis Ababa who are using Ethio Jobs. It does not seek to define rural labor markets or people working in traditional, non-digital informal labor markets in the broader Ethiopian context. However, there are other digital ecosystems (e.g., recruitment specific Telegram groups or localized LinkedIn communities) that can be used, but this study purposefully focuses on the use of Ethio Jobs, as it is the leading formalized e-recruitment infrastructure in the country. Empirical scope of this research is limited to microeconomic parameters, in particular the aggregate market demand for labor from employers and employment policies at the national level.

1.7. Significance of the study

The results of this study will offer valuable insights into the contribution of Ethio Jobs platform features in improving the efficiency of job search by job seekers in Addis Ababa. The research will help to develop a better understanding of the role of digital platforms in improving employment outcomes in Ethiopia's expanding labor market.

1. Theoretical Significance

This research is important to the academic dimension in terms of e-recruitment systems, usability of digital platforms, and efficiency of job search in the context of developing countries by investigating user interface quality, algorithmic matching, and data accessibility. This study will fill the gap in the literature in terms of the theoretical understanding of how platform design influences the actual job search outcome. The finding will also create a basis for future research on online recruitment, the digital labor market, and information system effectiveness in Ethiopia.

2. Practical Significance

This study has practical value for several stakeholders

- For Ethio Jobs, the management and developer- they make use of this empirical evidence on which features of the platform increase job search efficiency to help them improve design, usability, and system performance.
- For policymakers and employment -the findings can be used to make evidence-based decisions designed to enhance digital employment infrastructure, strengthen the national job matching system, and promote more efficient online recruitment practices.
- For job seekers and employers- a more effective working platform can lead to less time and effort in the search and recruitment of talent, resulting in more accurate job matches and improved employment outcomes ·
- For the future, this study helps fill research gaps in the current research and provides some insights that can further explore the digital recruitment and the online labor market system in Ethiopia.

1.8. Limitations of the Study

Despite providing valuable insights into the factors affecting job search efficiency on the Ethio Jobs platform, this study has several limitations. First, the study focused only on active Ethio Jobs users in Addis Ababa, which limits the generalizability of the findings to the broader population of Ethiopian job seekers, particularly those residing in rural areas or using alternative recruitment platforms.

Second, the study employed non-probability sampling techniques, including purposive, convenience, and snowball sampling, which may introduce sampling bias and limit the representativeness of the sample.

Third, the study relied on self-reported perceptual measures is that platform usability, job information quality, job matching effectiveness, and job search efficiency were measured using respondents' perceptions rather than objective platform performance indicators. Although perceptual measures are widely used in information systems and online recruitment research, they reflect users' experiences and evaluations of the platform rather than direct technical assessments of system performance. Consequently, the findings should be interpreted as perceived effectiveness rather than actual system effectiveness. Objective indicators such as platform analytics, job search duration, number of applications submitted, interview invitations received, job offer rates, and algorithm performance metrics were not accessible due to the proprietary nature of platform data. Future studies may combine user perceptions with system-generated data and platform analytics to provide a more comprehensive assessment of digital recruitment platform performance and job search efficiency.

Fourth, data were collected at a single point in time using a cross-sectional research design. As a result, the study identifies associations among variables but cannot establish definitive causal relationships. Longitudinal studies may provide deeper insights into how job search efficiency evolves over time.

These limitations provide opportunities for future research to examine job search efficiency across multiple recruitment platforms, different geographical locations, and through the use of objective performance indicators and longitudinal research designs

1.9. Operational definition

Platform Usability - defined as the ability of people to interact and navigate digital platforms easily to complete a certain task. Usability in a job search system environment defines how well the job seekers can navigate through job opportunities, create a job-seeking profile, and apply.

Job information quality - refers to the clarity, accuracy, completeness, and relevance of job information provided on digital recruitment platforms.

Job matching effectiveness - a measure of the effectiveness of online recruitment systems to match the job seeker with employment opportunities.

Digital literacy - refers to an individual's ability to effectively use digital technologies and online platforms to access information and perform tasks.

Job search behavior -defined as the effort of the individual, time spent on various activities in order to find a job

Job Search Efficiency- it refers to the ability to match job seekers with available job openings quickly and effectively, minimizing wasted time, effort, money, and materials.

1.10. Organization of the Study

The study consists of three chapters. Chapter one is the introduction chapter, which presents the background of the study, statement of the problem, research question, objective of the study, significance of the study, scope, and limitations of the study. The second chapter deals with a review of related literature regarding the topic of the study. The third chapter discusses the research methodology, methods, and Sample employed by the current study.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter reviews relevant theoretical and empirical literature related to job search efficiency and the role of digital recruitment platforms in improving employment outcomes. The chapter discusses the concept of job search efficiency and its theoretical foundation in labor economics and information systems research. Then it examines the role of digital platforms in transforming the job search process and evaluates the key platform features that influence job search outcomes. In addition, the chapter reviews empirical studies on job search efficiency.

2.2. Concept of Job Search Efficiency

Job search Efficiency refers to how efficiently job seekers can access the right kind of job within a reasonable period of time and with a minimum amount of resources spent on the search process.in labor market theory, job search efficiency is a term linked to the quality and speed of matching between job seekers and employers. An efficient job search system reduces unemployment duration, improves job matching quality, and contributes to overall labor market productivity.

Early theoretical work emphasized the importance of efficient job matching mechanisms. (Van Dijk, 1998) argued that the labor markets operate more efficiently when job seekers and employers have access to reliable information about available opportunities and candidate qualifications. Job search efficiency in this case is determined by the quality of the information flows and communication channels within the labor market. Similarly, (Altmann, 2022) emphasized that job-finding rates have a direct connection to efficient job search processes that allow individuals to identify suitable employment quickly.

Another important perspective on job search efficiency focuses on the behavior and strategies of job seekers. (Wanberg, 2020),Emphasis that job search effectiveness is related to the ability of people to access the relevant information, evaluate job opportunities, and apply the appropriate search strategies.

Job seekers with better information resources and stronger search skills are more likely to secure employment in a shorter period. A shorter job search duration and a high-quality job match.

Various elements affect job search efficiency, such as the way people find data and the methods used by job seekers. Correct job possibilities are identified more easily when job seekers have access to the right data at the right time. Experts claim that the length of time spent searching increases when job seekers la ck access to data.(Kahn, 2022)
The author explains that the lack of job search efficiency often happens because the skills of job seekers do not match the unfilled job positions. Job search efficiency becomes lower when job seekers apply for positions that do not fit their experience. Because of this, the availability of labor market data and a good matching system are the reasons why job seekers find success.

Researchers measure the level of job search efficiency. The duration of the search and the quantity of ap plications submitted are good. Many people believe that the speed of finding a job position and the relev ance of the job position match show how job search efficiency functions.A shorter duration of job search and better-quality job matches usually mean efficiency of job search at a higher level. In addition, personal traits like educational background and work experience also change the way job search efficiency works. Professional networks and help from employment organizations are considered helpful for those who want a job. It has been observed that a person with strong abilities and data sources will conduct a search that is more targeted. A job seeker with strong information resources finds a job position faster because those resources make the search better.

Digital tools have influenced the way people look for jobs in recent times. New ways to improve job sea rch efficiency are provided by these digital systems. Many people believe that digital recruitment system s offer a central place for job opportunities. These systems have self-acting job-
matching arrangements and electronic forms that help the job seekers. Job search efficiency increases be cause these computer systems reduce the time required to find a job. Though this platform reduces information asymmetry between employers and job seekers by making labor market information more accessible and organized.

As a result, digital job platforms have the potential to improve job search efficiency by enabling job seekers to locate relevant vacancies more quickly and manage their applications more effectively. However, the effectiveness of these platforms depends on factors such as platform usability, information

quality, and the accessibility of digital technologies. When digital recruitment platforms provide user-friendly interfaces, accurate job recommendations, and well-organized information systems, they can significantly enhance job search efficiency and improve the overall performance of the labor market.

2.2.1. Digital transformation of job search

The dynamic evolution of recruitment and job search practices have as a result of the development of digital technologies. While the traditional form of recruitment was deeply dependent on advertising on newspapers, physical job applications, and personal networks. These methods were often slow, geographically limited, and costly for both employers and job seekers.

The rise of online job portals and job sites created innovative opportunities to make hiring more efficient with digital platforms. Employers can post vacancies immediately and job seekers can search and apply for jobs from anywhere with internet access(Kelley, 2023) Argue that digital job platforms reduce information asymmetry in labor markets by providing centralized access to job vacancies and candidate information.

Online job portals have expanded the recruitment process. Therefore, Job seekers are no longer limited to local job opportunities, as a digital platform allows them to explore vacancies across different regions and industries. (Jaganbabu, 2025)explained that digital recruitment systems significantly improve recruitment efficiency by enabling faster communication between employers and candidates. it show that online platforms reduce recruitment time and improve accessibility of job opportunities.

Despite the advantage, the transition to digital recruitment has also introduced new challenges. (Dumont, 2024)found that online job platforms may discourage a certain group of job seekers, particularly those with limited digital skills or poor internet access.

Similarly, (Karaoglu, 2022)People with high digital literacy and larger professional networks tend to benefit more from online recruitment platforms. therefore it suggest that while digital technologies can improve labor market efficiency, their benefits are unequally distributed among all job seekers.

2.2.2. Measurement of job search efficiency

Diverse strategies are required when calculating job search efficiency because this process involves various indicators of quality and quantity. The individuals search for a job to get another job within a reasonable duration of time defines job search efficiency. in the recent years job search efficiency is evaluated in different ways like the duration an individual remains without a job position and the number of formal requests for job sent before finding a job. Other signs include the amount of evaluative result by the employers and the standard of the professional connection between individuals searching for job and employer.(Altmann et al., 2022)

A specific measurement often utilized for job search efficiency is the proportion of successful employment compared to the amount of application submitted. While there is inefficiency in the search process, such as poor locating of vacancies or a lack of access to relevant job information. Researchers have also relied on job search indicators like job search intensity, application frequency, and job interview rate to assess job search outcomes.

However, quantitative indicators may not fully capture the complexity of the job search experience. Qualitative approaches offer useful insights on the behavioral and psychological aspects of job search activities, methods, such as interviews, surveys, and assessment, allow researchers to explore job seekers experience, perception, and challenges during the job search process. Moreover, these qualitative insights help explain variation in job search success that cannot be fully captured through numerical indicators alone.

The development of digital technologies has greatly changed the way people look for jobs. Job portals, professional networking platforms, and online recruitment platforms became primary instruments because individuals looking for jobs and employers need to meet. Researchers claim that these digital recruitment systems allow people to look for open positions, submit a curriculum vitae, get notifications about job opportunities, and complete online job applications. , while job opportunities for many job seekers were expanded. (Vrontis, 2022)

In addition , many candidates believe that the effectiveness of digital recruitment platforms for improving job search depends on the way the platform is designed and used , technological awarness

and the behavior on how can they use the platforms it is very crtical because they decide how much a person can utilize these tools(Nikolaou, 2021).

Digital literacy is another key variable in the sense of efficiency in job search in the digital labor market.People who have advanced technical skills can navigate websites more effectively, manage their e-resumes, and use sophisticated job-search software. In comparison, people who have Low digital literacy would have trouble successfully applying on digital recruitment platforms. Digital literacy gaps make people access online jobs differently and have an impact on the outcomes of job searching. Access to online jobs tends to be shaped by differences in digital skills. (van Laar, 2020)

And, finally, job search behavior is a relevant factor as well. Job seekers who engage in organized job se arch activities (e.g., routinely check openings, maintain a profile, apply to relevant positions) are more li kely to secure positions. Research has shown that seeking jobs proactively and regularly interacting with online recruitment platforms improves the likelihood of receiving interview invitations and job offers (Altmann et al., 2022).

Therefore, understanding the interaction between digital recruitment platforms and individual job search strategies is essential for evaluating job search efficiency. As an online recruitment platform continues to expand globally. Examining how platform usability, job information quality, job matching effectiveness, digital literacy, and job search behavior impact outcomes is key to helping more people find jobs and making digital recruitment platforms more effective.

2.3. Theoretical framework

2.3.1. Job search theory

Job search theory is one of the most widely used theoretical approaches in labor economics. It describes how people search for jobs in conditions of uncertainty and incomplete information. The theory focuses on the fact that job seekers need to make a decision on the time and effort they will invest in looking for job opportunities and balancing the costs and expected benefits of their search activities. The development of modern job search theory is closely associated (Mortensen, 1999). They emphasized that unemployment can take place even with job vacancies because it takes time for job seekers and employers to find suitable matches. (Cahuc, 2002)

The concept of Job search theory is a trade-off between the costs of the search and expected returns. Job seekers have expenses in terms of time, effort, and financial resources expended in seeking jobs. As a result, individuals attempt to optimize their search strategies by determining when to accept the job offer, depending on their expectations of better job opportunities in the future. Therefore, this decision-making process is often explained through the concept of reservation wage, which is the minimum wage that a job seeker is willing to accept. (Cahuc-Zylberberg, 2014)

Job search theory identifies several important factors that determine job search outcomes. First, the search intensity plays an important role in determining how quickly individuals find jobs. Looking through a variety of search channels like job websites, employment agencies, and professional networks. A shorter job search duration and a higher-quality job match usually indicate greater efficiency. suitable opportunities and will reduce the duration of unemployment (Cahuc-Zylberberg, 2014). Second, information availability is necessary for a successful job search. Access to accurate and timely labor market information can help job seekers to assess opportunities, tailor job applications, and make informed decisions. Limited or poor-quality information makes the search time longer and less efficient in terms of matching.

Third, the cost of the search is an important influence on job search behavior and outcomes. High search costs may discourage individuals from exploring multiple opportunities that would hinder the unemployment process. On the other hand, systems that lower search costs (e.g. centralized job databases, effective search tools) can boost job search efficiency by making it easier to access relevant information.

Job search theory is closely related to search and matching theory developed by (Mortensen & Pissarides (1999). This framework introduces the concept of the matching function, which explains how unemployed workers and job vacancies interact in the labor market. The theory highlights the presence of labor market frictions such as an incomplete information, skill mismatch as well as inefficient recruitment processes, which prevent immediate matching between job seekers and employers (Mortensen & Pissarides, 1999)

In recent years, the development of digital technologies has had an important impact on the job searching process. Online job platforms are a way to reduce information asymmetry, by defining centralized access to job vacancies and working possibilities for job seekers to filter out to those of the

different job seekers. These platforms also enhance the communication process between employers and candidates, thereby reducing search time and costs. According to Kuhn & Mansour (2014), the use of online job search tools enhances the efficiency of the job search process through the expansion of access to information and achieving a better match. As well, job matching efficiency is further improved through algorithm-based recommendation systems that link job seekers with relevant job opportunities based on their profiles. (Autor, 2001)

Overall, job search theory provides a comprehensive framework for understanding how individuals search for employment and how labor market mechanisms influence job matching.

2.3.2. Information Quality Theory

Information quality theory is the foundational concept in the field of information systems that explains how the value and usefulness of information are determined by its quality attributes. The theory emphasizes that the information is not always good unless it's subjected to some standards that render to be fit to be used in a decision-making situation. According to (Wang, 1996) information quality revolves around the concept that fitness to use is central to information quality, meaning information must possess key characteristics such as accuracy, relevance, completeness and timeliness in order to effectively support user needs.

The concept of information quality theory perceives quality as a multidimensional concept. Some of the initial and popular models identify four key dimensions of information quality, including intrinsic, contextual, representational, and accessibility quality (Lee, 2002). All these dimensions provide an explanation of how information is generated, delivered, and used in various systems and settings.

Information quality theory is a theory that offers a solid theoretical framework for comprehending the concept of job information quality in online recruitment systems. Job information quality is to which the job-related content in the form of job description, qualifications, responsibilities, and organizational information covers the most important dimensions of information quality identified by the theory.

Each dimension of information quality theory can be directly applied to evaluate the quality of job information presented on online platforms. First, accuracy ensures that the information about the job is right and accurate. A proper job description helps users to know well the requirements and expectations of a job. (Lee, 2002) Holds the view that proper information increases the level of trust and decreases

uncertainty, thus enabling the user to trust the information given without engaging in a time-consuming process of verification.

Second, relevance is a key factor in checking job information that is useful tof the user. Relevant job information is in line with the qualifications, skills, and interests of the users. (Wang & Strong, 1996) State that relevance is an important determinant of information usefulness since user normally disregard information that does not aid their goals. Relevance is also critical in a digital setting where much information is accessible; meaningful contact will only be guaranteed through such a form of relevance.

Third, completeness is the degree to which job information is provided with all the required information. Full job descriptions usually offer details on the job position, job duties, qualifications, and organizational background. The lack of completing information may restrict the knowledge of users and may necessitate further actions to get information that is not present. According to Lee et al. (2002) completeness helps in improving decision-making in the job search process.

Fourth, timeliness will make sure that information in the job is Up-To-Date and that it is constantly updated.in dynamic digital environment, outdated information can quickly lose its value. The most updated opportunities and conditions are represented in timely information and are therefore more helpful to the users. (Wang & Strong, 1996) Emphasize that timely information is vital to be relevant and effective in fast-changing situations.

2.3.3. The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (Davis, 1989), explains why users accept or reject information systems. The model is based on two main concepts perceived usefulness and perceived ease of use. Perceived usefulness refers to the extent to which a user believes the system helps improve performance. Perceived ease of use refers to how easy the system is to learn and operate.

The Technology Acceptance Model provides a strong theoretical foundation for understanding how users interact with digital job platforms. In this study, TAM is particularly relevant for explaining how platform usability influences user behavior and system adoption

Platform usability is linked to perceived ease of use, which is the ease with which users can navigate and interact with job platforms. This aspect includes interface layout, search, and responsiveness of the system. Once a platform is easy to use and navigate, customers will be able to effectively carry out

essential functions like job search and applications. Less effort systems are more likely to be adopted and be used regularly. (Davis, 1989)

Perceived usefulness, on the other hand, is used to measure how much users feel that the platform is assisting them in reaching their goals (Venkatesh, 2000). Regarding job platforms, the usefulness is reflected by the extent to which the system allows the user to find the relevant opportunities to apply, get the required information, and finalize the applications. Users who feel the usefulness of a platform tend to make it a major tool to use in carrying out work-related tasks.

The interaction between perceived ease of use and perceived usefulness further strengthens system adoption. A platform that is easy to use not only reduces effort but also enhances perceived usefulness by enabling users to accomplish tasks more efficiently. This relationship suggests that improving platform usability can simultaneously increase both ease of use and perceived usefulness, ultimately leading to higher user acceptance. (Venkatesh, 2000)

Importantly, TAM also explains job search efficiency in digital environments. When job platforms are easy to use, users can navigate systems more quickly, reducing the time and effort required to search for opportunities. Similarly, when platforms are perceived as useful, users can access relevant information and complete application processes more effectively. As a result, higher perceived ease of use and perceived usefulness contribute to improved job search efficiency by minimizing search costs, enhancing task completion speed, and enabling more effective use of available resources.

2.3.4. Digital Divide Theory

Digital Divide Theory explains inequalities in access to, use of, and benefits derived from digital technologies. The theory argues that digital inequality extends beyond physical access to technology and includes differences in digital skills, usage patterns, and the outcomes obtained from technology use. One of the leading contributors to this theory, van Deursen (2011), conceptualized the digital divide as a multi-level phenomenon consisting of access gaps, skills gaps, and usage gaps. Similarly, Van Dijk (1998) emphasized that meaningful participation in the digital environment requires not only access to technology but also the skills necessary to use it effectively.

According to Van Dijk (1998), digital skills include operational skills, information-searching skills, and the ability to apply digital technologies to accomplish personal and professional goals. Individuals who lack these skills may face difficulties accessing opportunities available through digital platforms. In the context of employment, job seekers require sufficient digital competence to search for vacancies, evaluate job information, and complete online applications effectively (Gautier, 2010; Van Dijk, 1998).

Recent studies have expanded Digital Divide Theory by highlighting the role of digital literacy in determining social and economic outcomes. Research by van Deursen and van Dijk (2011) and van Laar et al. (2020) suggests that differences in digital skills directly affect individuals' ability to access online opportunities, including employment opportunities. These studies further indicate that digital capabilities are closely associated with socio-economic factors such as education, age, and income. Consequently, individuals with stronger digital skills are better positioned to benefit from digital platforms, while those with limited skills may experience restricted access and reduced outcomes.

The theory is supported by complementary perspectives such as Diffusion of Innovations Theory (Rogers, 2003), which argues that successful adoption and utilization of technology depend on users' knowledge and skills, and the Resource-Based View (Barney, 1991), which considers skills as valuable resources that contribute to individual performance and outcomes. From this perspective, digital skills can be viewed as strategic resources that enable effective use of digital systems.

Digital Divide Theory provides the theoretical foundation for the Digital Literacy variable in this study. The theory suggests that individuals with higher levels of digital literacy are more capable of navigating online recruitment platforms, searching for relevant vacancies, evaluating job information, and completing online applications efficiently. Therefore, Digital Literacy is expected to influence Job Search Efficiency among Ethio Jobs users in Addis Ababa. This relationship is further supported by empirical evidence indicating that stronger digital skills improve access to online opportunities and enhance outcomes in digital environments (Van Laar, 2023).

2.3.5. Job Search Behavior Theory

Job Search Behavior Theory explains how individuals engage in job-search activities to obtain employment opportunities. The theory views job searching as a purposeful process involving effort, strategy, and persistence. According to Kanfer et al. (2001), job search behavior consists of three primary dimensions: effort intensity, content direction, and temporal persistence. Effort intensity refers to the amount of energy devoted to job-search activities, content direction refers to the specific strategies and activities undertaken, and temporal persistence refers to the duration and consistency of the search process.

Kanfer et al. (2001) argue that individuals who invest greater effort in job-search activities are more likely to obtain employment opportunities. Similarly, engaging in effective job-search strategies, such as reviewing vacancy announcements, preparing tailored applications, and actively seeking opportunities, can improve employment outcomes. Wanberg et al. (2020) further emphasize that persistence in job-search activities increases the likelihood of successfully obtaining suitable employment.

Several complementary theories support Job Search Behavior Theory. The Theory of Planned Behavior (Ajzen, 1991) suggests that attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and behaviors, including job-search activities. Likewise, Self-Regulation Theory highlights the importance of planning, goal setting, and adaptive behavior during the job-search process (Van Hoye, 2009). These perspectives collectively emphasize that motivation, planning, and behavioral effort play critical roles in determining job-search outcomes.

Research also suggests that the quality of job-search activities is often as important as the amount of effort invested. According to Wanberg (2012), activities such as tailoring applications, preparing effectively for interviews, and building professional networks contribute significantly to successful

employment outcomes. Therefore, both the intensity and quality of job-search behavior influence the effectiveness of the job-search process.

Job Search Behavior Theory provides the theoretical foundation for the Job Search Behavior variable in this study. The theory suggests that individuals who actively engage in job-search activities, regularly monitor vacancies, submit applications, and persist in their search efforts are more likely to achieve favorable job-search outcomes. Consequently, Job Search Behavior is expected to positively influence Job Search Efficiency among Ethio Jobs users in Addis Ababa.

2.3.6. Integration of Job Search Theory and Information Quality Theory

The integration of Job Search Theory and Information Quality Theory provides a comprehensive explanation of job search efficiency in digital recruitment environments. Job Search Theory explains the behavioral and economic aspects of the job search process, while Information Quality Theory explains how the quality of information provided by the platform influences users' ability to make effective employment decisions. Search efficiency is achieved when individuals minimize their search costs, behavioral friction, and overall duration of unemployment while optimizing match thresholds. Together, these theories justify the selection of Platform Usability, Job Information Quality, Job Matching Effectiveness, Digital Literacy, and Job Search Behavior as determinants of Job Search Efficiency.

2.3.7. Justification for Diverging from TAM and DeLone & McLean Models

During the conceptualization of this research, established theoretical frameworks such as the TAM and the DeLone & McLean IS Success Model provide valuable insights into technology adoption and information system effectiveness, they were supplemented by Job Search Theory and Information Quality Theory because these theories better explain labor-market outcomes and job search efficiency.

While TAM is highly effective at predicting user psychology, specifically focusing on whether an individual intends to use or likes a digital platform based on perceived usefulness and ease of use, it lacks the capacity to measure tangible socioeconomic or market outcomes. Similarly, DeLone &

McLean Information Systems (IS) models focus heavily on system adoption, user satisfaction, and routine compliance as the ultimate indicators of success.

Because the primary objective of this thesis is to evaluate an explicit economic outcome, namely the acceleration and optimization of the matching process (Job Search Efficiency) within a developing labor market, purely behavioral adoption models were deemed insufficient. TAM primarily explains users' intention to adopt and use a technology; however, it does not directly explain whether platform usage translates into improved labor-market outcomes, such as reduced job-search duration, increased interview opportunities, or faster employment acquisition

Therefore, an integrated approach combining the structural elements of Information Quality with the time-and-friction metrics of Job Search Theory was deployed to capture the true operational efficiency of the e-recruitment process in Addis Ababa, confirming that the chosen framework was considered more appropriate for explaining how platform characteristics influence the efficiency of job seekers in securing employment opportunities through Ethio Jobs.

2.4. Factors Affecting Job Search Efficiency on Digital Platforms

The design and technology of platforms can affect how well they work for looking for a job. Things like how easy the platforms to use the quality of the job listings and the search algorithm can all make a difference.

2.4.1 Platform Usability

Platform usability is about how easy it's to use a digital platform to look for a job. If a platform is easy to use you can find job listings. Apply for jobs more quickly.

The design of a platform can make a difference in how easy it is to use. If a platform has a layout, easy navigation and organized content you can find what you need more quickly. On the hand if a platform is cluttered and hard to navigate it can be very frustrating to use.(Baughan, 2020) Found that visual complexity significantly influences search efficiency on a website. Their research shows that websites with simple and well-organized layouts allow users to find information faster, while a cluttered interface increases load and slows down search processes.

Similarly, (Amanova et al., 2021) conducted a case study on online job search engines and found that user experience has a strong impact on satisfaction and search outcomes. platforms that provide easy navigation structures, easy searching, and easily structured job profiles enhance user interaction and efficiency.

These studies collectively suggest that user-friendly interfaces and simplified design structures are important for improving the efficiency of digital recruitment platforms.

2.4.2. Job information Quality

Job information quality refers to the clarity, accuracy, completeness, and relevance of job information provided on digital recruitment platforms. An efficient job search system depends on the accessibility and organization of information within digital platforms. search filter, job listing categories, and well-organized information databases allow the user to find relevant information quickly.

Research on information retrieval systems highlights the importance of effective search tools. (Lefebvre, 2017) Examined methodological search filter and found that a well-designed filter significantly improves information retrieval efficiency. Similarly, (Bethel, 2021)explains it can be used to enhance the search process by organizing large volumes of information into easily accessible formats.

Although these studies focus on information retrieval systems, their findings are relevant to job search platforms. While job seekers can identify relevant opportunities recruitment platforms have advanced search filters and structured job listings. Therefore job information quality have an important role improving job search efficiency

2.4.3. Job matching effectiveness

Job matching effectiveness measures of the effectiveness of digital recruitment systems to match the job seekers with employment opportunities. In labor economics, job matching is the process by which unemployed people or people seeking jobs are matched up with available job vacancies, based on their skills, qualifications, and preferences. When job matching systems work well, job seekers can find job opportunities faster, while employers can find appropriate candidates in a shorter period of time. good job matching is related to shorter duration of unemployment, better employment outcomes, and increased efficiency in the functioning of the labor market.

The concept of job matching effectiveness is often explained using matching function theory, which explains the relationship between job seekers and job vacancies in creating successful employment outcomes. According to (Altmann et al., 2022), Matching efficiency describes the degree of productive interaction between job seekers and vacancies for job placement. In this framework, job seekers and vacancies are the major inputs, while successful hires are the output of the job matching process. The matching efficiency is higher, meaning that there will be higher job-finding rates and lower job-searching time rates for those looking for a job.

Digital recruitment technologies have added a new mechanism for boosting the effectiveness of job matching. Online job platforms use automated search algorithms and recommendation systems to match job seekers with relevant job vacancies. (Kheng, 2025) Shows that an algorithm-based job search system enhances the relevance of job recommendations based on the analysis of job descriptions, users' profiles, and search behaviors

In addition, privacy-oriented job matching systems have been proposed to promote security and reliability on recruitment platforms. (Saini, 2019) Has developed a privacy-focused job matching model that can enable the secure exchange of information between employers and job seekers while ensuring effective matching performance. These systems allow employers to determine qualified candidates while keeping the personal information of the user private.

2.4.4. Digital literacy and barriers to online job search

Digital literacy refers to an individual's ability to effectively use digital technologies and online platforms to access information and perform tasks. In the context of online job search, digital literacy plays a crucial role in enabling job seekers to use digital recruitment platforms effectively.

While digital platforms offer many benefits, several barriers may limit their usage. Digital literacy is a major issue in most labor markets. (Dumont et al., 2024) said that people who have low digital skills or low access to internet service often struggle to use online job platforms effectively.

On the same note, (Karaoglu et al., 2022) explains that inequality in digital literacy may lead to unequal access to employment opportunities. Job seekers with higher technological skills and better internet access are more likely to navigate job platforms, upload resumes, complete online applications, and use

search tools that benefit from online recruitment systems. In contrast, job seekers with limited digital literacy may experience difficulties using online recruitment systems, which can negatively affect the job search outcomes.

Therefore, digital literacy plays an important role to improve job search efficiency.

2.4.5. Job Search Behavior

Besides the technological aspect, individual job seekers' attributes also influence job search efficiency. Some of the studies point to job search skills, psychological factors, and support systems.

(Briscese, 2020) Conducted a field experiment on an online employment assistance program, they concluded that the training programs increase the effectiveness of the job search performed by the program significantly. Participants who received guidance on job strategies had more chances of getting employed than those who did not receive coaching. Similarly, (Altmann et al., 2022) found that online job search advice has a positive impact on the behavior of job seekers by promoting a more focused and strategically oriented job search.

Another factor that is noteworthy to job search outcomes is psychological factors. The study by (Biramo, 2025) established that job search self-efficacy and perceived employability are strong factors that play a role in job search behavior in the unemployed youth. When people are more confident in their capabilities, they are more active in job search processes, and the workers are more likely to get employed.

Social networks also contribute to job search efficiency. (Garlick, 2022)Argue that informal social connections can provide valuable information about job opportunities that may not be publicly advertised.

2.5. Empirical Studies

2.5.1. International Studies

(Amanova et al., 2021) Showed that the user-friendly interfaces are a major factor in improving the efficiency of job search, and Nikolaou (2021) showed that the digital portal systems are more efficient in recruitment when platforms are easy to use and give relevant information about the job position.

(Bethel et al., 2021) Their research concluded that well-structured information systems are useful in improving search efficiency by enabling users to locate relevant information easily.

(Kheng et al., 2025) Found that AI-based matching systems improve job search efficiency by providing better matching job recommendations and reducing mismatches.

(Kelley et al., 2023) A randomized field experiment in India found that digital platforms change job seekers' behavior and can affect job search outcomes, including reservation wages and employment probability.

(Junfeng, 2024) Recent evidence from China shows that improvements in digital literacy significantly enhance individuals' employment willingness, broaden job opportunities, and increase employment.

(Evans, 2023) Empirical research that develops an algorithm from online postings demonstrates how real-time job vacancy data can be used to measure job market dynamics, showing that online data sources improve labor market responsiveness and matching

(Lenasri, 2025) Systematic reviews of social media and recruitment highlight that digital recruitment practices, including data-driven and ai enabled tools, expand the reach and the responsiveness of job search systems.

2.5.2. Local studies

(ALEMAYEHU, 2024) Examined the adoption of digital job matching platforms (e.g. Hahu Jobs and afriwork) using the TAM model. Users reported that the platforms reduced the time and effort spent on job search and improved access to job opportunities when users find them easy and useful

(organization, 2022) Research on youth employment in Ethiopia's digital economy, particularly in the Afar and Somali regions, conducted by, highlights that while digital job access can create meaningful opportunities for youth, limited internet access and digital skill barriers significantly constrain the ability of certain groups to fully engage in the online job search process.

(Biramo et al., 2025) A study conducted in Wolitasodo found that job search self-efficacy significantly affects the relationship between job seekers' perceived ability to find employment and their actual search behavior, suggesting that psychological factors and individual confidence also play a role in determining job search efficiency

(Adam, 2024)Further, broader evidence on digital technology adoption in Ethiopia shows that limited access to the internet and digital tools, especially among micro enterprises and informal sector workers, remains a significant barrier. High proportions of small businesses reported a lack of internet access and limited training. This can contribute to inefficiencies in job search and labor market functioning.

2.6. Conceptual Framework

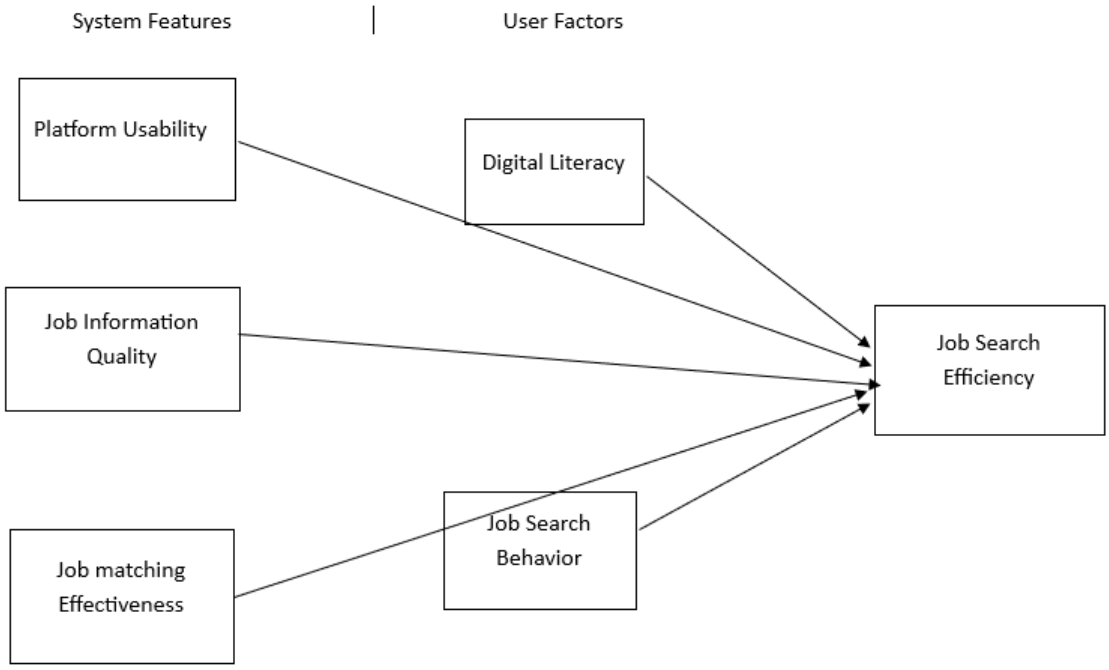


Figure 1: Conceptual Framework for the factors affecting platform-related factors, individual factors, on job search efficiency.

The above Figure 1 The conceptual framework of this study was developed from both theoretical and empirical literature. The theoretical review provided the foundation for understanding the relationships among the study variables through Job Search Theory, Information Quality Theory, Digital Divide Theory, Job Search Behavior Theory, and concepts derived from the Technology Acceptance Model (TAM). These theories explain how platform characteristics, individual capabilities, and job-search activities influence employment-related outcomes. Furthermore, the empirical literature identified Platform Usability, Job Information Quality, Job Matching Effectiveness, Digital Literacy, and Job

Search Behavior as important determinants of job-search outcomes in online recruitment environments. By integrating these theoretical perspectives and empirical findings, the framework proposes that Platform Usability, Job Information Quality, Job Matching Effectiveness, Digital Literacy, and Job Search Behavior influence Job Search Efficiency among Ethio Jobs users in Addis Abab

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter includes research design, sampling techniques, data collection instruments, and data analysis techniques.

3.1 Research Design

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches. this thesis utilizes a mixed-methods design structured as **Explanatory Sequential Methodological Triangulation.** involves the deliberate deployment of independent quantitative and qualitative data collection streams to study the identical empirical phenomenon, thereby offsetting the inherent biases of any single method, maximizing construct validity, and neutralizing common method variance vulnerability. The quantitative component enables the measurement of relationships between platform usability, job information quality, job matching effectiveness, digital literacy, job search behavior, and job search efficiency using statistical techniques. (Hair, 2020). So the qualitative side is added to gain a better understanding from the developer and technical staffs on how the features are designed, exposing the underlying algorithmic matching criteria, system data limits, backend database constraints, and employer data validation practices that generate the statistically observed bottlenecks This triangulation strengthens the validity of findings and reduces over-reliance on a single data source (Braun, 2021).

This method is used in the different phases of the research to obtain a variety of information through deeper analysis. In this study, the researcher uses a Descriptive and Explanatory research design, specifically a cross-sectional survey strategy, the most common research method The explanatory design is suitable to explain how Platform Usability, Job matching quality, Job matching effectiveness, digital literacy, and job search behavior on Job search efficiency. (Saunders, 2023)

3.2. Sampling Design

3.2.1 Population of the study

The target population of this study consists job seekers residing in Addis Ababa who actively use the Ethio Jobs platform. This population includes Entry-level, Mid-level, Senior-level, Managerial-level, and Executive-level professionals from different educational background, work experience and career stages. The estimated number of active registered users in Addis Ababa, based on platform statistics, is approximately 50,000. making them appropriate for examining the influence of Ethio Jobs platform features on job search efficiency

3.2.2. Sample and sampling techniques

This study employs a combination of purposive, convenience, and snowball sampling techniques. Purposive sampling ensures that only individuals who have used Ethio Jobs within the last 6–12 months are included, thereby increasing relevance and data accuracy. Convenience sampling is used to reach accessible respondents through online platforms and professional networks, while snowball sampling helps expand participation through peer referrals among job seekers in Addis Ababa. However, it is important to acknowledge that non-probability sampling introduces sampling bias. The study primarily includes active and digitally connected job seekers in Addis Ababa, which limits the representation of rural job seekers, inactive users, and individuals using alternative recruitment platforms. As a result, findings cannot be generalized to the entire Ethiopian job-seeking population. Despite this limitation, the sampling approach is justified due to the lack of a complete, public sampling frame of all Ethio Jobs users and the structural difficulty of accessing the entire population. The selected approach allows for practical data collection while maintaining high relevance to the research objectives.

Because objective platform analytics such as job-search duration, application counts, interview invitations, and hiring outcomes were not accessible to the researcher, Job Search Efficiency was measured using validated perceptual indicators. Perceptual measures are widely used in information systems and labor-market research when objective behavioral data are unavailable. These measures capture users' overall evaluation of time savings, search effectiveness, and ease of locating relevant

opportunities through the platform. Therefore, perceived job search efficiency was considered an appropriate proxy for actual search efficiency within the context of this study.

3.2.3. Sample Size Determination

The study targeted a sample size of approximately 300 respondents. This was determined using Yamane's (1967) formula for sample size estimation, which is appropriate for large populations with a known approximate size. While probability sampling would provide stronger generalizability, the selected sample size is considered sufficient for conducting correlation and regression analysis and ensuring statistical reliability in quantitative analysis.

For the qualitative component, a sample of 5-10 key informants was selected from system developers, data analysts, and technical product managers directly involved in digital recruitment systems. This targeted qualitative sample size is appropriate for achieving thematic saturation, providing the technical backend context needed to explain the statistical trends identified in the quantitative survey phase.

3.2.4. Justification for Using Yamane's Formula

The selection of Yamane's (1967) formula for sample size determination is justified based on several practical and methodological considerations: First, Yamane's formula is highly appropriate for studies where the target population is extremely large, yet its exact, definitive parameters cannot be mathematically verified due to institutional data restrictions. Since Ethio Jobs is a private commercial entity, the precise total number of active users in Addis Ababa is proprietary information. Yamane's formula provides a reliable, mathematically simplified baseline for large populations (N) using a conservative margin of error, ensuring the sample remains representative without requiring unavailable backend database registries. Second, the formula allows the researcher to explicitly control the margin of error (e). By setting the margin of error at 5% (e = 0.05) under a standard 95% confidence level, the formula yields a highly manageable and logistically feasible target of 300 respondents. Finally, a sample size generated by Yamane's formula provides a sufficient number of observations to meet the statistical assumptions required for quantitative data analysis.

While the non-probability focus on active Ethio Jobs users within Addis Ababa deliberately bounds the study's broad generalizability across rural settings, this geodemographic and platform restriction is highly deliberate, justified, and methodologically sound. Digital recruitment platforms are intrinsically urban-centric technologies that require reliable internet infrastructure, electricity, and smartphone or computer literacy—amenities that are structurally and socio-economically localized within the metropolitan capital city. Examining rural or non-digital job seekers who do not interact with online recruitment interfaces would introduce massive irrelevant variances into a study explicitly designed to measure digital platform efficiency.

Furthermore, because Addis Ababa operates as the primary economic, corporate, and technological epicenter of Ethiopia, hosting the vast majority of formalized vacancies and digitally literate job seekers, the behavioral dynamics and systemic bottlenecks isolated in this research serve as an essential baseline framework. Consequently, these findings can be theoretically generalized to alternative urban digital matching channels (such as recruitment-focused Telegram bots, Dereja modules, or localized LinkedIn networks) operating under identical infrastructure and connectivity environments across urban Ethiopia.

3.3. Data collection methods and instruments

3.3.1. Quantitative Data Collection

Questionnaire Survey

The primary quantitative data collection instrument was a structured, self-administered digital questionnaire deployed via Google Forms. The survey link was distributed to active job seekers through a combination of official platform partnerships and independent outreach networks. Distributing the survey link to registered job seekers via email

The researcher used alternative mechanisms to reach job seekers, including:

- Professional networking platforms (LinkedIn, Dereja, Telegram groups)
- University career service pages
- Social media job-seeker communities (Facebook job groups, Telegram channels)
- Snowball sampling, where respondents share the survey with other Ethio Jobs users

Participants are screened to confirm that they have used Ethio Jobs within the last 6–12 months and are searching for employment in Addis Ababa.

The survey instrument was partitioned into specialized conceptual blocks: a demographic profile section, five independent predictor scales (Platform Usability, Job Information Quality, Job Matching Effectiveness, Digital Literacy, and Job Search Behavior), and a distinct dependent outcome scale (Job Search Efficiency). All constructs were operationalized utilizing a standardized 5-point Likert-type evaluation matrix (ranging from 1 = Strongly Disagree to 5 = Strongly Agree). The reliance on user-reported evaluative scales rather than objective server transaction logs is a deliberate methodological necessity. Automated backend performance metrics are strictly private, proprietary corporate assets and are legally inaccessible. Furthermore, within the contemporary urban labor market, individual job seekers do not maintain granular, quantitative diaries of their daily application counts or precise interface navigation durations over extended periods. Therefore, validated perceptual scales represent the most realistic, dependable, and context-appropriate proxy method available, successfully capturing the user's long-term, cumulative experience regarding systemic friction, information accuracy, and search acceleration.

3.3.1.1 Survey Design Steps to Protect Data Quality

Because data for both the independent and dependent variables were collected from the same respondents using a single questionnaire at one point in time, specific procedural steps were taken during the survey design phase to protect data integrity and ensure authentic responses

Complete Respondent Anonymity: The survey explicitly guaranteed total anonymity to all participants. No personal identification details or email addresses were tracked, ensuring that respondents could answer all questions completely honestly and without any hesitation or fear.

Randomized Shuffling of Questions: The question logic within the digital Google Forms interface was configured to dynamically shuffle and randomize the order of the questions. This mechanism broke predictable sequencing and prevented users from guessing conceptual patterns or adjusting their answers to fit a perceived trend.

Clear Section Separation: The questionnaire was structurally partitioned to clearly separate the Independent Variable questions (measuring platform features, usability, and digital literacy) from the

Dependent Variable questions (measuring job search efficiency). By placing these variables into distinct, separate sections, the design broke cognitive continuity and stopped respondents from carrying over automated response patterns from one set of variables to the next.

3.3.2. Qualitative Data Collection

Interview-Based (Developer Side)

Structured interviews conducted in person to explore the recurring patterns and themes related to platform usability, job information Quality, algorithm effectiveness, and their impact on job search efficiency

3.3.2.1 Qualitative Key Informant Interviews

To ground the statistical findings in real-world structural context, qualitative data was collected via structured interviews with a specialized sample of 5–10 key informants, including system developers, database analysts, and technical product managers. The interview guide utilized open-ended prompts focusing on backend architecture, algorithmic recommendation parameters, data validation practices, and system maintenance strategies used to manage outdated listings. This qualitative integration directly explains the technical mechanisms behind the trends identified in the quantitative survey phase, ensuring a highly integrated research design.

3.3.3. Document Analysis

Documents are other forms of data collection tools. Documents such as annual reports are observed by the researcher if there is any and can be part of the sources used for data analysis. Accordingly, document analysis was made to gather necessary information on the number of existing job seekers and other required information

3.3.4. Data Source

The study uses both primary and secondary data sources

- Primary Data

Collected directly from Ethio Jobs Users through online questionnaires, responses received via social media and professional networks, and participants reached through official cooperation with Ethio Jobs.

To ensure credibility, respondents were required to confirm that they have used Ethio Jobs within the last 6-12 months, and if they live in Addis Ababa or actively search for jobs in the city. and interviews from the developer side

- Secondary Data

Information collected from published articles, reports, and previous studies related to the e-recruitment platform

3.4. Data Collection and Analysis

After ascertaining the reliability of the instruments, The researcher distributed and administered the collection of questionnaires online through social media channels and professional networks frequented by job seekers in Addis Ababa.

Information obtained from the questionnaires was analyzed and coded. Data obtained through questionnaires was processed and analyzed using a computer and the software program, Statistical Package for the Social Sciences (SPSS).

The researcher used descriptive statistics such as frequency counts, percentages, mean values, and standard deviation for structured items and interpret according to the findings. Furthermore, inferential statistics, including correlation analysis and multiple regression, were used to test the study's hypotheses.

3.5. Validity

Validity tests enable the researcher to evaluate the extent to which an instrument accurately measures what it is intended to measure within a specific study (Kothari, 2004). To establish the validity of the instrument used in the study, validity tests will be developed based on the existing research, literature reviews, and established questions within the field of the study. Furthermore, experts who possess the necessary expertise and knowledge in the subject area, along with guidance from the research advisor, will evaluate the content validity of the instrument

To assess the potential presence of common method bias, Harman's Single-Factor Test was conducted using Exploratory Factor Analysis (EFA) with Principal Component Analysis. All measurement items from the study constructs were entered into a single unrotated factor analysis. The results indicated that the first factor accounted for 34.747% of the total variance, which is below the commonly accepted threshold of 50%. According to Harman's criterion, no single factor emerged that explained the majority of the variance. Therefore, common method bias was not considered a serious concern in this study, suggesting that the observed relationships among the variables are unlikely to be substantially influenced by measurement method effects.

3.6. Reliability

Reliability is the extent to which scores on an instrument are free to measurement error. Cronbach alpha was used in this study since it is essential for estimating reliability for item-specific variance in a unidimensional test (Leedy & Ormrod, 2015). Besides, a pilot testing was conducted before the final study to ascertain its general consistency and to ensure that all the variables employed within the scale are generally reliable.

Reliability Test Result

Variable	Alpha Score	No. of Items
Job Matching Effectiveness	0.889	5
Digital Literacy	0.85	5
Job Search Efficiency (DV)	0.818	7
Job Information Quality	0.803	5
Job Search Behavior	0.796	5
Platform Usability	0.749	5

Table 1: Reliability Test Result

The resulting coefficient of reliability ranges from 0 to 1 in providing this overall assessment of a Measure's reliability. $\alpha = 0$, if the scale items are entirely independent from one another (i.e. are Not correlated or share no covariance) and α will approach 1, if all items have high covariance's. In other words, the higher the coefficient the more the items have shared covariance and probably Measure the same underlying concept. Many authors recommend a minimum coefficient between 0.7 and 0.8 (or higher in many cases); coefficients that are less than 0.5 are usually unacceptable.

As Shown in the reliability statistics table the scale yielded an alpha coefficient of 0.749-0.889 for the 6-item measured so this is considered has reliable, therefore, this result indicates a high level of internal consistency.

3.7. Ethical Consideration

Ethical Considerations are the most important when Conducting research in the digital recruitment platforms. A comprehensive approach is necessary to ensure the accuracy and appropriateness of measurement items in capturing the intended constructs

The first informed Consent must be obtained from all the participants including the candidates and the employee of Ethio Jobs who will be involved in this study. Clear explanations regarding the purpose, procedure, and potential risks and benefits of participation should be provided, while also allowing participants the option to withdraw their consent at any time.

Secondary is maintaining confidentiality and anonymity is crucial to protect participants data and identities. Secure data storage methods should be used, and collected data should be anonymized to safeguard sensitive information. Additionally, data privacy and protection must be held by complying with relevant regulations and obtaining necessary permissions and approvals for handling personal data. Encryption or other security measures should be implemented to prevent unauthorized access or breaches. Minimizing risks and avoiding harm to participants and organizations is another vital consideration. Research activities should be carefully designed to prevent disruption or negative impact on the operational processes of e-commerce companies.

Furthermore, potential conflicts of interest should be disclosed, and the researcher should maintain objectivity and impartiality throughout the research process. Ethical use of research findings involves responsible and unbiased dissemination of results, avoiding misrepresentation or manipulation for personal or organizational gain. collecting ethical approval from research ethics committees or institutional review boards is essential. Cultural sensitivity is important, necessitating respect for participants' cultural norms, values, and practices. Intellectual property rights must be respected, giving proper credit to original authors or creators and avoiding plagiarism.

Transparency should be maintained by clearly documenting the research methodology, data collection procedures, and analysis techniques used. Sharing research findings with the academic community and stakeholders promotes openness, collaboration, and knowledge exchange. By following these ethical considerations, research in the e-commerce sector can be conducted with integrity, ensuring the protection of participants' rights and the advancement of responsible and unbiased research practices.

CHAPTER FOUR

4.1. Result and Discussion

The main objective of this study was to examine the effect of digital recruitment platform features and User related factors on job Search efficiency among Job Seekers in Addis Ababa Specifically using Ethio Jobs, in the next chapters, the general background of the study , the relevant literature, and the methodology undertaken in gathering the data. Here, both the quantitative and qualitative data that were collected through document review; questionnaire, interview and observation are presented and analyzed with an intention of answering the basic research questions of the study.

The first part of the questionnaires consists of the demographic information of the respondent's, which is presented in the figure below. The second part of the questionnaires presents the descriptive analysis on variables of the study and the next part deals with the result of regression and correlation between the factor influencing job search efficiency specifically platform usability, job information quality, job matching effectiveness, digital literacy.

In this analysis SPSS version 26.0 was utilized to perform the necessary statistical calculations. A total of 300 questionnaires were distributed and 292 workable questionaries were collected and analyzed

4.2. Demographic characteristics of respondent

Analyzing the demographic information of respondent is necessary to understand the differences among respondents innermost the primary demographic variables and to evaluate their responses Accordingly. As a result, this section will show the demographic features of survey respondents by sex ,age, and employed status

4.2.1. Gender respondents

The gender distribution of the 292 respondents in the survey on job search efficiency among digital recruitment platforms users in Addis Ababa shows that 200 of the participants 68.5 % are male while the remaining 31.5% are female. This data indicates that while both genders are active users of platforms like Ethio Jobs.

Table 2: Gender distribution

sex			
		Frequency	Percent
Valid	Female	92	31.5
	Male	200	68.5
	Total	292	100.0

4.2.2 Age categories of the respondents

The frequency distribution of respondents ages reveals that the majority of the sample consisting of 158 individuals or 54.1% falls within the 20-29 years age group. This represents the largest segment of the study population. The second-largest group is the 30-39 years age category, comprising 102 individuals 34.9% of the sample. The smallest demographics the 40-49 years age group which consists of 32 individuals representing 11.0 of the totals.

Table 3: Age distribution

age			
		Frequency	Percent
Valid	20-29	158	54.1
	30-39	102	34.9
	40-49	32	11.0
	Total	292	100.0

The cumulative percentage provides further insight into the age structure of the study participants. By the end of the 30-39 years age group, 89.0% of the total sample has been accounted for. This indicates that the vast majority of digital recruitment platform users in this study are under the age of 40, with only the remaining 11% falling in to the 40-49 years category.

Generally, these findings suggest that the sample is predominantly composed of young adults and individuals in their 30s. This age distribution is highly relevant for understanding job search efficiency.

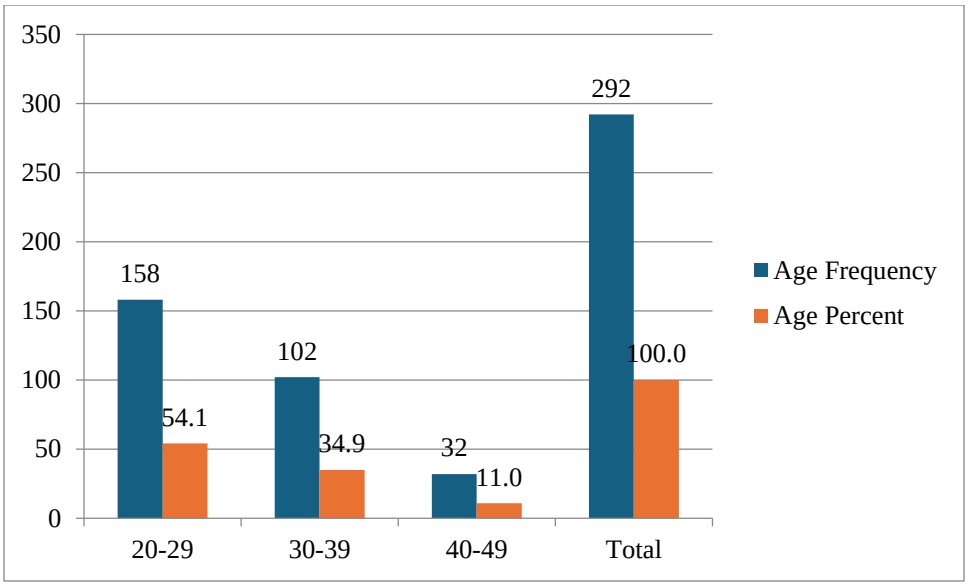


Figure 2: Age distribution

4.2.3. Education Level of the respondents

The educational background of the 292 respondents was examined to understand the academic background of the individuals using Ethio Jobs platform in Addis Ababa. The result is divided in to three educational groups: Bachelor degree, Diploma, Master's Degree.

Table 4: Education distribution

Education Level			
		Frequency	Percent
Valid	Bachelor's	150	51.4
	Diploma	8	2.7
	Master's	134	45.9
	Total	292	100.0

Most of the respondents, 150 individuals or 51.4% holds a bachelor degree, representing the biggest educational group in the study. The second largest group consists 134indivduals, or 45.9% who have a master's degree. The smallest group as of 8 individuals or 2.7% who holds diploma

The cumulative percentage valves further show this distribution of the diploma category,54.1% of the sample , while the remaining 45.9% holding masters. These findings suggest that the survey participants are highly educated, with over 97% possessing at least a first degree. The high level of educational achievement is a significant factor of the research, as it likely correlates with the digital literacy and job search behaviors required to effectively navigate platforms like Ethio Jobs.

4.2.4. Employment status of the respondents

The employment status of the 292 participants was analyzed to determine the current professional standing of individual's engaging with digital recruitment platforms in Addis Ababa. According to the sample is categorized in to three groups: Employed, Unemployed, Student

The majority of the respondents 254individuals or 87%, are currently employed. This represents the largest segment of the sample, suggesting that a significant portion of users on platforms like Ethio Jobs are likely "passive" job seekers looking for better opportunities while already in the workforce. The second largest group consists of 36 individuals or 12.3%, who are unemployed. The smallest group is composed of 2 individuals, or 0.7%, who identified as students.

Table 5: Employment status distribution

Employment Status			
		Frequency	Percent
Valid	Employed	254	87.0
	Student	2	0.7
	Unemployed	36	12.3
	Total	292	100.0

The cumulative percentage values show that by the end of the student category, 87.7% of the sample has been accounted for, while the remaining 12.3% representing the unemployed population. These findings suggest that the participants are active members of the labor force. The distribution is vital for the research, as the motivation and job search behaviors employed individuals may differ from those who are entering the market or currently without work, influencing the overall job search efficiency.

4.2.5. Duration of Ethio Jobs Usage Status

The length of time respondents who have used the platform was analyzed to measure their familiarity and experience with Ethio Jobs features. The sample of 292 participants is grouped based on their usage history.

Most of the respondents, 134 individuals or 45.9%, have used the platform for 3-6 months. This represents the largest group of the sample. The second largest group consists of 125 individuals or 42.8%, who have been using the platform for 6-12 months. Together, these two groups are 88.7% of the total respondents, which shows that the majority of users have between three months and one year of experience with the site.

Table 6: Duration of Ethio Jobs usage Status distribution

Duration of Ethio Jobs usage Status			
		Frequency	Percent
Valid	<3 months	26	8.9
	1+ year	7	2.4
	3–6 months	134	45.9
	6–12 months	125	42.8
	Total	292	100.0

A smaller portion of the population includes 26 individuals 8.9% who have used the service for less than 3 months, and 7 individuals 2.4% who reported usage of more than 1 year

The cumulative percentage values show that 100% of the respondents have been used for by the end of the 6–12-month category. From this result, the targets users are mostly users with a experience level. The length of the time used is very important it shows how familiar they are with the platform.

4.3. Descriptive result

The descriptive statistics shows the major variables of the study . The analysis uses mean scores and standard deviation to describe the respondents' perceptions regarding the independent variables such as

platform usability, Job Information Quality, Job Matching Effectiveness, Job Search Behavior, and Digital literacy, as well as the dependent variable Job Search Efficiency.

4.3.1. Platform Usability

Table 7: Platform usability descriptive result

Responses		
Questions	**Mean**	**Std. Deviation**
The platform is easy to navigate []	**3.92**	**0.881**
It is easy to search for jobs []	**3.56**	**0.981**
The layout is clear and understandable []	**3.46**	**0.943**
I can quickly find information []	**4.04**	**0.996**
The platform responds quickly []	**3.86**	**1.077**

Source: Own Research Result, 2026

The data include response from a sample of 292 individuals regarding the interface. The mean values range from 3.46 to 4.04, indicating that the respondents agree that the platform interface enhances the job search process.

the highest mean value of 4.04 is observed “I can quickly find information.” This shows that respondents strongly believe the platform effectively enhance to find job information to access relevant job information. The variables with the second-highest mean value are 3.92 support the perception that the platform is easy to use.

The remaining variables indicate the speed and layout of the platform that significantly contribute to the user experience, “platform response speed” (mean=3.86). The mean shows that the platform can handles traffic, minimizing time out and reducing user frustration during the job search process. “it’s easy to search for jobs” (Mean=3.56) This determines the usability and usefulness of the platform. The score indicates that users tend to do a good job in job postings identifying the specific positions that are

suitable for them.” layout clarity” (mean=3.46) This shows the interface design, and structural flow of the interface. While this scored the lowest among the usability factors, the mean still indicate that the platform's design is sufficiently clear and understandable for the majority of users.

The standard deviation value ranges from 0.881 to 1.077 it shows that user-friendly design and efficient technical performance of the platform is important for improving job search efficiency.

Qualitative Analysis

The qualitative findings confirms that the platform designed to simplify job searching through search filters, keyword -based navigation, and one click application

However, the **interviewee 1** emphasized on “the platform is functional, but not yet frictionless.” Users often fail to use filters effectively, and usability is influenced by device limitations and internet instability. So, the qualitative results bring a significant detail the Usability is necessary, but not sufficient for efficiency. even when systems are easy to use, efficiency depends on user interaction with those features.

4.3.2. Job Information Quality

Table 8: Job Information Quality descriptive result

Responses		
Questions	Mean	Std. Deviation
Job postings are clear []	4.09	0.874
Information is accurate []	3.81	0.890
Listings are relevant to my skills []	3.66	0.925
Job postings are updated []	3.86	0.925
Information is complete []	3.89	0.891

Source: Own Research Result, 2026

The data is based on a survey of 292 respondents on how well they received information when they were on the job hunt. The mean value is 3.66-4.09 which implies respondents' agreement that high quality information promotes a better job search process.

The mean value for the variable “the information is Complete” when looking at job listings is 3.89, the second highest mean value. The remaining variables are those that are considered critical dimension of information quality that contributes to the user experience job posting, namely “Information is accurate” (mean=3.81) which explains the trust that job seekers have in the information provided regarding roles and requirements. Listings are relevant to my skill(mean=3.66): indicates how well the available jobs match with the user's professional background. The platform filtering relevance is indicated by the mean while the lowest was scored for information quality factors.

The range of values presented for the standard deviation (0.874 - 0.925) indicates the need for clear and complete and up-to-date information to boost job search efficiency.

Qualitative Analysis

The qualitative result indicates that the platform adopts quality control techniques such as manual review, expiration of job listing and employer verification to guarantee the quality of information.

But not all job postings are created equal, however, depending on the employers. Some give structured and detailed descriptions; some give unclear or incomplete information. The clarity and completeness of job are very high. But the quality varies with employers and the quality of the job description decreases the matching accuracy.

Interviewee 2 said that “the quality of the employer has an impact on the quality of the applicants.” This means job information quality is partially controlled by the platform but largely dependent on employer input affecting overall efficiency.

4.3.3. Job Matching Effectiveness

Table 9: Job matching effectiveness descriptive result

Responses		
Questions	Mean	Std. Deviation
The platform recommends suitable jobs []	3.26	1.221
I receive relevant job suggestions []	3.10	1.219
Search filters help me find jobs []	3.57	1.166
The platform reduces irrelevant jobs []	3.08	1.161
I can find jobs that fit my profile []	3.49	1.150

The dataset includes responses from a sample of 292 individuals regarding the job matching between the candidate and the job listing. The mean ranges from 3.08 to 3.57, indicates that matching features enhance the job search process.

the highest mean value of 3.57 is observed for "Search filters help me find jobs." This suggests that respondents find the search tools highly effective for narrowing down their options. The variable with the second-highest mean value is 3.49, indicating that users feel they "can find jobs that fit their profile" when navigating the platform.

The remaining variables shows the platform matching capability “The platform recommends suitable jobs”(Mean = 3.26) The mean suggests that while the system provides helpful suggestions, there may be room for algorithmic improvement. “I receive relevant job suggestions”(Mean = 3.10): This evaluates the relevance of the notifications or emails sent by the platform, with the score indicating a baseline level of accuracy in automated alerts. “The platform reduces irrelevant jobs” (Mean = 3.08): This refers to the platform's ability to filter out "noise" or mismatched listings. While this scored the lowest in this category, it still shows a positive perception, suggesting the platform successfully filters out a majority of unrelated vacancies for its users.

The Standard Deviation values, ranging from 1.150 to 1.221, suggesting more diverse experiences among users regarding matching accuracy. Overall, this statistical analysis suggests that effective search filters and profile alignment are important foundations for improving job search efficiency

Qualitative Analysis

The qualitative findings shows that the platform relies primarily on keyword-based profile based matching system, and CV parsing. However , several challenges have been identified incomplete user profile, poorly written job description, lack of standardized job titles, limited use of advanced recommendation algorithms

Interviewee 3 summarized as "Garbage in , garbage out" poor data quality leads to poor matching out come this means matching improves efficiency when information is accurate. These findings reveal that job matching effectiveness is constrained not by system capability alone, but by data quality. This introduces a critical extension to the conceptual framework: **data quality acts as a mediating factor** between job matching and job search efficiency.

4.3.4. Digital Literacy

Table 10: Digital Literacy descriptive result

Responses		
	Mean	Std. Deviation
I am comfortable using job platforms []	4.06	0.925
I can upload/manage my CV []	4.15	0.876
I can use search filters []	4.01	0.934
I can complete applications []	3.94	0.921
I understand platform features []	4.17	0.906

The dataset includes responses from a sample of 292 individuals regarding their digital skill on how to use digital platform. The mean values range from 3.94 to 4.17, indicating that respondents have a high level of digital competence, which enhances the job search process.

the highest mean value of 4.17 is observed "I understand platform features." This shows that respondents feel confident in their digital skill of how the platform works. The variable with the second-highest mean value is 4.15, indicating that users are very capable of "uploading/managing their]CV" within the system.

The remaining variables reflect other essential digital skills that contribute to an effective user experience “I am comfortable using job platforms”(Mean = 4.06): These variable measures the general ease users feel when interacting with digital recruitment technology. The high mean suggest that the target population is well-accustomed to online job-seeking environments. “I can use search filters” (Mean = 4.01) This evaluates the user's ability to technically assist platform's tools to find specific information. This indicates that users are proficient in utilizing search functions to streamline their efforts. “I can complete applications” (Mean = 3.94. shows that the vast majority of users find the application submission process manageable and clear.

The Standard Deviation values, ranging from 0.876 to 0.934. Overall, this statistical analysis suggests that the digital literacy of job seekers for improving job search efficiency

Qualitative Analysis

Qualitative findings shows that Interview responses indicate that most users in Addis Ababa are capable of using the platform effectively. The main issue is not lack of skill, but lack of engagement and motivation to use the platform optimally.

These findings challenge common assumptions in the literature. While digital literacy is necessary, it is not sufficient to improve job search efficiency. Instead, user behavior and data quality play a more significant role.

4.3.5. Job Search Behavior

Table 11: Job search behavior descriptive result

Responses		
Questions	Mean	Std. Deviation
I regularly search for jobs []	3.91	0.956
I apply to relevant jobs []	4.01	0.845
I update my profile []	3.54	1.059
I use job alerts []	3.25	1.077
I improve my applications []	3.89	1.051

The result shows their behavior and strategies when using Ethio Jobs platform. The mean values for the examined variables range from 3.25 to 4.01, indicating that respondents engage in proactive behaviors that enhance the job search process.

the highest mean value of 4.01 is observed "I apply to relevant jobs". This shows that respondents are highly selective and intuitive in their application process, which is a enhances the efficiency. The variable with the second-highest mean value is 3.91, indicating that users "regularly search for jobs" on daily basis.

The remaining variables highlight other proactive steps taken by job seekers to optimize their outcomes I improve my applications (Mean = 3.89): These variable measures the effort users put into refining their materials for better results. The high mean suggests that job seekers are conscious of quality and tailoring their approach. “I update my profile” (Mean = 3.54.the score indicates that users understand the importance of updating their professional information current. “I use job alerts” (Mean = 3.25): This shows the respondents use notification tools to stay informed of new openings. While this scored the lowest in this category, the mean still indicates a positive level of engagement with the platform's automation features.

The Standard Deviation values, ranging from 0.845 to 1.077. suggests that proactive job search behaviors for improving job search efficiency.

Qualitative Analysis

Qualitative findings show there are two types of behavior: good behavior, which means applying to relevant jobs, completing profiles, and using filters and alerts, and poor behavior is applying to too many irrelevant jobs, incomplete profiles, and application abandonment. Another interviewee highlighted "many user apply to a hundred jobs without a strategy". Even with a well-designed system, poor behavior reduces efficiency and strategic behavior improves the outcome. In conclusion, user behavior is a direct driver of efficiency, not just a supporting factor.

4.3.6. Job Search Efficiency

The result shows regarding the outcomes and effectiveness of using Ethio Jobs platform. The mean values range from **3.04 to 3.87**, indicating that respondents agree that digital tools enhance the efficiency of their job search.

Table 12: Job search efficiency descriptive result

Responses		
Questions	Mean	Std. Deviation
I can find relevant jobs quickly []	3.85	1.065
The platform reduces search time []	3.87	1.092
I can apply with minimal effort []	3.67	0.989
Jobs match my skills well []	3.63	0.985
I receive interview invitations []	3.04	1.199
I am satisfied with job quality []	3.58	1.111
The platform improves my outcomes []	3.21	1.012

the highest mean value of 3.87 is observed for the "The platform reduces search time." This suggests that respondents strongly believes the digital recruitment platforms give quick results The variable with

the second-highest mean value is 3.85, indicating that users feel they "can find relevant jobs quickly" when using the platform.

The remaining variables highlight other critical dimensions of efficiency and outcome quality “I can apply with minimal effort” (Mean = 3.67): These variable measures nature of the application process. The score shows that the platform successfully reduces the burden on job seekers. “Jobs match my skills well” (Mean = 3.63): This evaluates the perceived accuracy of the opportunities. The mean indicates that the platform's information and filtering systems are effective at surfacing relevant roles.”I am satisfied with job quality” (Mean = 3.58). The mean suggests that users find the opportunities on the platform to be of a professional and desirable standard. “The platform improves my outcomes”{Mean = 3.21).“I receive interview invitations”(Mean = 3.04): This evaluates the success of the search process in terms of employer engagement. While this scored the lowest in this category, the mean still indicates a positive trend toward successful job placement.

The Standard Deviation values, ranging from 0.985 to 1.199, suggests that the time-saving capabilities and ease of use provided by the platform for improving job search.

Qualitative Analysis

Efficiency is measured using indicators such as Time from registration to application, Application completion rates, Interview conversion rates , User retention. while, improving efficiency include Job alerts, Search filters, One-click application, and Resume parsing. a major issue identified is that many users repeatedly apply but receive no feedback from employers. This leads to Frustration, Reduced trust, and platform abandonment

4.4. Inferential Statistics

4.4.1. Correlation Analysis

Pearson correlation analysis was conducted to examine the relationship among the study variable. The analysis assessed the strength and direction of association between platform usability ,job information quality, job matching effectiveness, digital literacy, job search behavior and job search efficiency.

Table 13: Pearson correlation analysis

Correlations							
		P	JQ	jm	D	JB	JE
Platform Usability	Pearson Correlation	1	.650**	.435**	.578**	.531**	.583**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	292	292	292	292	292	292
Job Information Quality	Pearson Correlation	.650**	1	.456**	.573**	.566**	.622**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	292	292	292	292	292	292
Job Matching Effectiveness	Pearson Correlation	.435**	.456**	1	.395**	.349**	.481**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	292	292	292	292	292	292
Digital Literacy	Pearson Correlation	.578**	.573**	.395**	1	.577**	.509**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	292	292	292	292	292	292
Job Search Behavior	Pearson Correlation	.531**	.566**	.349**	.577**	1	.570**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	292	292	292	292	292	292
Job Search Efficiency	Pearson Correlation	.583**	.622**	.481**	.509**	.570**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	

	N	292	292	292	292	292	292

The result indicate that all independent variable have positive and statically significant relationships with job search efficiency($p<0.01$).this suggests that improvements in platform Usability, job information quality, job matching effectiveness, digital literacy , and Job search behavior are associated with increased job search efficiency

4.4.2. Relationships with Job search efficiency

Job search efficiency positively highly correlates with Job information quality (r =0.622) this indicates that when job posting are clear, accurate , and well structured, users are more likely to find relevant opportunities efficiently.

The remaining variables like platform Usability (r=0.583 and job search behavior (r =0.570) also exhibit strong positive relationship with job search efficiency. This indicates that an easy to use the platform and active engagement of users are both important to enhance the job search process.

In addition, there is a moderate to strong positive relationship between digital literacy (r=0.509) and job search efficiency, this indicates that user with higher digital skills tends to perform job search activities more effectively.

Finally, Job matching effectiveness (r =0.481) has a moderate positive relationship with job search efficiency, suggesting that relevant job recommendation contributes to efficiency, although to a lesser extent compared to information quality and usability.

There is also significant relationship between the independent variable as indicated in the table

The platform usability strongly correlated with job information quality (r =0.65), indicating that better designed platforms are often associated with higher quality job information

Job information quality is moderately corelated with job matching effectiveness (r=0.456) suggesting that better job data supports improved matching accuracy.

Digital literacy is strongly associated with job search behavior (r=0.577), indicating that more digital skilled users are more active in searching and applying jobs.

These interrelationships suggests that variable are interconnected and may jointly influence job search efficiency

While correlation analysis confirms the existence of relationship among variables, it doesn't indicate causality or the unique contribution of each factor, therefore, multiple regression analysis was conducted in the next section to determine the relative impact of each independent variable on job search efficiency

4.5. Regression Analysis

4.5.1. Multiple regression analysis

Multiple regression analysis was conducted to examine the effect of platform usability, job information quality, job matching effectiveness, digital literacy and job search behavior on job search efficiency. This analysis helps determine the combined and individual contribution of each independent variable.

The relationship between the dependent and independent variables must be linear. This study utilized scatter plot diagrams with lines to fit to test this assumption across variables. The result plots clearly demonstrate that the data points follow a linear trend, confirming that a linear relationship exists between the dependent and independent variables.

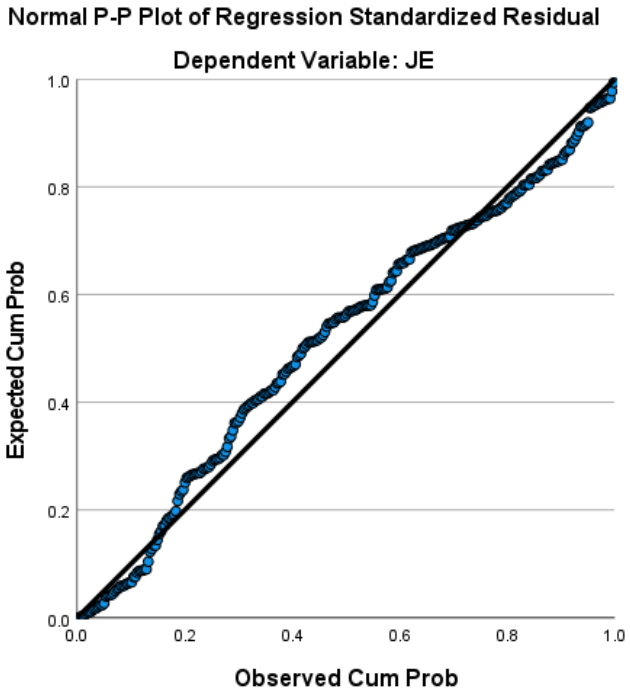


Figure 3: Multiple regression analysis

4.5.2. Normality Test

From the assumption in multiple regression analysis with the ordinary least square methods is that the sample data is taken from normally distributed population. This shows that errors are normally distributed. And the plot of the value of the residuals have approximate normal curve. (Keith, 2006) Accordingly the normality test using a histogram Figure 4.6 shows that the data is normally distributed.

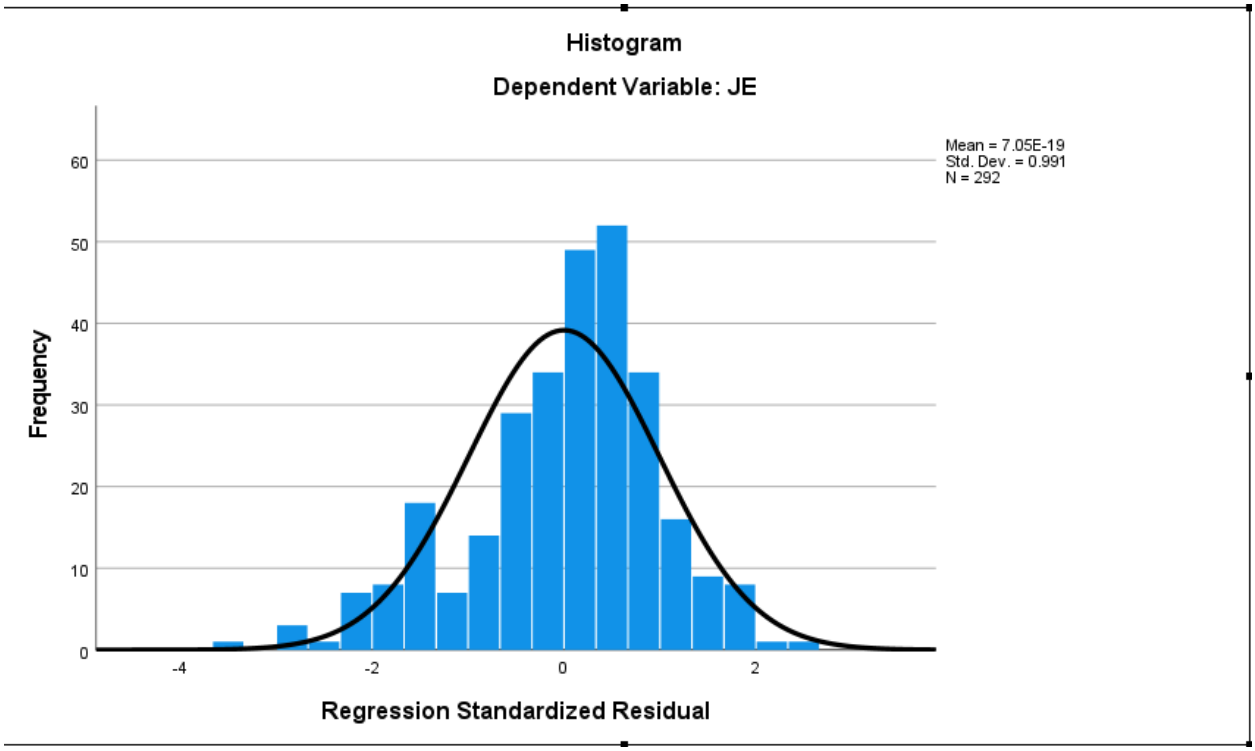


Figure 4: Normality Regression

4.5.3. Multicollinearity Test

The multicollinearity test was conducted to assess whether there are high correlation among the independent variable. The result indicates that the variance influence factor (VIF) value ranges from 1.341 to 2.037, while the tolerance values for all variables are above 0.1.

These value fall within the acceptable threshold, suggesting that multicollinearity is not a concern in this model. Therefore, the independent variable do not exhibit excessive intercorrelation, and each variable contributes uniquely to the predication of job search efficiency.

The result of the regression analysis demonstrate that job search efficiency is significantly influenced by job information quality, job search behavior, platform usability and job matching effectiveness. Among these variables job information quality is the strongest predicator, followed by job search behavior.

Although digital literacy shows a positive relationship with job search efficiency doesn't have statistically significant independent effect when other variable are included in the model. This suggests that while digital skills are beneficial, they do not play a decisive role in determine efficiency compared to other factors

Over all the finding indicate that improving the quality of job-related information and promoting effective use of behavior are more critical for enhancing job search efficiency than focusing solely on improving users digital literacy levels this highlight the importance of the platform content quality and user engagement in achieving better job search outcome.

Table 14: Multicollinearity test

Variables	Tolerance	VIF
(Constant)		
P	0.491	2.037
JQ	0.469	2.132
jm	0.746	1.341
D	0.532	1.880
JB	0.570	1.756

4.5.4. Heteroscedasticity Test

The assumption of homoscedastic dictates that every disturbance has the same variance (whose value is unknown) meaning that regardless of the size of the predicated values, the dispersion of the error terms remains constant. Whenever the assumption is violated typically in cross-sectional data, the model faces the issue of heteroscedasticity and in this case, heteroscedasticity is not a serious problem for this data

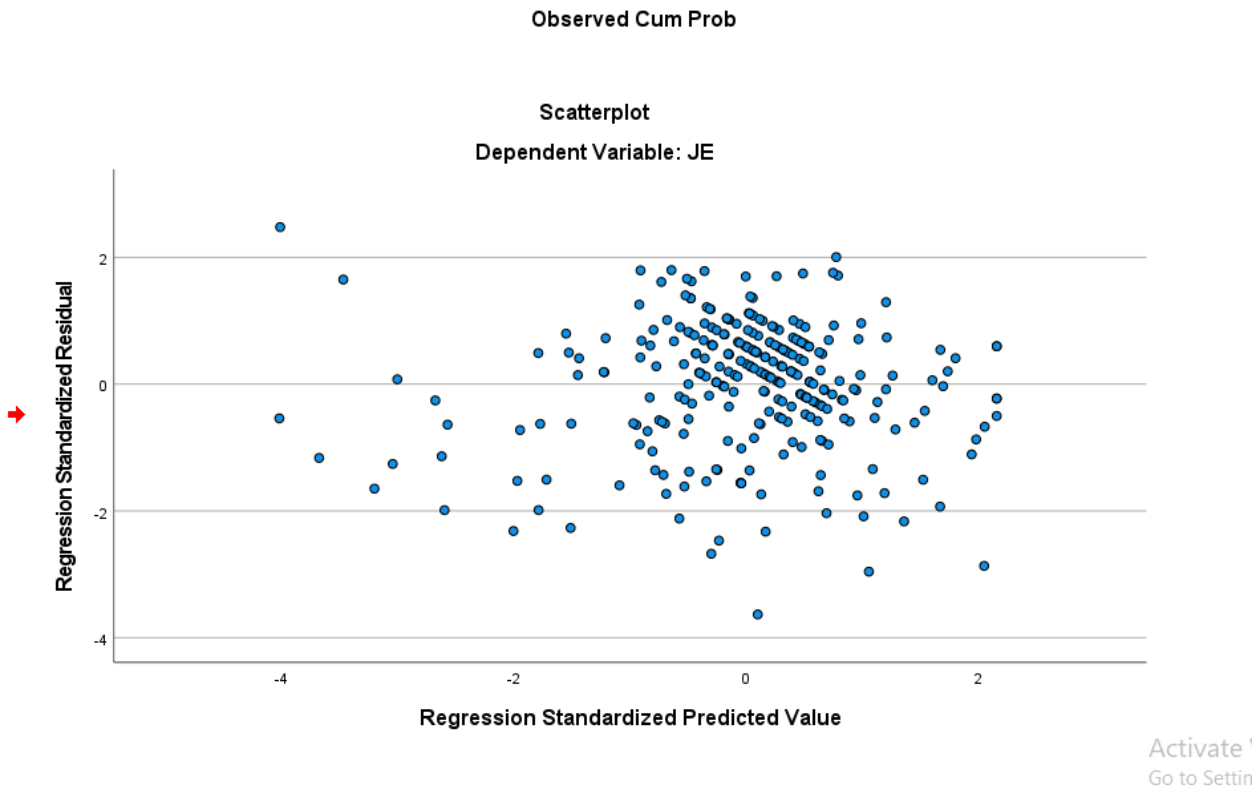


Figure 5: Heteroscedasticity Test

4.5.5. Autocorrelations Test

The assumption tells us the error term at time t is not correlated with the error at any other point in time. The study examined the presence of autocorrelation using the Durbin-Watson statistics. As shown in **Table 4.14**, the Durbin-Watson value is 1.805. Since the value is close to 2, it indicates that there is no serious autocorrelation problem in the model. Therefore, the assumption of independence of error is satisfied, and the regression result can be considered reliable.

4.5.6. Model Summary

Table 15: Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.716[a]	0.513	0.505	3.636	1.805

The the table summary reveals important details about the regression model. The R-square value which represents the proportion if the total variation in the dependent variable job search efficiency that is explained by the model is 0,513. This indicates that the model explains approximately 51.3 % of the variance in the dependent variable.

The adjusted R-squared value , which takes into account the numbers of predicator included in the model, is 0.505. This suggests that the model provide a reasonably good fit to the data even after adjusting for the number of independent variables. The relatively small difference R-squared and adjusted R-squared further indicates that the model is stable and not over-fitted

The standard error of the estimate, which represents the average distance between the observed value and the regression line , is 3.636. This value indicates a moderate level of prediction error ,suggesting that while the model explains a substantial portion of the variation, there is still some unexplained variability in job search efficiency.

Overall the model summary statistics indicate that the regression model has a moderate explanatory power and provides a good fit to the data . While the model does not explain all the variation in job search efficiency, it captures a substantial portion of it , making it useful for understanding the key factors influencing job search efficiency.

Table 16: ANOVA Table

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3987.471	5	797.494	60.319	.000[b]
	Residual	3781.283	286	13.221		
	Total	7768.753	291			

The ANAOVA tables provides important information regarding the overall significance of the regression model. The result indicate that the regression model is statistically significant, as an evidenced by an F value of 60.319 with a corresponding significant level of p= 000. Since the p-value is less than the commonly accepted threshold of 0.05, the model is considered statistically significant.

The regression sums of squares (SSR), which represents the variation in job search efficiency explained by the independent variable, is 3987.471. in contrast, the residual sum of squares (SSE), which represents the unexplained variation, is 3781.283. the total sum of squares is 7768.753, indicating the overall variation in the dependent variable

The mean square for regression is 797.494, while the mean square for residual is 13.221. The relatively large difference between these values contributes to the high F-statistic, further confirming the strength of the model

Overall, the ANOVA result demonstrate that the set of independent variables platform usability, job information quality, job matching effectiveness, digital literacy and job search behavior jointly have statistically significant effect on job search efficiency. This indicates that the regression model, as a whole provides a meaningful explanation of variations in job search efficiency and is suitable for further interpretation of individual predictor effects.

Table 17: coefficients

Coefficients[a]										
Model				Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
				Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.413	1.429		0.989	0.324	-1.399	4.225		
	P	0.274	0.088	0.183	3.106	0.002	0.100	0.447	0.491	2.037
	JQ	0.399	0.092	0.260	4.319	0.000	0.217	0.580	0.469	2.132
	Jm	0.191	0.050	0.182	3.816	0.000	0.093	0.290	0.746	1.341
	D	0.066	0.081	0.046	0.813	0.417	-0.094	0.225	0.532	1.880
	JB	0.327	0.076	0.235	4.303	0.000	0.177	0.476	0.570	1.756

The coefficient table provides detailed information on the individual contribution of each independent variable to job search efficiency. It includes the unstandardized coefficient (B) , standardized

coefficients (Beta), t-values, significance levels, which together indicate the strength and statistical significance of each predictor.

The constant term has a coefficient value of 1.413 and is not statistically significant (p=0.324), indicating that when all the independent variables are held constant at zero , the baseline level of job search efficiency is not significantly different from zero.

Platform usability has an unstandardized coefficient of 0.274 and a standardized coefficient (beta) of 0.183. With a significant level of p=0.002, this indicates the platform usability has a positive and statistically significant effect on job search efficiency, specifically, an increase in usability is associated with an increase in job search efficiency, holding other variable constant

Job information quality has an unstandardized coefficient (B=0.399) and the largest standardized coefficient (beta= 0.260), with a significant level oof p=0.000. This indicates the job information quality is the strongest predictor in the model. Improvement in the clarity , accuracy, and completeness of job information significantly enhances job search efficiency.

Job matching effectiveness has a coefficient of 0.191 and a standardized beta of 0.182, with a significance level of p=0.000.This shows that job matching effectiveness has a significant positive effect on job search efficiency. Better alignment between user profiles and job listing leads to improved efficiency in the job search process.

Digital literacy has a coefficient of 0.066 and a standardized beta of 0.046,with a significant level of p=0.417. This indicates that digital literacy does not have a statistically significant effect on job search efficiency in the model. Although it has a positive relationship, its contribution is not strong enough to be considered significant when other variables are included. The results of the multiple regression analysis revealed that Digital Literacy did not have a statistically significant effect on Job Search Efficiency among Ethio Jobs users in Addis Ababa. This finding differs from several previous studies that reported a positive relationship between digital literacy and online job search outcomes. One possible explanation is that the majority of Ethio Jobs users already possess the basic digital competencies required to navigate online recruitment platforms effectively. Since the platform is designed to be user-friendly and accessible, variations in digital literacy among users may no longer substantially influence job search outcomes. Once a minimum level of digital competence is attained,

factors such as job information quality, platform usability, and job matching effectiveness become more influential in determining job search efficiency. This finding suggests that improvements in platform functionality and information quality may have a greater impact on job search outcomes than further improvements in users' digital literacy levels within the study context.

Job search behavior has a coefficient of 0.321 and a standardized Beta of 0.235, with a significance level of p = 0.000. This indicates that job search behavior has a significant and strong positive effect on job search efficiency. Users who actively engage with the platform, such as updating profiles and applying for jobs, tend to achieve better outcomes.

Overall, the results show that job information quality, job search behavior, platform usability, and job matching effectiveness are significant predictors of job search efficiency, while digital literacy is not a significant predictor in this model.

4.6. Hypothesis Testing

According to the regression analysis, examine the relationship between several predictor variables and the outcome variable , job search efficiency. The unstandardized and standardized coefficient, t value and significant levels are used to determine whether each predictor has a statistically significant effect.

Platform Usability has a positive and statistically significant coefficient (p=0.002), suggesting that it is a significant predictor of job search efficiency. Therefore, the null hypothesis was rejected.

Job information Quality has a positive and statistically significant coefficient (p< 0.001) indicating that this is the strongest predictor of job search efficiency. . Therefore, the null hypothesis was rejected.

Job matching effectiveness also has a positive and statistically significant coefficient (p< 0.01). Therefore, the null hypothesis was rejected.

Digital Literacy has a positive but statistically insignificant coefficient (p= 0.417). Therefore, the null hypothesis was accepted

Job search behavior has a positive and statistically significant coefficient (p =0.001), suggesting this is an important predicator of job search efficiency. Therefore, the null hypothesis was rejected.

The regression result indicates that four out of five predictor variables job information quality have the strongest predicator followed by, job search behavior, platform usability and job matching effectiveness, have statically significant relationship with job search efficiency.

However, digital literacy does not have a statistically significant effect, suggesting that user skill level alone does not determine efficiency when other factors are taken into account.

Table 18: Hypothesis Testing

Hypothesis	**Statement**	**Result**
H1	Platform usability significantly affects job search efficiency	Accepted
H2	Job information quality significantly affects job search efficiency	Accepted
H3	Job matching effectiveness significantly affects job search efficiency	Accepted
H4	Digital literacy significantly affects job search efficiency	Rejected
H5	Job search behavior significantly affects job search efficiency	Accepted

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The result shows that users generally have a positive perception of digital job platforms. Most respondents agreed the platforms are easy to use and allow one to quickly access information, and support job search process. Specifically, the level of usability of the platforms and the quality of information regarding the jobs were rated highly, meaning that users appreciate system that are easy, quick, and display clear and complete details about the jobs. Digital literacy levels were also found to be high , suggesting that most job seekers are capable of using these platforms without major technical difficulties.

However, not all area performed equally, job matching effectiveness scored lower particularly on automated job recommendations. This indicates that although users can manually search the relevant jobs by filtering, the system itself is not always accurate in suggesting suitable opportunities. On the same note the users said that it helps them to search and apply easily, yet fewer respondents indicated that it actually leads to actual interview opportunities. This points to an important gap between process efficiency (how easy it is to search and apply) and outcome efficiency (actually getting interviews or jobs).

The correlation analysis revealed that all the variables have positive relationship with job search efficiency. Among them job information quality had the strongest relationship followed by the platform usability and job search behavior. This means that when job postings are clear, accurate, and complete, users are more likely to find relevant opportunities effectively.

The regression analysis further revealed that job information quality is the most important factor influencing job search efficiency. Job search behavior was the second factor, followed by platform usability and job matching effectiveness. These variables were all statistically significant meaning they have a real impact on improving efficiency. On the other hand, digital literacy was not statistically significant. This indicate that simply knowing how to use the platform is not enough. What matters is how users behave and how good the information on the platform is.

Overall, the findings of this study give valuable insights for digital recruitment platform in Ethiopia. The study shows that improving job search efficiency requires more than just having a functional platform. It depends on high-quality job information, effective system design, and strategic user behaviors are the key drivers. Even though digital platforms make the job search faster and easier, they don't always guarantee better job outcomes. This suggests that challenges such as job availability and employer responses behavior also play a critical role

In conclusion, this study highlights that platforms should focus more on improving the quality of job postings and encouraging better user engagement. At the same time job seekers need to adopt more strategic approaches when applying for jobs.by addressing both system-related and user-related factors

This study provides empirical evidence that platform usability, job information quality, job matching effectiveness, and job search behavior significantly enhance job search efficiency among job seekers in Addis Ababa. By strengthening these key dimensions, digital recruitment platforms can improve user experience, streamline the job search process, and support more effective employment outcomes. Overall, the study emphasizes that aligning platform functionality with user needs and behavior is essential for achieving greater efficiency and effectiveness in the digital job market.

5.2. Recommendations

Given the job matching effectiveness scored lower than manual filtering, developers should shift from basic keyword-based matching to AI-driven semantic matching. Improving the "outcome efficiency" requires systems that can predict the compatibility between a candidate multifaceted skills and employer requirements.

The findings of this study indicate that Job Information Quality is the most influential predictor of Job Search Efficiency among Ethio Jobs users platforms should implement mandatory structured template. These templates should require employers to provide complete details, including salary ranges, specific job locations, and clear core competencies, to ensure role clarity and reduce user uncertainty. Therefore, Ethio Jobs management should prioritize strategies aimed at improving the quality, accuracy, completeness, and timeliness of information presented on the platform. Specifically, the platform should strengthen vacancy verification procedures to ensure that all job advertisements are authentic and current. Expired and inactive vacancies should be removed promptly to reduce wasted search effort and improve user trust. Employers should be encouraged to provide complete job descriptions, including job

responsibilities, qualification requirements, experience levels, application procedures, and salary information where appropriate. In addition, standardizing job posting formats would improve consistency and facilitate easier comparison of vacancies by job seekers. Ethio Jobs should also establish stronger monitoring and quality-control mechanisms to ensure that employers provide accurate and reliable vacancy information. These measures would improve information transparency, reduce information asymmetry, and ultimately enhance job search efficiency among platform users.

Employers must recognize that the accuracy of their job description is the primary key for job search efficiency. recruiters should ensure that all postings are clear, accurate and regularly updated. which can frustrates the job seekers and diminish the platform trust.

Employers should adapt automated feedback systems and status tracking module to provide candidates with timely updates regarding their application. Such transparency is vital for mitigating applicant uncertainty and fostering a more responsive recruitments platform.

Job seekers should move beyond basic technical usage. Efforts should be focused on “strategic behavior” such as optimizing profiles with relevant key words and tailoring applications to a specific job information detail to improve matching outcomes.

Public employment service and training centers should shift their focus from teaching “digital career management, “this involves training job seekers to emphasize on data-driven decision making and the optimization of digital profiles , ensuring that candidates can proactively align their search strategies with functional mechanism modern recruitment systems.

5.3. Suggestions for Future Research

Future studies should expand the scope of investigation beyond Addis Ababa by including job seekers from different regions of Ethiopia to improve the generalizability of findings. Comparative studies involving multiple digital recruitment platforms, such as Ethio Jobs, Dereja, Hahu Jobs, Afriwork, and Telegram-based recruitment channels, would provide a broader understanding of digital job search efficiency within the Ethiopian labor market.

Future researchers are also encouraged to incorporate objective performance indicators, such as job search duration, number of applications submitted, interview invitations received, and employment outcomes, to complement perceptual measures and strengthen construct validity. Access to platform analytics and system-generated data would provide a more accurate assessment of platform effectiveness.

In addition, longitudinal research designs could be employed to examine how job search efficiency changes over time and to establish stronger causal relationships among the study variables. Future studies may also investigate additional factors that were not included in this study, such as employer responsiveness, job seeker self-efficacy, trust in digital platforms, internet accessibility, and artificial intelligence-based recommendation systems.

Finally, qualitative and mixed-method studies involving employers, recruiters, and platform developers could provide deeper insights into the operational and technical challenges affecting digital recruitment efficiency and contribute to the development of more effective online job-matching systems.

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Annex

Title: Factors Affecting Job Search Efficiency on Ethio Jobs: Evidence from Job Seekers in Addis Ababa

Dear respondent,

My name is Helen Girmay, and I am MSc. student in the Business Administration and information system department of Addis Ababa University School of Commerce, I am conducting a research thesis titled Factors Affecting Job Search Efficiency on Ethio Jobs platform: Evidence from Job Seekers in Addis Ababa

This questionnaire aims to gather data related to my study topic, which will help provide insights and contribute to the academic field. Your participation and honest responses are vital for the success of this research. I assure you that all responses will be kept confidential and used solely for academic purposes. Participation is entirely voluntary, and you are not required to provide any personal or identifying information.

Thank you in advance for your valuable contribution to this study by completing the questionnaire.

If you have any questions or concerns about the questionnaire or related topics, please feel free to contact me.

Email address: girmaynani123@gmail.com

Thank you for taking the time to complete the survey.

Part-I： Socio economic and demographic questions

1. Sex： ☐ Male ☐ Female

2. Age: ☐ 20-29 ☐ 30-39

   ☐ 40-49 ☐ over 50

3. Education level

   ☐ Diploma ☐ Bachelor's

   ☐Master's ☐ PhD

4. Employment Status

☐ Employed ☐ Unemployed ☐ Student

5. Frequency of using Ethio jobs

☐ <3 months ☐ 3-6 months

☐ 6-12 months ☐ 1+year

Part-II: Factors That Affect Job Search Efficiency (Please rate the following statements based on your experience and understanding

Variables	Items	Key: 1- **Strongly agree,** 2- **Agree,** 3- **Neutral,** 4- **Disagree,** 5- **Strongly disagree**				
		1	2	3	4	5
Platform Usability	The platform is easy to navigate.					
	It is easy to search for jobs.					
	The layout is clear and understandable.					
	I can quickly find information.					
	The platform responds quickly.					
Job Information Quality	Job postings are clear.					
	Job Information is accurate.					
	Job Listings are relevant to my skills.					
	Job postings are updated.					
	Job Information is complete.					
Job Matching Effectiveness	The platform recommends suitable jobs.					
	I receive relevant job suggestions.					
	Search filters help me find jobs.					
	The platform reduces irrelevant jobs.					
	I can find jobs that fit my profile.					

Digital Literacy	I am comfortable using Ethio job platforms.					
	I can upload/manage my CV.					
	I can use search filters.					
	I can complete applications.					
	I understand the platform features.					
Job Search Behavior	I regularly search for jobs.					
	I apply to relevant jobs.					
	I update my profile.					
	I use job alerts.					
	I improve my job applications.					
Job Search Efficiency	I can find relevant jobs quickly.					
	The platform reduces search time.					
	I can apply with minimal effort.					
	Jobs matches my skills well.					
	I receive interview invitations.					
	I am satisfied with job quality.					
	The platform improves my job outcomes.					

Interview Questions for Ethio Jobs Developers

1. How is the platform designed to make Job searching easy for users?
2. What improvements have been made to help users find job listing quickly and easily?
3. How does the system recommend jobs to the users?
4. What causes mismatch between job seekers profiles and recommended jobs, and how are you addressing this?
5. How do you make sure job postings are accurate and updated?
6. Does the system speed affects how fast users apply for Jobs and How?
7. What users' behavior shows a good and bad job search behavior?
8. How do you support users who are not good with technology?
9. How do you know if the platform is helping users find jobs faster?
10. Which features help users the most in finding jobs quickly?