LinkedIn as a Gateway to Employment: Analyzing Factors Affecting Undergraduate Preferences at University of Jaffna

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Abstract. The increasing reliance on digital platforms for job-seeking purposes has prompted an in-depth investigation into the factors influencing the selection of LinkedIn among undergraduate students at the University of Jaffna, Sri Lanka. This study aims to uncover the diverse determinants shaping undergraduates' preferences and attitudes towards LinkedIn as a crucial tool for career advancement. By utilizing a sample size of 300 participants, extensive data were collected and rigorously analyzed using statistical methods.The findings highlight the significance of various factors, including the acceptability, ease of use, accessibility of information, reliability, timeliness, cost-effectiveness, and accuracy of data on the LinkedIn platform, in driving undergraduates' utilization of LinkedIn for job-seeking activities. Noticed that, the research identifies a positive sentiment towards LinkedIn among student demographics, emphasizing its pivotal role in facilitating effective job searches.These findings have significant implications for academic practitioners, career advisors, and digital platform administrators. They provide valuable insights for devising tailored strategies aimed at enhancing undergraduate career development trajectories and maximizing the utility of LinkedIn as a career advancement tool.

Key Words: LinkedIn, Social Networking, Job seekers, University Students.

1. Introduction

In Sri Lanka, where the job market is dynamic and competitive, undergraduates are increasingly turning to social media platforms to navigate their career paths and secure employment opportunities. Among these platforms, LinkedIn emerges as a powerful tool for professional networking and job hunting, offering undergraduates the opportunity to showcase their skills, connect with industry professionals, and explore job openings.

However, despite the growing popularity of LinkedIn among Sri Lankan undergraduates, there is a dearth of research examining the factors influencing its adoption and usage for job search purposes in the local context. Understanding these factors is crucial for career services at universities like the University of Jaffna to provide tailored support and guidance to students in their career development journey.

Recent studies conducted in Sri Lanka shed light on the increasing relevance of social media platforms, including LinkedIn, in the job search process among undergraduates. For instance, research by Kumarasinghe& Gunasekara (2021), found that a significant proportion ofjon seekers in Sri Lanka utilize social media platforms for job hunting and their survey results prove that LinkedIn is mostly (59%) used social media in job searching

Against this backdrop, this research paper aims to address the gap in the literature by investigating the factors affecting the selection of LinkedIn for job search among undergraduates of the University of Jaffna. By exploring the perceived benefits, challenges, and demographic influences on undergraduates' use of LinkedIn for job hunting, this study seeks to provide valuable insights for enhancing career development initiatives and leveraging social media platforms effectively in the Sri Lankan context.

Through a combination of literature review, empirical research, and practical recommendations, this study endeavors to contribute to the growing body of knowledge on social media usage in job search and inform the design of evidence-based career guidance programs tailored to the needs of Sri Lankan undergraduates.

2. Statement of Problem

Lack of Empirical Research: There is a dearth of empirical research that systematically examines the factors driving undergraduates' selection of LinkedIn for job search in Sri Lanka, especially among students at the University of Jaffna. Existing studies often generalize findings from other contexts without considering the

unique socio-cultural factors and institutional dynamics that may influence undergraduates' behaviors and preferences regarding social media usage for career-related activities.

Limited Understanding of Demographic Influences: While some studies have explored the general usage patterns of social media platforms among undergraduates in Sri Lanka, there is limited understanding of how demographic factors, such as academic discipline, geographic location, and socio-economic background, shape undergraduates' decisions to use LinkedIn for job hunting. Identifying these demographic influences is crucial for designing targeted career development interventions and tailored support services for undergraduates at the University of Jaffna.

Need for Practical Recommendations: Existing literature often provides theoretical insights into the role of social media platforms in the job search process but lacks practical recommendations for career services and educational institutions to effectively leverage platforms like LinkedIn to support undergraduates' career aspirations. Bridging this gap requires research that not only identifies the factors influencing undergraduates' selection of LinkedIn for job search but also offers actionable recommendations for enhancing career guidance programs and fostering students' professional development.

Addressing these knowledge gaps will not only contribute to the scholarly understanding of social media usage in job search but also provide valuable insights for practitioners, policymakers, and educators seeking to empower undergraduates with the necessary skills and resources to navigate the contemporary job market effectively.

3. Objective of the Study

To identify the factors affecting on the undergraduate students to select the LinkedIn as job searching tool in faculty of management studies and commerce in the University of Jaffna.It provides a deeper understanding on how LinkedIn is used as a job searching tool by recent university students.

4. Review of Literature

Social media platforms play a significant role in career identity development when integrated into a comprehensive suite of media tools. Networking has the potential to facilitate both initial job placement and professional progression, with technology serving to enhance the efficacy of both individual and institutional endeavors, (Gerard, 2012).

Social networking site developers should integrate additional functionalities or tools into their platforms to assist users in their job search endeavors effectively. (Suki et al., 2011). Online professional networking platforms are extensively utilized and have the potential to assist individuals in searching for and securing employment opportunities (Wheeler et al.,2022).

LinkedIn, in particular, is widely recognized as a platform for professional self-promotion and recruitment of graduate-level positions, (Bridgstock, 2019). In addition, it serves as a valuable tool in 21st-century career development, facilitating research into industry opportunities, structures, and norms, fostering professional network development, and enabling informal learning. College students and recent graduates constitute the most rapidly expanding user demographic on LinkedIn, accounting for an estimated 40 million profiles within these cohorts , (Carmack & Heiss, 2018).

At LinkedIn, talent search and recommendation systems aim to align potential candidates with the hiring requirements specified by recruiters or hiring managers, typically articulated through search queries or job postings, (Ramanath et al., 2018). LinkedIn is a renowned online social networking platform catering to individuals in various employment roles, including jobholders, jobseekers, and employers, each with distinct objectives. Passive jobseekers, for instance, are individuals currently employed but actively exploring better career opportunities (Hosain & Liu 2020).

Career development professionals should contemplate integrating LinkedIn training workshops to augment employees' personal branding efforts and bolster their self-efficacy in job search behaviors (Leo et al., 2024)

Social media platforms, particularly LinkedIn, have become integral tools in modern job search practices.Pattanayak (2019). explored the impact of LinkedIn on deception in resumes, highlighting the

platform's influence on job-seeking behavior. Similarly, Badoer, Hollings & Chester (2021) investigated the use of LinkedIn as a professional development tool among undergraduates, shedding light on its significance in career advancement strategies.

As of January 2023, recent data indicates a significant growth in LinkedIn users in Sri Lanka, with approximately 1.72 million users, representing a growth rate of 1.13x. According to statistics from "Social Media in Sri Lanka – 2023 Stats & Platform Trends," the majority of users fall within the age bracket of 18 to 34, reflecting the prevalence of younger millennials on the platform.

Furthermore, LinkedIn's advertising resources reveal that the platform had approximately 1.80 million "members" in Sri Lanka at the beginning of 2023. This equates to approximately 8.2 percent of the total population, as indicated by the company's advertising reach figures. It's worth noting that LinkedIn restricts platform usage to individuals aged 18 and above, and as of 2023, 11.4 percent of the eligible audience in Sri Lanka actively utilizes LinkedIn.

In July 2023, new records show a further increase in LinkedIn users in Sri Lanka, with a total of 1.94 million users, accounting for approximately 9% of the entire population. This steady growth underscores the platform's increasing significance as a professional networking tool within the Sri Lankan context.

Perceived usefulness plays a crucial role in determining individuals' engagement with online platforms for job searching. Chan-Olmsted, Cho & Lee (2013) examined the impact of social media, including LinkedIn, on perceptions of others' lives, underscoring the importance of perceived utility in platform adoption. Additionally, Kim & Elias (2015) provided a critical history of social media, elucidating the cultural factors influencing users' perceptions and behaviors on these platforms.

User experience and interface design significantly influence individuals' interactions with social media platforms. Tenner (2015) emphasized the importance of intuitive design in his seminal work, "The Design of Everyday Things," While Al-Badi et al., (2013) outlined key principles for enhancing usability, which are pertinent to platforms like LinkedIn.

The reliability and accuracy of information available on social media platforms, including LinkedIn, are paramount considerations for users. Pennycook and Rand (2020) explored strategies for combating misinformation on social media, highlighting the importance of credible sources. Similarly, Chang, Liu & Shen (2017) investigated methods for discerning credible information from Twitter, offering insights into information evaluation practices.

Cost-effectiveness and the availability of premium services on social media platforms also influence users' engagement. Kaplan and Haenlein (2010) discussed the challenges and opportunities of social media usage, including considerations of cost-effectiveness. Valenzuela, Park, and Kee (2009) examined the impact of Facebook usage on college students' life satisfaction and participation, shedding light on the perceived value of premium services.

Social media platforms have gained as indispensable tools for job seekers. Research by Pena, L., Curado, C., & Oliveira, M. (2022) delved into the impact of LinkedIn on career development among professionals, shedding light on its increasing relevance in the local job market. Additionally, Galan et al., (2015) explored the perceptions of postgraduates towards social media platforms for job searching, providing insights into the factors influencing platform adoption.

The usability and user experience of social media platforms have been a subject of interest among Sri Lankan researchers. Cho & Lam (2021) investigated the interface design of LinkedIn and its impact on user engagement among seekers, offering valuable insights into platform preferences. Furthermore, Agazzi (2020) examined the usability challenges of social media platforms in Sri Lanka, highlighting the need for user-friendly design principles.

In the context of information reliability and accuracy, studies by Sun (2021) explored users' perceptions of information credibility on social media platforms. These studies underscore the importance of trustworthy information sources in shaping user trust and engagement.

These studies collectively provide a comprehensive understanding of the factors influencing individuals' selection of LinkedIn for finding job opportunities, informing the present research endeavor.

Proposed Theory

Social Cognitive Theory (Bandura, 1986):
Social Cognitive Theory posits that human behavior is influenced by a dynamic interplay between personal factors, environmental factors, and behavioral factors. In the context of this research, undergraduates' decision to use LinkedIn for job search can be understood through the following components:
Personal Factors: These include individual characteristics such as self-efficacy, outcome expectations, and perceived benefits and barriers associated with using LinkedIn for job hunting. For example, undergraduates with high self-efficacy may be more confident in their ability to navigate LinkedIn effectively and utilize its features for job search purposes.

Environmental Factors: These encompass external influences such as social norms, peer recommendations, and institutional support (e.g., career services) that shape undergraduates' attitudes and behaviors regarding LinkedIn usage. Social norms within the University of Jaffna community and perceptions of LinkedIn's relevance as a job search tool may influence undergraduates' decisions to utilize the platform.

Behavioral Factors: These refer to the specific actions and strategies employed by undergraduates when using LinkedIn for job search, including profile creation, networking activities, and engagement with job postings. Understanding the behavioral factors driving LinkedIn usage among undergraduates can provide insights into their decision-making process and preferences regarding online job search platforms.

Technology Acceptance Model (Davis, 1989):
The Technology Acceptance Model (TAM) posits that individuals' intention to use a technology is influenced by their perceived usefulness and perceived ease of use. Applied to this research, TAM can help explain undergraduates' attitudes and adoption of LinkedIn for job search purposes:
Perceived Usefulness: This refers to the degree to which undergraduates believe that using LinkedIn enhances their job search effectiveness and leads to desirable outcomes, such as securing employment opportunities or expanding their professional networks. Perceived usefulness of LinkedIn may be influenced by factors such as access to job listings, networking opportunities, and industry insights available on the platform.

Perceived Ease of Use: This relates to the extent to which undergraduates perceive LinkedIn as user-friendly and easy to navigate. Factors such as interface design, platform features, and technical support may influence undergraduates' perceptions of LinkedIn's ease of use and, consequently, their likelihood of using the platform for job search purposes.

Theory of Reasoned Action (Fishbein & Ajzen, 1975):
The Theory of Reasoned Action (TRA) suggests that individuals' behavioral intentions are shaped by their attitudes and subjective norms regarding the behavior (Nickerson, 2023). In the context of this research, TRA can help elucidate the role of attitudes and social influences in undergraduates' decisions to use LinkedIn for job search:
Attitudes: These represent undergraduates' overall evaluations of LinkedIn as a job search tool, including perceptions of its effectiveness, relevance, and value in achieving career goals. Positive attitudes towards LinkedIn may stem from past experiences, peer recommendations, or perceptions of its professional credibility.

Subjective Norms: These reflect the perceived social pressure and expectations surrounding LinkedIn usage for job search among peers, faculty members, and career advisors at the University of Jaffna. Normative influences from trusted sources may encourage undergraduates to adopt LinkedIn as a preferred platform for job hunting and networking activities.

By integrating these theoretical perspectives, this research can provide a comprehensive framework for understanding the factors influencing undergraduates' selection of LinkedIn for finding job opportunities. This theoretical foundation will guide the data collection, analysis, and interpretation, helping to generate meaningful insights and recommendations for both academic research and practical application in career services at the University of Jaffna.

5. Conceptual Framework

Based on the literature review and theoretical framework discussed above, it is evident that several factors influencing undergraduates' selection of LinkedIn for their future careers have been explored in various studies

by different authors. However, there is a notable gap in the existing research literature regarding the specific factors affecting undergraduates' choice of LinkedIn for finding job opportunities.

This conceptual framework (Figure 1) integrates insights from previous literature to develop a comprehensive understanding of the factors influencing the selection of LinkedIn among undergraduates. In this study, the dependent variable is "The Selection of LinkedIn for Job Opportunities," while the independent variables include: The acceptability of LinkedIn as the medium of searching job, Ease of use and user friendliness, Availability of information, Reliability and Timeliness Of Information, Cost effectiveness and Accuracy of information.

Independent variable   **Dependent variable**
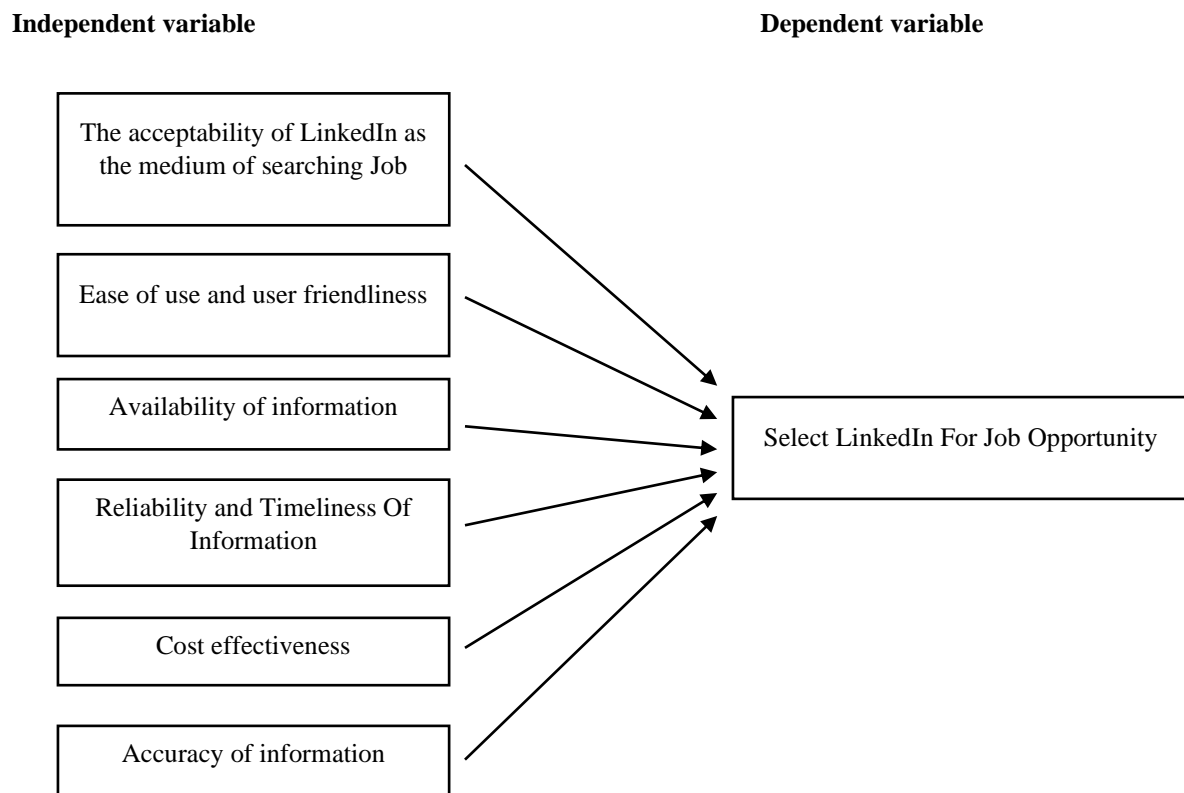
Figure 1: Conceptual Framework

The Acceptability of LinkedIn as a Medium for Job Searching

Employers often prioritize the availability of comprehensive information when utilizing social media platforms like LinkedIn to search for potential candidates. According to studies byGuillory & Hancock (2012), employers emphasize gathering extensive information from various sources to inform their hiring decisions. While Social Networking Sites serve as a primary avenue for candidate selection, employers underscore the importance of accessing detailed candidate profiles.

Ease of Use and User-Friendliness

Ease of use refers to the ability to navigate and utilize job-related information on LinkedIn with minimal complexity. This concept aligns withHosain & Liu (2020), principles of usability, which advocate for intuitive design and straightforward navigation to enhance user experience.

Availability of Information

LinkedIn offers a wealth of job-related information readily accessible to users. Research by Hosain & Liu (2020), highlights the platform's role as a repository of comprehensive professional profiles and job postings, facilitating efficient information dissemination and retrieval.

Reliability and Timeliness of Information

LinkedIn fosters prompt and efficient communication between job seekers and employers, providing a platform for the dissemination of trustworthy, precise, and timely information. This aligns with the findings of Krishna, Mohan & Maithreyi (2016), who emphasize the platform's role in facilitating reliable and timely interactions within professional networks.

Cost Effectiveness

LinkedIn operates on a freemium model, offering basic services free of charge to general users. This cost-effective approach to joining and utilizing social media platforms like LinkedIn is highlighted in studies by Kaplan and Haenlein (2010), which discuss the accessibility and affordability of digital networking tools for professional development.

By examining these independent variables in relation to the dependent variable, this study aims to fill the research gap and provide valuable insights into the factors influencing undergraduates' decision-making process when selecting LinkedIn for finding job opportunities.

6. Hypothesis

The following are the hypothesis of this research.

H1: The acceptability of LinkedIn has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.

H2: Ease of use and user friendliness has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.

H3: Availability of information has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.

H4: Reliability and Timeliness Of Information has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.

H5: Cost effectiveness has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities

H6: Accuracy of information has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities

7. Methodology

This research study aimed to explore the factors influencing the selection of LinkedIn for finding job opportunities among undergraduate students of the Faculty of Management Studies and Commerce at the University of Jaffna, Sri Lanka. It employed an explanatory research design to investigate how factors affect the selection of LinkedIn for job search among undergraduates at the University of Jaffna.

By adopting a quantitative method approachenabled a comprehensive exploration of the factors influencing undergraduates' selection of LinkedIn for finding job opportunities at the University of Jaffna. It provided valuable insights for enhancing career development initiatives and supporting undergraduates in their professional growth and job search endeavors.

The population of the study comprised 3rd and 4th-year undergraduate students enrolled in the Faculty of Management Studies and Commerce at the University of Jaffna. A sample of 300 students was selected using random sampling techniques. Data were collected through a questionnaire designed to gather information on various aspects related to LinkedIn usage for job search. The questionnaire included both Likert-scale questions and demographic inquiries to capture a wide range of data from the undergraduates.

8. Data Analysis and Discussion

Statistics

Table 1: Descriptive Analysis Output

	MSLFJO	MACCL	MEUANDUFR	MAVOFINFO	MRELANDTINF	MCOSTEFF	MACCINFO
N Valid	300	300	300	300	300	300	300
Missing	0	0	0	0	0	0	0
Mean	4.3900	4.3778	4.4292	4.3956	4.4311	4.4067	4.4344
Median	4.6667	4.6667	4.5000	4.3333	4.3333	4.3333	4.6667
Mode	4.67	4.67	4.75	5.00	4.67	5.00	4.67
Std. Deviation	.65268	.65675	.54499	.59776	.95654	.59212	.57683
Skewness	-2.460	-2.377	-2.419	-1.572	7.600	-1.540	-2.530
Std. Error of Skewness	.141	.141	.141	.141	.141	.141	.141
Kurtosis	7.231	6.822	8.782	4.198	8.993	4.277	8.514
Std. Error of Kurtosis	.281	.281	.281	.281	.281	.281	.281
Minimum	1.67	1.67	1.75	1.67	1.33	1.67	1.33
Maximum	5.00	5.00	5.00	5.00	17.33	5.00	5.00

Descriptive analysis is a statistical method used to summarize and present key characteristics of a dataset. Table 1 provides the results of a descriptive analysis for seven variables.

MSLFJO	- Select LinkedIn for job opportunity
MACCL	- Acceptability of LinkedIn as the medium of searching job
MEUANDUFR	- Ease of use and user friendliness
MAVOFINFO	- Availability of information
MRELANDTINF	- Reliability and timeliness of information
MCOSTEFF	- Cost effectiveness
MACCINFO	- Accuracy of Information

Based on the mean values obtained for each variable, it is evident that they all surpass the average mean value of 3 on the five-point Likert scale. This suggests that a majority of the respondents generally agree with the statements presented in the questionnaire, particularly regarding the variables. Notably, the majority of respondents demonstrate a preference for LinkedIn as a platform for seeking job opportunities, acknowledging its ease of use, user friendliness, availability, reliability, timeliness, cost-effectiveness, and accuracy of information.

The standard deviation for all variables is below 1, which is less than the mean value. This implies a consistent distribution of responses with limited variation. Furthermore, it's noteworthy that all skewness values and kurtosis fall within acceptable ranges. Skewness values typically range between -3 and +3, while kurtosis is deemed appropriate within the range of -10 to +10 when employing Structural Equation Modeling (SEM). These results indicate that the data follows a normal distribution, which is crucial for statistical analysis.

Reliability Test

"Reliability Statistics" and "ANOVA table" were utilized for further analysis, providing insights into the reliability of the data and any significant differences among different groups of respondents.

Table 2: Reliability statistics of variables

Variable	Cronbach's Alpha Value	Comment	No of items
Select LinkedIn for job opportunity	0.912	Accepted	3
The acceptability of LinkedIn as the medium of searching job	0.890	Accepted	3
Ease of use and user friendliness	0.826	Accepted	4
Availability of information	0.797	Accepted	3
Reliability and Timeliness of information	0.869	Accepted	3
Cost effectiveness	0.819	Accepted	3
Accuracy of Information	0.785	Accepted	3

After evaluating the Cronbach's Alpha Values for each variable(Table 2), it is found that all values fall within the acceptable range. To begin with, the variable "Select LinkedIn for job opportunity" demonstrates strong internal consistency, indicated by a Cronbach's alpha value of 0.912, which aligns well with the accepted standards. This implies that the three items comprising this variable effectively measure the inclination to utilize LinkedIn for job opportunities.Likewise, the variable "The acceptability of LinkedIn as the medium of searching for a job" also exhibits robust internal consistency, with a Cronbach's alpha of 0.890. This suggests that the three associated items collectively capture participants' perceptions regarding LinkedIn's suitability for job searching.Moving forward, "Ease of use and user-friendliness" displays a Cronbach's alpha value of 0.826, indicating satisfactory internal consistency among its four items.The variables "Availability of information" (Cronbach's alpha = 0.797), "Reliability and Timeliness of information" (Cronbach's alpha = 0.869), "Cost effectiveness" (Cronbach's alpha = 0.819), and "Accuracy of Information" (Cronbach's alpha = 0.785) all demonstrate acceptable levels of internal consistency.

Table 3: Validity analysis of the variables

Variable	KMO Value
Select LinkedIn for job opportunity	0.748

The acceptability of LinkedIn as the medium of searching job	0.748
Ease of use and user friendliness	0.799
Availability of information	0.694
Reliability and Timeliness of information	0.520
Cost effectiveness	0.684
Accuracy of Information	0.676

Correlation Analysis

Referring to Table 4, it is noteworthy that all the 'r' values fall within the range of 0.80 to 1.00. This range of correlation coefficients indicates a remarkably strong correlation between each independent variable and the dependent variable.

Table 4 : Correlation analysis

Variable	R value
The acceptability of LinkedIn as the medium of searching job	0.882
Ease of use and user friendliness	0.893
Availability of information	0.913
Reliability and Timeliness of information	0.874
Cost effectiveness	0.856
Accuracy of Information	0.892

Table 5 :Model Summary

Model Summaryb										
					Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.989a	.979	.979	.09542	.979	2282.633	6	293	.000	1.897
a. Predictors: (Constant), MACCINFO, MACCL, MRELANDTINF, MCOSTEFF, MAVOFINFO, MEUANDUFR										
b. Dependent Variable: MSLFJO										

The regression analysis outcomes for the independent variables are outlined in Table 5. As per the model summary, the coefficient of determination, R^2, stands at 0.979. This signifies that roughly 98% of the variance

observed in the dependent variable, "Select LinkedIn for job opporunity," can be elucidated by the model. In other words, the model demonstrates a capability to forecast 98% of the variability associated with the selection of LinkedIn for job opportunities. However, it's crucial to recognize that the remaining 2% of the variance might be influenced by factors not investigated in this study.

Additionally, the ANOVA (Analysis of Variance) for the model (Table 6) reveals an F value of 2282.633, with a corresponding p-value of 0.000, which is less than 0.05. This statistical outcome implies the model's high significance. It suggests that, at the very least, one of the independent variables within the model has a significant impact on Select Linkedin for job opportunity.

Table 6: Anova output

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.702	6	20.784	2282.633	.000ᵇ
	Residual	2.668	293	.009		
	Total	127.370	299			
a. Dependent Variable: MSLFJO						
b. Predictors: (Constant), MACCINFO, MACCL, MRELANDTINF, MCOSTEFF, MAVOFINFO, MEUANDUFR						

Hypothesis Testing

Table 7: Regression analysis output

Hypothesis	Sig.value	Conclusion
H1 – The acceptability of LinkedIn has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.	0.010	Accepted
H2: Ease of use and user friendliness has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.	0.007	Accepted
H3: Availability of information has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities	0.054	Accepted
H4: Reliability and Timeliness Of Information has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities.	0.012	Accepted
H5: Cost effectiveness has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities	0.014	Accepted
H6: Accuracy of information has a significant impact on the undergraduates selecting the LinkedIn for finding job opportunities	0.016	Accepted

Table 7 reveals that the calculated p-values for all independent variables, including the acceptability of LinkedIn, ease of use and user friendliness, availability of information, reliability and timeliness of information, cost-effectiveness, and accuracy of information, are below the critical p-value of 0.05. This indicates compelling evidence to reject the null hypothesis for each hypothesis at a 95% confidence level. Consequently, it can be confidently asserted that there is a statistically significant and highly positive correlation between each independent variable and the dependent variable.

9. Conclusion

The research study on the factors influencing the selection of LinkedIn for finding job opportunities among undergraduate students at the University of Jaffna. The research found that the acceptability of LinkedIn as a platform for job searches is a significant factor influencing undergraduates. A majority of respondents viewed LinkedIn positively and considered it a valuable tool for job opportunities. With regard to the Ease of Use and User Friendliness, they play a crucial role in attracting undergraduate users. Respondents favored platforms that are intuitive and straightforward. The availability of information on LinkedIn also was perceived as an essential factor. Students appreciated the platform's ability to provide access to a wide range of job-related information. Other than that, LinkedIn's reliability and the timeliness of the information it provides were important to undergraduates. Trustworthiness and up-to-date data were factors that affected their decisions. While cost-effectiveness was a consideration, it was not the most influential factor. Some students expressed a desire for more affordable premium services on LinkedIn. Accuracy in the information available on LinkedIn was highly valued by undergraduates. Reliable and accurate data contributed positively to their perceptions of the platform.

This study aims to offer a thorough conclusion to the research endeavor, emphasizing the attainment of research objectives. It delves into the theoretical and practical implications of the research findings, along with recommendations for future researchers. In essence, this research endeavors to explore the factors influencing the choice of LinkedIn for discovering job opportunities among undergraduate students at the University of Jaffna. With a sample size of 300 participants, diverse analytical methods were utilized to scrutinize the gathered data.

This research offers a succinct overview of the key findings derived from the study on factors influencing the selection of LinkedIn for job opportunities among undergraduate students at the University of Jaffna. The research reveals that the acceptability of LinkedIn as a job search platform holds significant sway among undergraduates. A majority of respondents perceive LinkedIn positively and regard it as a valuable resource for job opportunities.

Furthermore, the ease of use and user-friendliness of the platform emerged as crucial factors in attracting undergraduate users. Respondents favored platforms that are intuitive and straightforward to navigate. Additionally, the availability of information on LinkedIn was perceived as essential, with students appreciating the platform's ability to provide access to a diverse range of job-related information.

Moreover, LinkedIn's reliability and the timeliness of the information it offers were deemed important by undergraduates. Trustworthiness and up-to-date data positively influenced their decisions. While cost-effectiveness played a role, it was not the most influential factor, with some students expressing a desire for more affordable premium services on LinkedIn.

Accuracy in the information available on LinkedIn was highly valued by undergraduates, with reliable and accurate data contributing positively to their perceptions of the platform.

In summary, these findings collectively suggest that LinkedIn is viewed favorably by undergraduate students at the University of Jaffna as a platform for finding job opportunities. Factors such as acceptability, ease of use, and the availability of reliable and accurate information significantly influence their decisions to utilize LinkedIn for job searches.

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