A Study on the Influence of Linkedin on the User'S Satisfaction on Work Onboarding

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Abstract

The study titled "A Study on the Influence of LinkedIn on User Satisfaction in Work Onboarding" aims to explore the impact of LinkedIn usage on user satisfaction during the onboarding process for new employees. LinkedIn, as a prominent professional networking platform, offers various tools and features that can potentially enhance individuals' experience when transitioning into new roles or organizations. A quantitative survey will be administered to a larger sample of LinkedIn users to gather broader data and statistically analyze the relationships between different aspects of LinkedIn usage and user satisfaction levels in work onboarding scenarios. The survey will investigate factors such as networking activity, content engagement, and job search success through LinkedIn, and their influence on user satisfaction during the onboarding phase. The findings from this study are expected to contribute to the understanding of how social networking platforms like LinkedIn impact professional transitions and experiences, particularly in the context of work onboarding. This research is timely and significant given the increasing reliance on digital platforms for professional networking and job searching, highlighting the importance of exploring their influence on key aspects of the employment lifecycle such as onboarding and user satisfaction.

Keywords: LinkedIn, Professional Networking,Content engagement, Job searching

Introduction

The job onboarding process is a critical component in forming the first impressions and experiences that new hires have within a company. To enable a seamless transfer and provide the conditions for long-term performance and job satisfaction, work onboarding includes integrating new hires into roles and the larger organizational environment. User satisfaction during job onboarding is the measure of how engaged, supported, and appreciated new hires feel during their first few months of employment. A multitude of elements impact it, such as the degree of clarity in job requirements, the caliber of orientation and training programs, the accessibility of resources and assistance,

and the general culture of the firm. A favorable onboarding encounter can result in elevated job satisfaction, heightened loyalty to the company, and decreased attrition rates. On the other hand, a bad onboarding process can cause new hires to feel uneasy, frustrated, and disengaged, which can eventually affect their performance and retention. Understanding and maximizing user satisfaction during work onboarding is crucial, given the significance of employee satisfaction for corporate performance. The purpose of this study is to investigate the elements that affect user satisfaction during work onboarding and how they may affect the efficiency of a company. We aim to find best practices and practical insights that help guide the creation of efficient onboarding strategies and enhance employee satisfaction by examining the experiences and perceptions of new hires during the onboarding process.

Objectives Of The Study

- To increase the visibility of the job vacancy among relevant professionals and potential candidates.
- To assess the networking on LinkedIn during the onboarding phase
- To establish meaningful conversations, to expand professional networks and leverage connections for career advancement.

Scope Of The Syudy

- Identify and analyze the impact of LinkedIn usage on users' work satisfaction during onboarding
- The study will focus on professionals and employees who actively use LinkedIn for networking, job searching, or industry-related activities.
- How LinkedIn profiles, connections, and interactions influence users' perceptions of their professional and career prospects.

Review Of Literature

Koch (2018), Gerber (2018), and De Klerk (2018) This article investigates how social media has changed the way people get hired. Companies need to choose where they invest their resources to attract the best applicants as the war for talent heats up. The use of social media is growing exponentially, and its popularity among recruiters seems to have skyrocketed. LinkedIn is integral to many of the current recruiting techniques.

Roulin, N., &Levashina, J. (2018) conclude in their study. Two studies examine the validity of LinkedIn evaluations. Study found that raters were sufficiently consistent when evaluating the abilities, character traits, and intelligence of job applicants.

U. Yeliz Eseryel and Deniz Eseryel (2020) provides analyses showing. The purpose of this study is to determine what aspects of LinkedIn recruiting posts are most interesting to prospective candidates. The research provides insight into the message's structure, function, and context as it is used for recruitment.

Hosain, S., and Liu, P. (2020) The focus of this research is on how companies feel about LinkedIn as a recruitment resource. According to the results, LinkedIn might be used as a supplementary method of hiring. Moreover, the majority of businesses favored people with relevant work experience, abilities, and qualifications, as well as matching content on LinkedIn and CVs. The study's findings are expected to add to the topic of social media recruitment, which has been more topical recently, and to fill certain gaps in the existing research

Research Methodology

The systematic procedures and techniques employed for research, data collection, data collection, analysis, and conclusion are known as research methodology, Research methodology plays a vital role in maintaining the accuracy, dependability, and credibility of the study. It encompasses a range of components such as research design, data collection methods, data analysis methods, and ethical consideration.

Research Design

Descriptive Research

Descriptive research is a type of research design that focuses on observing and describing the characteristics, behaviors, and attributes of a particular phenomenon or group without attempting to manipulate or control it. It is primarily concerned with providing a detailed and accurate account of the subject under investigation. Descriptive research aims

to answer questions about "what is" rather than "why" or "how".

Research Model

Independent Variable

LINKEDIN

- Job Vacancy

- Networking

- Recommendation

Dependent Variable

WORK ONBOARDING USER SATISFACTION

- Get in touch with the right person

- Reach recruiter easily

Hypothesis

Null Hypothesis (H0): There is no significance relationship between the Job vacancy and Networking.

Alternate Hypothesis (H1): There is a significance relationship between the Job vacancy and networking.

Null Hypothesis (H0): There is no difference among difference age group with respect to the factors of Networking and Recommendations.

Alternate Hypothesis (H1): There is a difference among difference age group with respect to the factors of Networking and Recommendations

Sampling Method: Non Probability Sampling

Sub – Sampling Method: Snowballsampling

Sampling Size: 207

Statistical Tools: Correlation & One Way Anova

Correlation Hypothesis:

Null Hypothesis (H0): There is no significance relationship between the Job vacancy and Networking.

Alternate Hypothesis (H1): There is a significance relationship between the Job vacancy and networking.

		JOBVACANCY	NETWORKING	RECOMMEN DATIONS	GETINTOUC HWITHTHERI GHTPERSON	REACHRECR UITEREASIL Y
JOBVACANCY	Pearson Correlation	1	.104	.182**	.285**	.193**
	Sig. (2-tailed)		.136	.009	.000	.005
	N	207	207	207	207	207
NETWORKING	Pearson Correlation	.104	1	.314**	.204**	.234**
	Sig. (2-tailed)	.136		.000	.003	.001
	N	207	207	207	207	207
RECOMMENDATIONS	Pearson Correlation	.182**	.314**	1	.258**	.285**
	Sig. (2-tailed)	.009	.000		.000	.000
	N	207	207	207	207	207
GETINTOUCHWITHTHE RIGHTPERSON	Pearson Correlation	.285**	.204**	.258**	1	.127
	Sig. (2-tailed)	.000	.003	.000		.068
	N	207	207	207	207	207
REACHRECRUITEREA SILY	Pearson Correlation	.193**	.234**	.285**	.127	1
	Sig. (2-tailed)	.005	.001	.000	.068	
	N	207	207	207	207	207

Interpretation

Here p-value is greater than 0.05, we accept null hypothesis which means there is no relationship between job vacancy and networking.

One Way Anova Hypothesis:

Null Hypothesis (H0): There is no difference among difference age group with respect to the factors of Networking and Recommendations.

Alternate Hypothesis (H1): There is a difference among difference age group with respect to the factors of Networking and Recommendations

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
reachrecriutereasily	Between Groups	16.411	3	5.470	1.221	.303
	Within Groups	909.106	203	4.478		
	Total	925.517	206			
getintouch	Between Groups	25.333	3	8.444	1.517	.211
	Within Groups	1129.885	203	5.566		
	Total	1155.217	206			
JOBVACANCY	Between Groups	50.175	3	16.725	4.174	.007
	Within Groups	813.487	203	4.007		
	Total	863.662	206			
NETWORKING	Between Groups	9.807	3	3.269	.569	.636
	Within Groups	1166.174	203	5.745		
	Total	1175.981	206			
RECOMMENDATION	Between Groups	15.496	3	5.165	1.082	.358
	Within Groups	968.891	203	4.773		
	Total	984.386	206			

Interpretation:

Here p-value is greater than 0.05, we accept null hypothesis which means there is no difference among different age group with respect of networking and recommendations.

Major Findings

- LinkedIn in improving user satisfaction during the onboarding process and suggests that the platform has a positive influence on experiences.
- The availability of job vacancies on LinkedIn has facilitated job search

process, contributing to a smoother work onboarding experience.

- Networking on LinkedIn has facilitated valuable connections with professionals.
- Recommendations on LinkedIn have positively influenced satisfaction with the work onboarding process.

CONCLUSION

In conclusion,Theanalysis revealed that LinkedIn plays a significant role in enhancing user satisfaction. Participants who actively utilized LinkedIn for job searching reported higher levels of confidence in finding suitable positions and navigating the recruitment process, which positively impacted their onboarding experiences. Networking activities on LinkedIn, such as connecting with colleagues and industry professionals, contributed to a sense of support and integration. These findings highlight the importance of leveraging LinkedIn as a strategic tool for individuals during the onboarding phase. For individuals, optimizing LinkedIn profiles, engaging in networking activities, and utilizing job search features can enhance their readiness and integration into new roles. Moving forward, future research could explore longitudinal effects of LinkedIn usage on user satisfaction and further investigate the specific features and strategies that maximize the platform's impact on work onboarding.

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