

THE RELATIONSHIPS OF ORGANIZATIONAL WEB SITE INFORMATION AND JOB  
SEEKER CHARACTERISTICS WITH PERCEPTIONS OF AND ATTRACTION TO THE  
ORGANIZATION

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ABSTRACT

Perceptions of web site information, including information specificity, navigability/usability, and web site orientation were hypothesized to be related to outcomes including perceived person-organization (P-O) fit, perceptions of the firm’s culture, and attraction to the organization. The study also examined three individual difference variables—self-efficacy, computer self-efficacy, and motivation to reduce uncertainty (MRU)—as related to major predictor and outcome variables. Additional variables and their associated relationships with outcomes included organizational familiarity and industry desirability. Results indicated that job seekers who perceived a higher level of information specificity on the organization’s web site and a higher level navigability/usability perceived higher levels of perceived P-O fit. In addition, findings indicate that two of the three individual difference variables, self-efficacy and computer self-efficacy, were significantly related to the job seeker’s perception of P-O fit. .