The Influence of Online Recruitment Platform on Job-Seeking Behavior of College Students from Weifang University of Science and Technology

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Abstract

The purpose of this study is to determine the influence of online recruitment platforms on college students' job-seeking behavior. This article conducts a literature review on the influencing factors of online recruitment platforms and job-seeking behavior. Based on quantitative research method, 412 students of Weifang University of Science and Technology in China were surveyed by online questionnaire. The study used multiple linear regression analysis to analyze the relationship between Perceived Platform Quality, Individual Characteristics, and Job-Seeking Behavior. The results of hypothesis testing show that Ease of Use and Variety of Content have statistical significance at the 0.05 level positive effects on Browsing Behavior and Application Frequency, while Platform Trust and Variety of Content have statistical significance at the 0.05 level positive effects on Continued Use Intention and Communication Behavior. These findings show that online recruitment platforms can have a positive impact on college students' job-seeking behavior.

Keywords: Online Recruitment Platform, Job-Seeking Behavior, College Students, Employment, Digital of Science and Technology

Introduction

With the rapid development of digital technology in China, online recruitment platforms have become widely used. They have significantly improved the matching efficiency between positions and candidates (Hu et al., 2023), broadened employment channels, alleviated employment pressure on college graduates, and improved job search efficiency (Song & Zhang, 2022). They also serve as important tools for reflecting labor market status and supporting labor policy formulation (Guo et al., 2025). China's main platforms include

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51job, Zhaopin.com, BOSS Zhipin, and Liepin, each with distinct design, technology, and target user groups. Given the severe employment situation and pressure on graduates, these platforms have become key tools for job seeking. Weifang University of Science and Technology, located in Shandong Province, is a full-time application-oriented university with over 30,000 students across thirteen faculties. In Shandong, students' job-seeking behavior reflects both traditional employment preferences, such as government and state-owned jobs (Chu, 2020), and increasing reliance on online recruitment platforms (Song & Zhang, 2022). Although the development of online recruitment platforms has received widespread attention, there is still a lack of research on how they specifically affect college students, especially the job-seeking behavior of students in regional colleges such as Weifang University of Science and Technology. Therefore, this study aims to fill this research gap, explore the key factors that affect the use of online recruitment platforms by students at Weifang University of Science and Technology, and analyze their specific influence on students' job-seeking behavior. From an academic perspective, this study will contribute to the theoretical understanding of digital recruitment behavior and expand the literature on regional employment dynamics research. From a practical perspective, the results of this study will provide practical suggestions for universities aiming to strengthen career guidance and platform developers committed to optimizing student user services. Finally, this study will help students better understand and use online recruitment tools, thereby improving their job search efficiency and success rate.

Objectives

1. Analyze the impact of differences in perceived quality of online recruitment platforms on the job-seeking behavior of students at Weifang University of Science and Technology.

2. Analyze the impact of individual characteristics on the job-seeking behavior of students at Weifang University of Science and Technology.

Literature Review

Online Recruitment Platform

Online recruitment platforms are usually defined as systematic platforms that use Internet tools to transmit recruitment information, match positions, and manage resumes

(BoŞcai, 2017). This platform reconstructs the original recruitment process in an electronic way, enabling companies to publish job information, screen resumes, and communicate more efficiently.

The core functions of modern online recruitment platforms include intelligent job matching algorithms, screening and filtering systems, online evaluation mechanisms, and process automation tools. These functions improve the efficiency of matching positions and candidates and reduce information asymmetry in human resource management (Rosoiu & Popescu, 2016). In terms of interactive mechanisms, modern recruitment platforms optimize user experience and introduce information interaction modules to enable job seekers and recruiters to exchange information in a timely manner at a lower cost (Khlebarodava & Remeikiene, 2019). This interactivity and data-driven recommendation system together constitute the basic characteristics of modern platforms.

As a technology-driven talent matching system, the main advantages of online recruitment platforms are to improve recruitment efficiency, enhance user experience, and expand information accessibility (Arman, 2023). With the joint participation of job seekers and recruiters, the platform builds a structured information transmission path, making the recruitment process faster and more accurate (Sharma, 2014).

According to Ghazzawi and Accoumeh (2014), online recruitment platforms usually contain four core functional modules: personalized job recommendations, automated resume screening, online assessment tools, and feedback and communication interface. From the perspective of job seekers, online recruitment platforms are convenient and help save costs. Related studies have pointed out that users can use the visual interface to quickly search for positions, adjust preference settings, and obtain system-recommended positions, thereby improving job search efficiency and satisfaction (Alzhrani, 2020). In addition, digital records and user behavior tracking functions provide a path for self-feedback, helping job seekers revise their job search strategies (Ghazzawi & Accoumeh, 2014). From the perspective of recruiters, online recruitment platforms provide standardized data structures, automatic scoring rules, and online interview systems, reducing human bias and paper processes and improving labor cost efficiency (Sharma, 2014). They can also collect and analyze candidate data, providing a basis for optimizing recruitment decisions (Alzhrani, 2020).

Online recruitment platforms influence job seekers through various mechanisms. First, they reduce information cost, allowing easier access to job resources and stimulating job

search willingness (Saad et al., 2024). The algorithm recommendation system pushes jobs by analyzing user characteristics and behavioral data, guiding job search direction (Dillahunt et al., 2021). Secondly, the instant feedback mechanism regulates job search behavior. Real-time feedback such as application read, viewed, and interview invitation helps alleviate job-seeking anxiety and enhances willingness to continue submitting resumes (He et al., 2025). This feedback mechanism reinforces behavior and affects continued use of the platform (Roshchin et al., 2017). The anonymization of resumes may hide some identity characteristics, affecting salary expectations and job selection strategies, thereby indirectly influencing behavioral paths (Volkova et al., 2024).

In summary, the impact mechanism of online recruitment platforms on job-seeking behavior is multi-dimensional and complex, involving information acquisition, feedback perception, and behavior control. These mechanisms provide a theoretical basis for understanding college students' job-seeking behavior patterns in the recruitment platform environment.

Job-seeking behavior of college students

Job-seeking behavior refers to a series of goal-oriented activities that individuals carry out in order to obtain employment opportunities. Saks and Ashforth (1999) defined job-seeking behavior as "a set of goal-oriented behaviors initiated by individuals to obtain jobs", including writing resumes, searching for job information, submitting job applications, and participating in interviews. This definition emphasizes the practical operability and task orientation of job-seeking behavior, and is also applicable to college students who are new to the workplace.

van Hooft et al. (2004) further pointed out that job-seeking behavior is a dynamic adjustment process, which includes three stages: motivation initiation, behavior execution, and feedback evaluation. In this process, individuals continuously adjust their behavioral strategies to cope with external uncertainties and improve job-seeking efficiency. This perspective helps to deeply understand college students' job-seeking activities in the recruitment platform environment from the perspective of behavioral performance.

Information Foraging Theory

In the digital recruitment environment, college students face the realistic challenges of complicated information sources and a large number of positions in the job search process. In order to achieve the optimal job selection under limited time and cognitive resources, college students will choose positions that are easier to obtain information for browsing and

submission, just like "information foragers". Information Foraging Theory is an important theory used to explain this behavior.

The theory was first proposed by Pirolli and Card (1999). The theory believes that people will instinctively choose to stay in areas with high information density and avoid locations with poor information when searching for information, thereby improving information acquisition efficiency (Pirolli & Card, 1999). The theory emphasizes concepts such as "information path", "information fragment", and "information yield rate", and is widely used in information retrieval and user interface design research.

In the field of job search behavior, Bogers and Kaya (2021) studied the information collection behavior of recruiters in the process of job information screening based on this theory, and pointed out that the presentation method of the recruitment platform (such as recommendation algorithm, label structure) will significantly affect the user's judgment of information availability. Although the research targets recruiters, it also applies to the search behavior of job seekers that seek benefits and avoid harm during job browsing and in-depth understanding.

In addition, Slone (2007) found that in a network environment with complex information, users are more inclined to choose information sources with "short browsing paths and clear goals". Corresponding to online recruitment platforms, students are more susceptible to the platform's recommendations and tend to click on positions with high rankings, clear information, and friendly page structures. This behavior mechanism reflects the strategy optimization of "minimum cost-maximum benefit" in information foraging theory.

Therefore, the information foraging theory provides theoretical support for us to explain how online recruitment platforms affect college students' browsing behavior and job search decisions through information structure, and further explains the interactive relationship between the platform presentation mechanism and user behavior.

Theory of Planned Behavior

The theory of planned behavior (TPB) was proposed by Ajzen (1991) to explain the psychological mechanism of individuals in the process of specific behavioral decision-making. The theory believes that behavioral intention is the most direct factor that determines actual behavior, and behavioral intention itself is affected by three core variables: behavioral attitude, subjective norms, and perceived behavioral control (Ajzen, 1991).

In the context of job-seeking behavior, TPB is widely used to explain the relationship between college students' job-seeking intention and actual behavior. First, behavioral attitude refers to an individual's positive and negative evaluation of job-seeking behavior. For example, positive attitudes such as believing that job seeking through the platform is more efficient or more convenient will significantly increase the willingness to use the platform (Chowdhury, 2022). Second, subjective norms involve social pressure or expectations. For example, whether relatives, friends, and teachers recommend or encourage the use of online recruitment platforms will affect whether college students are willing to try online job search paths (Nguyen et al., 2022). Finally, perceived behavioral control refers to an individual's judgment of his or her ability to complete the behavior, such as whether he or she has the skills to use the recruitment platform to search for jobs, write resumes, and submit resumes. This dimension is particularly critical for college students' job hunting (Moghaddam et al., 2015).

Chowdhury's (2022) study also further demonstrated the applicability of TPB in college students' job-seeking behavior. The study found that the three dimensions of TPB can significantly predict college students' intention to use online recruitment platforms, and perceived behavioral control has an enhancing effect on the conversion between "behavior-result". In summary, the theory of planned behavior can not only be used to explain whether college students are willing to use online recruitment platforms for job hunting, but also help understand how online recruitment platforms affect behavioral attitudes, social norms and self-efficacy, and ultimately affect the performance of job-seeking behavior.

Framework and Hypothesis

According to the literature review, this study selects five factors as independent variables: Ease of Use, Feedback Mechanism, Matching Accuracy, Platform Trust, and Variety of Content, which are collectively referred to as Perceived Platform Quality. The four factors of Job-Seeking Behavior as dependent variables include: Browsing Behavior, Application Frequency, Continued Use Intention, and Communication Behavior. The individual characteristic variables include: Gender, Discipline Type, and Work Experience.

Figure 1 is the theoretical framework of this study, and the following assumptions are drawn.

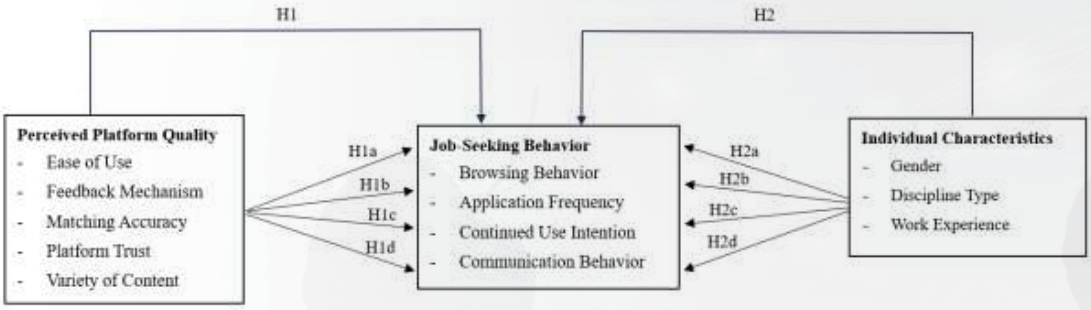

Figure 1 Framework

H_1: Differences in perceived quality of online recruitment platforms will affect Weifang University of Science and Technology students' job-seeking behavior.

H_{1a}: The perceived quality of online recruitment platforms variables affect browsing behavior.

H_{1b}: The perceived quality of online recruitment platforms variables affect application frequency.

H_{1c}: The perceived quality of online recruitment platforms variables affect continued use intention.

H_{1d}: The perceived quality of online recruitment platforms variables affect communication behavior.

H_2: Differences in individual characteristics will affect Weifang University of Science and Technology students' job-seeking behavior.

H_{2a}: Individual characteristics variables affect browsing behavior.

H_{2b}: Individual characteristics variables affect application frequency.

H_{2c}: Individual characteristics variables affect continued use intention.

H_{2d}: Individual characteristics variables affect communication behavior.

Research methodology

Population and sampling Method

The sample of this study was all students of Weifang University of Science and Technology, totaling 30,000 people (Weifang University of Science and Technology, 2025). In terms of sample data, we used an online questionnaire to collect students of Weifang University of Science and Technology based on a self-selected method. As a non-probability

sampling technique, the self-selection method is a very inexpensive and widely available way to obtain sample data in online surveys (Bhardwaj, 2019; Lehdonvirta et al., 2021).

Sample size

Taro Yamane Formula: n = N / (1 + Ne^2) was used to determine the minimum value of the sample size. In this formula, n represents the sample size, N represents the population size and e represents the marginal error value (Chanuan Uakarn et al., 2021). When we assumed a confidence interval of 95%, then the error value at this point was 5%. Based on this setting and combined with the Taro Yamane Formula for sample size calculations, the resulting value is about 395. This result shows that if the sample data is to be representative of the characteristics of the overall population, the sample size must be higher than 395.

$$n = \frac{N}{1 + Ne^2}$$

Reliability of Questionnaire

Cronbach's alpha generally varies between 0 and 1. When the alpha value is within the interval value of 0.6 to 1, it indicates that the questionnaire has high reliability, but if the alpha value is below the minimum value of 0.6, it indicates that the data reliability is relatively low and therefore cannot be used (Yap et al., 2018). Before data collection, 30 samples were tested for reliability using the Cronbach Alpha coefficient, the result of Cronbach's alpha is 0.987, which is greater than 0.6, this means that this questionnaire has a high reliability. Finally, a total of 412 valid questionnaires were collected for this study and used in the analysis.

Data analysis methods

Regression analysis can be divided into univariate linear regression analysis and multiple linear regression analysis according to the number of dependent variables and independent variables. Univariate linear regression analysis only includes one independent variable and one dependent variable, and the relationship between the two can be approximated by a straight line, while multiple linear regression analysis includes two or more independent variables (Lin et al., 2021; Nataraja et al., 2018). As can be found in the literature review, the variables involved in this study are more than two, so we chose multiple linear regression analysis to explore the relationship between the use of online recruitment platforms and students' job-seeking behavior.

Data Analysis

Participants' Individual Characteristics Statistics

Table 1 presents the description of Individual Characteristics of the participants in this study (n=412), including Gender, Discipline Type, and Work Experience. From the table, we can learn that 51.94% of the participants were female (214 participants), while 48.06% were male (198 participants), indicating a relatively balanced gender distribution with a slight predominance of female students. In terms of discipline type, the majority of participants were from Social Science (46.60%), followed by Engineering Science (37.14%) and Business Science (10.68%). A smaller proportion of participants were from Educational Sciences (3.40%) and Medical Sciences (2.18%). This indicates that students from social and engineering backgrounds made up the dominant portion of the sample. Regarding work experience, most respondents reported no work experience (63.11%), while 30.58% had less than one year of experience. Only a small fraction had between 1 to 2 years (4.37%) or more than 2 years (1.94%) of experience. This suggests that the majority of participants are either fresh graduates or students with minimal work exposure, which aligns with the typical profile of university-level job seekers.

Table 1 Description Statistics of Demographics

	Items	Frequency	Percent
Gender	Female	214	51.94
	Male	198	48.06
Discipline Type	Social Science	192	46.60
	Engineering Science	153	37.14
	Business Science	44	10.68
	Educational Sciences	14	3.40
	Medical Sciences	9	2.18
Work Experience	No work experience	260	63.11
	Less than 1 year	126	30.58
	1 to 2 years	18	4.37
	More than 2 years	8	1.94

Multiple Linear Regression Analysis

Individual Characteristics and Job-Seeking Behavior

In the multiple linear regression analysis of Individual Characteristics and Job-Seeking Behavior, we selected Individual Characteristic variables as independent variables, including: Gender, Discipline Type, and Work Experience. The dependent variable is Job-seeking Behavior, including: Browsing Behavior, Application Frequency, Continued Use Intention, and Communication Behavior. we chose a significance level of 0.05 in this study. In other words, when the significance is lower than 0.05, there is a significant effect. Table 2, Table 3 and Table 4 are the results of regression analysis of these variables.

Table 2 Model Summary of Individual Characteristics and Job-Seeking Behavior

	Browsing Behavior	Application Frequency	Continued Use Intention	Communication Behavior
R	0.096	0.089	0.080	0.077
R Square	0.009	0.008	0.006	0.006
Adjusted R Square	0.002	0.001	-.001	-.001
Std. Error of the Estimate	1.03323	1.03509	1.03758	1.00997
Durbin-Watson	1.907	1.950	1.916	1.914

Table 3 Significant values of Individual Characteristics and Job-Seeking Behavior

	Browsing Behavior	Application Frequency	Continued Use Intention	Communication Behavior
Gender	0.267	0.418	0.733	0.458
Discipline Type	0.319	0.288	0.253	0.345
Work Experience	0.529	0.420	0.339	0.959

Table 4 Unstandardized Coefficients of Individual Characteristics and Job-Seeking Behavior

	Browsing Behavior		Application Frequency		Continued Use Intention		Communication Behavior	
	B	Std. Error	B	Std. Error	B	Std. Error	B	Std. Error
(Constant)	3.739	0.269	3.672	0.270	3.742	0.270	3.813	0.263
Gender	0.125	0.113	0.092	0.113	0.039	0.113	0.082	0.110
Discipline Type	-0.049	0.049	-0.052	0.049	-0.056	0.049	-0.045	0.048
Work Experience	0.049	0.077	0.062	0.77	0.74	0.077	0.004	0.075

According to the results of the regression analysis, the significance values of the Individual Characteristic variables were all greater than 0.05, indicating that Individual Characteristic variables, including Gender, Discipline Type, and Work Experience, had no significant effect on the four dimensions of Job-Seeking Behavior. This result suggests that contextual factors, such as cultural background, local education systems, or labor market conditions, may play a moderating role. Therefore, in this study, Individual Characteristics did not significantly affect the job-seeking behavior of students at Weifang University of Science and Technology, and Hypothesis 2 (Differences in individual characteristics will affect the job-seeking behavior of students at Weifang University of Science and Technology) is rejected.

Perceived Platform Quality and Job-Seeking Behavior

Keep the dependent variable unchanged and replace the independent variable with Perceived Platform Quality, including: Ease of Use, Feedback Mechanism, Matching Accuracy, Platform Trust, and Variety of Content. Then, the multiple linear regression analysis was re-run, with the results shown by Table 5, Table 6, and Table 7.

Table 5 Model Summary of Perceived Platform Quality and Job-Seeking Behavior

	Browsing Behavior	Application Frequency	Continued Use Intention	Communication Behavior
R	0.813	0.807	0.814	0.827
R Square	0.662	0.651	0.662	0.683
Adjusted R Square	0.658	0.647	0.658	0.680
Std. Error of the Estimate	0.60526	0.61517	0.60639	0.57134
Durbin-Watson	2.030	2.070	1.954	1.981

Table 6 Significant values of Perceived Platform Quality and Job-Seeking Behavior

	Browsing Behavior	Application Frequency	Continued Use Intention	Communication Behavior
Ease of Use	0.000	0.002	0.065	0.195
Feedback Mechanism	0.222	0.673	0.433	0.352
Matching Accuracy	0.569	0.957	0.624	0.832
Platform Trust	0.740	0.080	0.011	0.047
Variety of Content	0.000	0.000	0.000	0.000

Table 7 Unstandardized Coefficients of Perceived Platform Quality and Job-Seeking Behavior

	Browsing Behavior		Application Frequency		Continued Use Intention		Communication Behavior	
	B	Std. Error	B	Std. Error	B	Std. Error	B	Std. Error
(Constant)	0.926	0.110	0.852	0.112	0.856	0.110	0.916	0.104
Ease of Use	0.269	0.071	0.226	0.072	0.131	0.071	0.087	0.067
Feedback Mechanism	-0.112	0.091	-0.039	0.093	0.072	0.092	0.080	0.086
Matching Accuracy	0.054	0.096	0.005	0.097	0.047	0.096	-0.019	0.090
Platform Trust	-0.028	0.083	0.148	0.084	0.211	0.083	0.156	0.078
Variety of Content	0.608	0.066	0.452	0.067	0.337	0.066	0.486	0.062

As shown in Table 6, among the five factors of Perceived Platform Quality, Ease of Use, Platform Trust, and Variety of Content have significant effects on the Job-Seeking Behavior variables, while Feedback Mechanism and Matching Accuracy do not have significant effects. Based on Table 7, the following formulas can be obtained:

Browsing Behavior = 0.269 * Ease of Use + 0.608 * Variety of Content + 0.926.

Application Frequency = 0.226 * Ease of Use + 0.452 * Variety of Content + 0.852.

Continued Use Intention = 0.211 * Platform Trust + 0.337 * Variety of Content + 0.856.

Communication Behavior = 0.156 * Platform Trust + 0.486 * Variety of Content + 0.916.

Therefore, in this study, Perceived Platform Quality has a significant positive effect on the Job-Seeking Behavior of students at Weifang University of Science and Technology, and Hypothesis 1 (Differences in Perceived Quality of Online Recruitment Platforms will affect Weifang University of Science and Technology students' Job-Seeking Behavior) is supported. According to the R-squared values, they are 0.662 for Browsing Behavior, 0.651 for Application Frequency, 0.662 for Continued Use Intention, and 0.683 for Communication Behavior. From largest to smallest, the order is Communication Behavior, Browsing Behavior, Continued Use

Intention, and Application Frequency. Therefore, Perceived Platform Quality mainly affects students' Job-Seeking Behavior in terms of Ease of Use, Platform Trust, and Variety of Content. Specifically, Ease of Use and Variety of Content have significant effects on Browsing Behavior and Application Frequency, while Platform Trust and Variety of Content have significant effects on Continued Use Intention and Communication Behavior. Among these, the effect on Communication Behavior is the largest, followed by Browsing Behavior and Continued Use Intention, and the effect on Application Frequency is the smallest.

The final results of the hypothesis testing are shown in Table 8. In terms of Individual Characteristics and students' Job-Seeking Behavior, the dimensions of Individual Characteristics have no significant effect on Job-Seeking Behavior (H2 is rejected). In terms of Perceived Platform Quality and students' Job-Seeking Behavior, Ease of Use, Platform Trust, and Variety of Content have significant effects on Job-Seeking Behavior (H1 is accepted).

Table 8 Test Results for the Hypotheses

Hypotheses	Outcome
H_1: Differences in perceived quality of online recruitment platforms will affect Weifang University of Science and Technology students' job-seeking behavior.	Accepted
H_{1a}: The perceived quality of online recruitment platforms variables affect browsing behavior.	Accepted
H_{1b}: The perceived quality of online recruitment platforms variables affect application frequency.	Accepted
H_{1c}: The perceived quality of online recruitment platforms variables affect continued use intention.	Accepted
H_{1d}: The perceived quality of online recruitment platforms variables affect communication behavior.	Accepted
H_2: Differences in individual characteristics will affect Weifang University of Science and Technology students' job-seeking behavior.	Rejected
H_{2a}: Individual characteristics variables affect browsing behavior.	Rejected

Table 8 Test Results for the Hypotheses (continued)

Hypotheses	Outcome
H_{2b}: Individual characteristics variables affect application frequency.	Rejected
H_{2c}: Individual characteristics variables affect continued use intention.	Rejected
H_{2d}: Individual characteristics variables affect communication behavior.	Rejected

Conclusion

This study aimed to explore the factors that influence the use of online recruitment platforms by students at Weifang University of Science and Technology, focusing on identifying key influencing factors and examining how these factors correlate with Job-Seeking Behavior. To achieve these objectives, a series of multiple linear regression analyses were conducted using data collected from 412 valid questionnaires. The findings revealed that among the dimensions of Perceived Platform Quality, Ease of Use, Platform Trust, and Variety of Content have significant and positive effects on different aspects of Job-Seeking Behavior. Specifically, Ease of Use and Variety of Content have significant and positive effects on Browsing Behavior and Application Frequency, while Platform Trust and Variety of Content have significant and positive effects on Continued Use Intention and Communication Behavior. In contrast, the regression results showed that Individual Characteristics, such as Gender, Discipline Type, and Work Experience, did not have significant effects on any dimension of Job-Seeking Behavior.

Discussion

These findings are consistent with prior research that highlighted the importance of platform-related factors in shaping job-seeking behavior. Ease of Navigation and Information Content Quality were found to enhance job seekers’ willingness to engage with online recruitment portals (Leelavathi et al., 2020). Similarly, perceived values such as usability and trustworthiness have been shown to significantly impact job seekers' application intentions (Dahal & Joshi, 2024). The role of Platform Trust identified in this study aligns with conclusions that credibility and security features of online recruitment websites significantly influence job seekers' willingness to apply for positions online (Abd Malik et al., 2021). These findings suggest that students’ use of online recruitment platforms is determined more by their subjective

perception of platform quality than by inherent personal characteristics. This conclusion reinforces the importance of platform design and service in enhancing student engagement and promoting effective online job-seeking behavior.

The study's strengths include its focus on a regional university, a large number of valid questionnaires, and the use of standard statistical methods, providing useful ideas for universities and online recruitment platforms to improve their services. However, since the data are from a single regional university, caution should be taken when applying these results to students from different regions, university types, or cultural contexts, as their experiences and platform use patterns might differ.

Recommendations

Based on the research findings, several recommendations are proposed for online recruitment platform developers and university career service departments. Developers should focus on improving key elements of Perceived Platform Quality by enhancing Ease of Use through streamlined design, building Platform Trust via transparent information verification and secure data handling, and increasing Variety of Content by offering diverse job opportunities. Universities should help students recognize and engage with high-quality platforms by providing guidance on evaluating platform reliability, usability, and information diversity, as students' job-seeking behaviors are influenced by their perceptions rather than just objective platform features. Meanwhile, this study also has certain limitations, such as the sample was limited to students from Weifang University of Science and Technology, which may affect generalizability, future research could involve students from different regions or universities. Data were collected through self-reported questionnaires, so future studies could combine surveys with interviews or behavioral data. In addition, future research could include more personal or environmental factors to provide a broader understanding of students' online job-seeking behavior.

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