

ABSTRACT

Every company needs a person-job fit to answer the needs in reaching the ultimate goal to remain competitive in the market. In this digital era, it is also important to have a strategy while taking into account any possibilities to attract talents. Recruiters' choice of recruitment methods is influenced by anticipated outcomes, including the number of applications, applicant quality, speed of vacancy fulfillment, and post-hire job performance. This research focuses on examining recruiters' intentions to use Traditional Recruitment (TR) and Online Recruitment (OLR) in relation to various recruitment outcomes (ROs). It compares the reliability and constraint that both methods offer to see which method is more effective to form the best recruitment strategy to use in Recruitment Process (RP) in this digital era.

Qualitative research method were used to gather and analyse the data from the semi-structured interview that were conducted with nine informants who are currently working in their respective companies.

It was found that OLR is more cost-effective than TR. Participating recruiters also expressed their satisfaction upon the suitability and quality of the hired candidates and upon their own RP. However, recruiters must understand the needed quality of workforce to form the best recruitment strategy for their companies.

Keywords: *recruitment methods, recruitment process, recruitment strategy, recruitment outcomes*