

## Technology acceptance model theory on intention to use e-recruitment

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### ABSTRACT

Currently, e-recruitment activities are human resource digitalization activities that not only change the perspective of job seekers about finding and applying for jobs but also change the way organizations attract new candidates to job positions. This study examines and analyzes the intention to use e-recruitment using the development of the theory of technology acceptance model 2. The quantitative method is the research method used in this study. The sample collection used purposive random sampling through an online questionnaire to obtain a sample of 177 respondents. The analysis in this study uses a variant-based structural equation model with partial least squares. The analysis results indirectly show that someone with a subjective norm will have a higher perceived usefulness of e-recruitment, affecting the higher intention to use e-recruitment. This also happens to someone who has a perceived ease of use of e-recruitment, which will increase the perceived usefulness of e-recruitment, increasing the intention to use e-recruitment. Subjective norm will directly affect someone's intention to use and perceived usefulness of e-recruitment; perceived usefulness will affect intention to use e-recruitment; and perceived ease of use will influence perceived usefulness and intention to use e-recruitment.

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### 1. Introduction

The human resource management department plays a crucial role in business success. Professionals in this area typically handle numerous administrative tasks (De Alwis et al., 2022) and human resource development activities including the recruitment process. This mechanism provides organizations with a chance to attract talented professionals (Kucherov & Tsybova, 2022). Moreover, storing data on hard drives comes with risks such as loss or misplacement, making it challenging for human resources to recover data (Baig et al., 2022).

With technological development, the recruitment process has shifted from traditional to virtual methods (Ramkumar, 2018). Specifically, electronic human resource management, which has been developing for more than four decades (Bondarouk et al., 2017), has been utilized in three areas: transformational, operational, and relational (Iqbal et al., 2019; Ahmed, 2020). An employee recruitment process is an example of its relational function (Shah et al., 2020). Some of the benefits obtained by users, such as the company, include not only facilitating the standardization of job applicant assessments, as described by van Esch and Mente (2018), but also increasing the cost efficiency of the selection process, the speed of information exchange, access to diverse and qualified job candidates, and lower company promotion costs (Bromberg & Charbonneau, 2020; Smythe et al., 2021).

Businesses employ Internet-based recruitment methods and internal technologies (Kucherov & Tsybova, 2022). Platforms such as Facebook, Twitter, and LinkedIn are among the latest tools that employers use to attract a wide range of employees and stand out from their competitors (Melanthiou et al., 2015). For jobseekers, social media allows them to assess the potential of organizations through activities shared online. In addition, applicants tend to obtain better quality of service (Holm, 2014) as part of the competition between employers to obtain best candidates. When applicants express interest, employers use internal technology to aid in the initial screening and to simplify subsequent stages, such as candidate interviews.

Currently, most recruitment activities are conducted through online platforms, marking a new trend in the present era (Priyadarshini et al., 2017). According to Tarsidi et al. (2023), the number of Internet users in Indonesia reached 212 million in January 2023, with an Internet penetration rate of 77%. At the same time, the Indonesian Digital Society Index published in 2022, states that from a survey of 16.785 individual respondents and 9.694 company respondents in 514 districts/cities throughout Indonesia, at least 40.35% of users use the Internet for work purposes.

Despite the rising number of Internet users and the potential of digital platforms for recruitment, several challenges remain. According to Ramkumar (2018), recruiters face four main issues: First, difficulty in distinguishing between potential and non-potential applicants. Second, ineffectiveness of references, as people are reluctant to provide negative feedback. Third, a mismatch between job availability and suitable candidates, with jobs available but no matching workers, and vice versa (Lim et al., 2015). Fourth, attracting and persuading the best candidates who may already be employed to join the organization. Common hurdles for jobseekers include limited access to information about the company's work culture, unclear salary details, poor negotiation skills, and an ambiguous recruitment process that leaves candidates uncertain of their status (Kingsley et al., 2024).

Previous studies, such as that by Cavaliere et al. (2021), have focused on demonstrating the direct impact of implementing e-recruitment using AI tools on employee performance in several high schools through mixed methods. Their findings confirmed the hypothesis of a direct relationship between these variables. Similarly, a study in Kenya investigated the effects of electronic recruitment and selection on the board of education loans. Earlier research took a broader approach to e-human resource management, such as that of Arshad et al. (2023), who explored banking performance through e-recruitment, e-training and development, and e-human resource evaluation. However, studies have yet to explore the rapid response of the labor market to this new technology. Baig et al. (2022) conducted a similar study, investigating how factors such as age, education, fraud insecurity, and lack of information influence the adoption of e-recruitment in Pakistan and explaining some user motivations. Our study addresses this gap by integrating job search and information technology literature using the highly validated technology acceptance model 2 (TAM 2) as a

framework for analyzing and understanding the adoption of modern technology in job searches.

In general, TAM 2 attempts to identify social variables that can influence a person's decision to use technology, namely, subjective norms. This study adopts this theory by testing the relationship between subjective norms as social variables and other variables, namely, perceived ease of use and perceived usefulness, to use e-recruitment. Sathyanarayana et al. (2024) found a positive relationship between perceived usefulness and job seekers' perceptions in adopting electronic recruitment sites. Rajmohan (2024) found that subjective norms significantly impact individual intentions to use online job portals theory of planned behavior (TPB). Previous research conducted in Indonesia by Irawan et al. (2021) showed a significant influence between several variables they studied, including perceived ease of use and perceived usefulness, on job seekers' interest in utilizing websites in the e-recruitment system. In contrast to the research mentioned above, our study posits perceived usefulness as a mediator to explain the relationship between other independent variables and intention to use e-recruitment.

This study aims to help recruiters gain a deeper understanding of jobseekers' technological experiences. Consequently, the benefits extend beyond the company's efficiency and presence to include improved user access and an increased willingness to use the technology.

## 2. Literature Review and Hypothesis Development

### 2.1. Literature Review

#### 2.1.1. Technology Acceptance Model

Technology Acceptance Model (TAM) has long been a dominant framework for understanding user adoption and usage of new technologies (Koul & Eydgahi, 2017). Over the past decade, this model has been extensively studied and applied in diverse domains. Although the core constructs of perceived usefulness and perceived ease of use have remained central, researchers have sought to expand and refine the model to better capture the nuances of technology acceptance in the modern digital landscape (Baki et al., 2018). Researchers have expanded the TAM to incorporate additional constructs, such as subjective norms and intention to use, to better understand the social and behavioral factors influencing technology adoption (Koul & Eydgahi, 2017). These extensions provide valuable insights into the interplay between user perceptions, social influences, and decisions to adopt and use new technologies.

#### 2.1.2. Subjective Norm

Subjective norms are defined as individuals' beliefs about how their behavior will be viewed by their preferred group (Al-Swidi et al., 2014). Subjective norms inform the behavior accepted by their preference group, which allows the behavior to be accepted and supported more by the social community until the support leads to behavioral intentions (Kremer et al., 2019). Therefore, subjective norms affect a person's belief in a particular behavior. Researchers have highlighted the importance of understanding subjective norms as a key factor in shaping individuals' attitudes and intentions toward using e-recruitment platforms. Thus, subjective norms are crucial in shaping an individual's decision to use or avoid online platforms for job searches and applications (van Esch & Mente, 2018).

#### 2.1.3. Perceived Usefulness

The TAM 1 and TAM 2 theories place perceived usefulness as the main construct that can explain individual attitudes toward using technology. Perceived usefulness is

the individual's perception of the extent to which a person perceives that a particular system can produce better job output (Kaur & Kaur, 2022) Perceived usefulness in e-recruitment can be interpreted as a measure of how jobseekers can benefit from finding job-related information on a company's website (Chowdhury, 2022). Technology systems are always made so that a person can obtain more benefits than the conventional system; therefore, the user intends to use the system.

#### **2.1.4. Perceived Ease of Use**

Over the past decade, perceived ease of use has garnered significant attention in technology adoption and user experience research (Pipitwanichakarn & Wongtada, 2020). The theory of perceived ease of use in using technology suggests that ease of use and effortlessness are important in determining a person's intention to use the technology. Perceived ease of use refers to the extent to which a person believes that using a particular system requires little effort (Alam, 2019). This concept has been widely applied and validated across various technological domains including e-learning, mobile financial services, and academic information systems (Budiman et al., 2022).

#### **2.1.5. Intention to Use**

Brezavšček et al. (2017) define intention to use as the extent to which a person has consciously planned to engage in or refrain from a specific behavior. This intention is a critical predictor of actual system usage (Mardiana et al., 2015) and is crucial because the effectiveness of information systems such as web-based platforms hinges on user acceptance (Revythi & Tselios, 2019). Factors influencing this intention include perceptions, expectations, and previous experiences with technology or services (Choi et al., 2024).

### **2.2. Hypothesis Development**

#### **2.2.1. Positive Effect of Subjective Norm on Intention to Use**

Digital transformation of the recruitment landscape has been a prominent topic in human resource management over the past decade (Vemić-Đurković et al., 2020). The rise in e-recruitment, which leverages digital technologies to enhance the recruitment process, has been a significant area of focus for researchers and practitioners. One key factor that has emerged as a crucial determinant of an individual's intention to use e-recruitment is subjective norms. Subjective norms, which refer to a person's behavior that depends on social pressure, have been widely studied in various scientific disciplines regarding the use of technology. The existing literature suggests that a positive subjective norm, or the perception that important others (such as peers, family, or colleagues) approve and expect the use of e-recruitment, can significantly influence an individual's intention to utilize such digital recruitment tools (Holm, 2014).

**H<sub>1</sub>: Subjective Norm Positively Affects Intention to Use**

#### **2.2.2. Positive Effect of Subjective Norm on Perceived Usefulness**

The adoption and use of e-recruitment platforms has become increasingly prevalent over the past decade, driven by the growing importance of digital technologies in the human resource management landscape (Holm, 2014). Researchers have sought to understand the factors that influence the effectiveness and acceptance of these electronic selection systems, with a focus on the role of subjective norms in shaping individuals' perceived usefulness of e-recruitment. Subjective norms, which refer to individual behavior resulting from social pressure, have been found to have a

unidirectional relationship with individuals' perceived usefulness of e-recruitment platforms. Several studies over the past decade have examined the relationship between subjective norms and perceived usefulness in the context of e-recruitment (Moeller et al., 2016).

**H<sub>2</sub>: Subjective Norm Positively Affects Perceived Usefulness**

**2.2.3. Positive Effect of Perceived Usefulness on Intention to Use**

Perceived usefulness measures the extent to which a person believes that a system can be useful for producing better job output. The usefulness of a new technology is often a determinant of an individual's intention to use it. The greater the benefits a person may obtain from using a new technology, the greater the intention to use it. Job seekers intend to use e-recruitment if they feel it is beneficial to collect relevant work-related information (Kaur & Kaur, 2022). Research conducted by Chowdhury (2022) has revealed that the perception of use positively affects the intention to use e-recruitment. Further research was conducted in. Further research conducted by Kaur and Kaur (2022) regarding e-recruitment using gender as a moderator variable also revealed that perception of use positively influences intention to use e-recruitment.

**H<sub>3</sub>: Perceived Usefulness Positively Affects Intention to Use**

**2.2.4. The Mediating Role of Perceived Usefulness on The Effect of Subjective Norm to Intention to Use**

According to TAM, subjective norms have a positive relationship with a person's perceived usefulness and behavioral intention. Subjective norms positively influence perceived usefulness, which in turn influences behavioral intentions (Venkatesh & Davis, 2000). This relationship has been empirically validated in studies examining the adoption of e-recruitment systems, where perceived usefulness is a critical mediator between subjective norms and the intention to use e-recruitment. For example, a study in the Indian context found that perceived enjoyment and perceived usefulness were significant drivers of job seekers' attitudes towards adopting e-recruitment websites, with perceived usefulness significantly mediating the relationship between subjective norms and intention to use e-recruitment. Additionally, perceived usefulness strongly predicts user satisfaction and behavioral intention, further supporting the mediating role of perceived usefulness in the TAM framework (Legramante et al., 2023).

**H<sub>4</sub>: The Effect Subjective Norm on Intention to Use E-Recruitment is Mediated by Perceived Usefulness**

**2.2.5. Positive Effect of Perceived Ease of Use on Perceived Usefulness**

The intention to use technology is influenced by the perception of its usefulness and ease of use, both indirectly and directly (Hussein, 2016). Indirectly, perceived ease of use influences intentions through perceived usefulness. Previous research has found that perceived ease of use and perceived usefulness are better predictors of intention to use technology than fairness, predictive validity, and face validity (Oostrom et al., 2013). Thus, if someone perceives that the technology is easy to use, they will feel the benefits that will be obtained from using the technology. Research conducted by Kaur and Kaur (2022) found that the perception of ease of use has a positive effect on the perception of usefulness.

**H<sub>5</sub>: Perceived Ease of Use Positively Affects Perceived Usefulness**

### 2.2.6. Positive Effect of Perceived Ease of Use on Intention to Use

Perceived ease of use measures the extent to which a person is free from the effort to use a system (AbdulKareem et al., 2024). According to Venkatesh and Davis (2000), perceived ease of use is an independent variable that influences perceived usefulness because individuals feel that technology will be considered useful if it is easy to use. Users intend to use technology if they consider it easy to use. Users intend to use technology if they consider it easy to use (AbdulKareem et al., 2024). Thus, if e-recruitment is easy for job seekers to use, it will result in job seekers intending to use e-recruitment when looking for work (Kumar & Priyanka, 2014; Kaur & Kaur, 2022). AbdulKareem et al. (2024) revealed that perceived ease of use influences the intention to use e-recruitment.

**H<sub>6</sub>: Perceived Ease of Use Positively Affects Intention to Use**

### 2.2.7. The Mediating Role of Perceived Usefulness on The Effect of Perceived Ease of Use to Intention to Use

According to TAM, perceived ease of use and perceived usefulness are the primary constructs that explain the technology acceptance model. Various scientific disciplines have confirmed the relationship between the two and intention to use technology. This study indirectly validates the relationship between perceived ease of use and intention to use technology mediated by perceived usefulness in e-recruitment. A study conducted by Oentoro (2020) in the context of mobile payments in Thailand revealed that consumers end up using mobile banking as an electronic payment tool if the application is easy to use, which will further increase their productivity.

**H<sub>7</sub>: The Effect of Perceived Ease of Use on Intention to Use E-Recruitment is Mediated by Perceived Usefulness**

## 2.3. Research Framework

Figure 1 illustrates the conceptual framework of the study. Based on Figure 2, it can be explained that this study seeks to analyze and understand the factors that influence the acceptance of the use of E-recruitment using the Technology Acceptance Model (TAM).

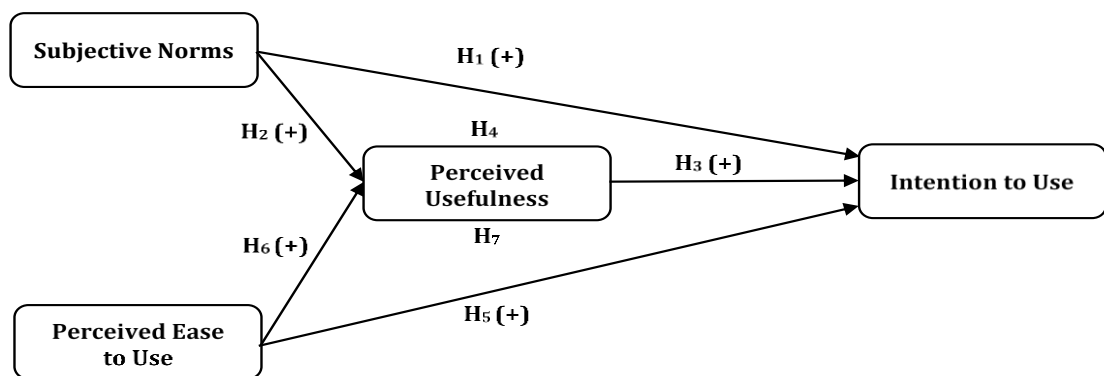


Figure 1. Research Model

## 3. Research Method

### 3.1. Population and Sampling Method

The explanatory research method was chosen to test the correlations between variables that affect other variables, based on the phenomena that occur (Nuryaman & Veronica, 2015). Determine samples from the population of jobseekers in Indonesia by multiplying the questionnaire indicators by 5-10 (Hair et al., 2020). This study uses 10 as an indicator multiplier, so that the indicators total 16 times 10 produce 160, which means



that the sample that must be taken in this study is at least 160 people. Purposive sampling was carried out using the following criteria knowing about e-recruitment, being over 17 years old, and being able to access the Internet. The study sample consisted of 177 people.

### 3.2. Data Collection Method

This study used a data collection technique using a questionnaire with a scale of 1-5 which was distributed for one month in April 2023. In addition, this study used a literature study method from national and international journals, literature, and books, which are examples of applied literature research methods. This study uses five variables with different numbers of indicators. These indicators are sourced from previous studies that use the TAM theory as a grand theory. The intention to use (INY) variable was measured using three indicators sourced from Aji et al. (2020) and Oladapo et al. (2022). Subjective norms (SN) were measured using five indicators, sourced from Aji et al. (2020), Daragmeh et al. (2021), also Kaur and Kaur (2023). The perceived usefulness (PU) variable was measured using four indicators sourced from Kaur and Kaur (2023). Perceived ease of use (PEU) was measured using four variables sourced from Kaur and Kaur (2023).

### 3.3. Data Analysis Method

The measurement model consisted of validity and reliability tests. The validity test was divided into two parts: convergent validity test and discriminant validity test. The convergent validity test was accepted when the loading factor value was greater than 0.7 (Hair et al., 2020). Discriminant validity can be accepted when the loading factor exceeds cross-loading. The reliability test is accepted when the value is greater than 0.7 (Hair et al., 2020). Structural model testing is based on adjusted  $R^2$  and  $Q^2$  values to determine whether one variable can explain the other variables. Submitting a hypothesis uses the original sample, which shows the direction of the relationship, and the p-values are smaller than 0.05 (Sekaran & Bougie, 2017).

## 4. Result and Discussion

### 4.1. Validity test

Figure 1 shows the results of convergent and discriminant validity tests to validate the data. The loading factor and AVE values are used to test convergent validity. Cross-loading values and Fornell-Larcker value criteria are used to test discriminant validity.

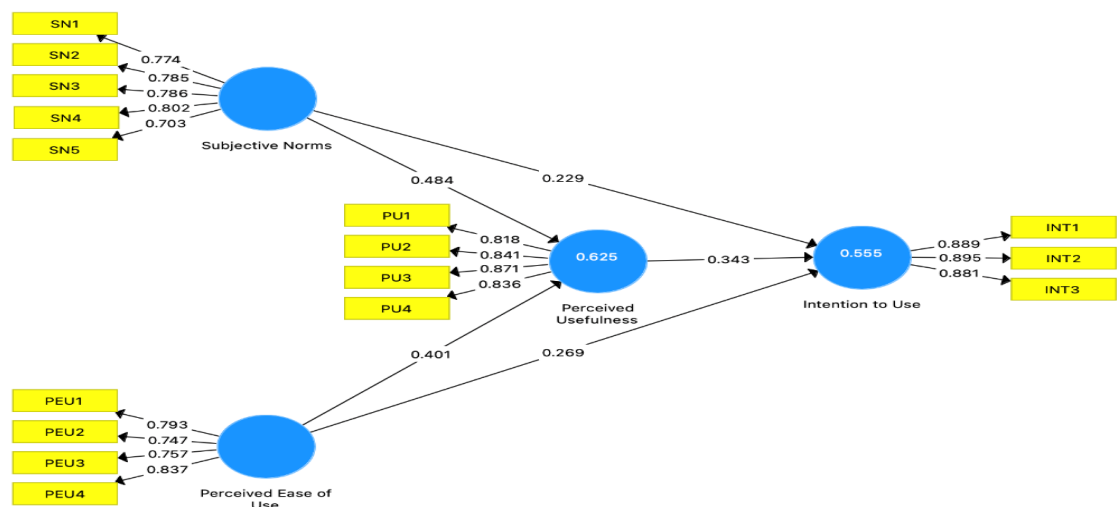


Figure 2. Measurement Model

**Table 1. Validity Test Result**

Indicators	Intention to Use	Subjective Norms	Perceived Ease to Use	Perceived Usefulness
INT 1	0.889			
INT 2	0.895			
INT 3	0.881			
SN 1		0.774		
SN 2		0.785		
SN 3		0.786		
SN 4		0.802		
SN 5		0.703		
PEU 1			0.793	
PEU 2			0.747	
PEU 3			0.757	
PEU 4			0.837	
PU 1				0.818
PU 2				0.841
PU 3				0.871
PU 4				0.836

Source: Primary Data Processed

The convergent validity test results in Table 1 show that all indicators for each construct have values above 0.7. Thus, all indicators of each construct meet the convergent validity test criteria.

#### 4.2. Reliability Test

The reliability test for this study used Cronbach's alpha and composite reliability tests. Based on Table 2, the Cronbach's alpha and composite reliability values for all constructs in this study were above the required 0,7. It was concluded that all the indicators in this study were reliable.

**Table 2. Reliability Test Result**

Variable	Cronbach's Alpha	Composite Reliability
Intention to Use	0.866	0.918
Subjective Norms	0.830	0.880
Perceived Ease to Use	0.792	0.864
Perceived Usefulness	0.863	0.907

Source: Primary Data Processed

#### 4.3. Hypothesis Test

Structural model testing was performed with R-square adjudted ( $R^2$ ), prediction relevance ( $Q^2$ ), and p-values for each path. The results of the  $R^2$  and  $Q^2$  tests are presented in Table 3.

**Table 3. R-Square Adjusted ( $R^2$ ) and Prediction Relevance ( $Q^2$ ) Value**

Variable	R-Square Adjusted ( $R^2$ )	Prediction Relevance ( $Q^2$ )
Intention to Use	0.548	0.426
Perceived Usefulness	0.620	0.429

Source: Primary Data Processed

Based on Table 3,  $R^2$  intention to use e-recruitment shows that subjective norm, perceived usefulness, and perceived ease of use can explain the intention to use e-recruitment by 54.8%. As for the  $R^2$  value, the adjusted perception of usefulness shows



that subjective norms and perceived ease of use can explain 62.0% of the perceived usefulness. Furthermore, it is known that the Q<sup>2</sup> value for the INT and PU variables is more significant than zero; therefore, it was concluded that all models in this study have predictive relevance. Next, we tested the structural model with path coefficients using the original sample and p-values. Original samples were used to determine the direction of the relationship between variables, and p-values were used to determine the significance level in the hypothesis testing.

**Table 4. Hypothesis Test Result**

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
Subjective Norms → Intention to Use	0.229	0.221	0.073	3.138	0.002
Subjective Norms → Perceived Usefulness	0.484	0.488	0.072	6.707	0.000
Perceived Usefulness → Intention to Use	0.343	0.342	0.083	4.123	0.000
Subjective Norms → Perceived Usefulness → Intention to Use	0.166	0.167	0.049	3.420	0.001
Perceived Ease to Use → Intention to Use	0.269	0.269	0.134	2.000	0.046
Perceived Ease to Use → Perceived Usefulness	0.401	0.397	0.072	5.543	0.000
Perceived Ease to Use → Perceived Usefulness → Intention to Use	0.138	0.136	0.043	3.177	0.002

Source: Primary Data Processed

Table 4 shows that the subjective norm was positively correlated with intention to use e-recruitment, and the subjective norm was also positively correlated with perceived usefulness. Perceived usefulness was positively correlated with intention to use e-recruitment. Perceived usefulness can mediate the effect of subjective norms on intention to use e-recruitment. Perceived ease of use was positively correlated with perceived usefulness, and perceived ease of use was positively correlated with intention to use e-recruitment. Perceived usefulness can mediate the effect of perceived ease of use on intention to use e-recruitment.

#### 4.4. Discussion

##### 4.4.1. The Effect Subjective Norms on Intention to Use

This study found that there is a positive relationship between subjective norms and the intention to use e-recruitment. Subjective norms refer to how the perceived social pressure from others to behave in a certain way is influenced by the belief that people or groups will approve and support that behavior. A key factor that may affect an individual's intention to use e-recruitment platforms is the influence of subjective norms, particularly support and perceptions of family and peers (Holm, 2014). Friends or family members can create a positive opinion about online recruitment, whereas an unfavorable opinion may lead to reluctance to use it. Research indicates that peer pressure positively affects intentions (De Silva & Herath, 2019).

#### **4.4.2. The Effect of Subjective Norms on Perceived Usefulness**

Individuals with strong subjective norms are more likely to perceive e-recruitment as useful. When individuals experience social pressure from others to adopt a technology, their intention to use the technology increases. The existing literature indicates that a positive subjective norm, meaning the perception that significant others, such as peers, family, or colleagues, approve of and expect the use of e-recruitment, can significantly impact an individual's intention to employ digital recruitment tools (Holm, 2014). Research results by Schepers and Wetzels (2007) support these findings, demonstrating that subjective norms have a significant positive influence on individual perceptions of the usefulness of a technology.

#### **4.4.3. The Effect of Perceived Usefulness on Intention to Use**

The greater an individual's perception of e-recruitment, which has many benefits in finding a job, the greater their intention to use e-recruitment. Users consider e-recruitment services useful and facilitate their interactions with the company during the recruitment process. In this case, they were more likely to continue using the service. For instance, timeliness has been identified as a crucial factor in shaping candidate experiences, with studies suggesting that the perceived usability of an organization's website and other technological touchpoints can significantly impact job seekers' intentions to pursue employment opportunities (Ryan et al., 2017). Furthermore, recruiter characteristics, perceived usefulness, and perceived ease of use have been shown to play an important role in new selection technologies. Similarly, emphasized the importance of attitudinal factors such as perceived usefulness in determining job seekers' intention to use e-recruitment platforms (Brahmana & Brahmana, 2013).

#### **4.4.4. The Effect of Subjective Norms on Intention to Use Through Perceived Usefulness**

Perceived usefulness can mediate between subjective norms and intention to use e-recruitment. The results show that by including perceived usefulness as a mediator, the intention to use e-recruitment towards subjective norms can be better estimated. Jobseekers perceive social pressure from others when using e-recruiting. They are more likely to believe that this technology is useful, thereby enhancing their intention to apply for jobs. Existing literature supports these findings, suggesting that subjective norms that reflect pressure and expectations can significantly influence individuals' perceptions of the usefulness of a technology. This influence can be attributed to individuals' tendency to align their beliefs and behaviors with those of their social referents such as peers, colleagues, or superiors. As e-recruited users, the opinions and behaviors of their social environment can shape their perceptions of the usefulness and value of a technology, which ultimately influences their intention to adopt and use it (Choi & Chung, 2013). This finding supports by Lacka and Chong (2016) research on perceived usefulness as a moderating variable in explaining the effect between subjective norms and intention to use technology.

#### **4.4.5. The Effect of Perceived Ease of Use on Perceived Usefulness**

The research findings show that someone with a high perceived ease of use in e-recruitment will also have high perceived usefulness. Perceived ease of use, which is based on a person's level of belief that using a particular system will be free of effort, has a direct impact on perceived usefulness, which is a person's level of belief that using a particular system will improve performance (Budiman et al., 2022). Literature shows

that if users perceive the system as easy to use, they believe that the system will also be useful to them. This is because users tend to prioritize systems that require minimal effort to operate because they can focus more on the benefits and functionality of the system. For example, if users perceive an e-banking system as simple and intuitive to navigate, it is more useful for financial transactions (Harryanto et al., 2018). These findings support the empirical research on e-recruitment conducted by Kaur and Kaur (2022) and An et al. (2023).

#### **4.4.6. The Effect of Perceived Ease of Use on Intention to Use**

Perceived ease of use can positively influence intention to use e-recruitment. The easier it is for jobseekers to use e-recruitment, the higher their intention to do so. Stone et al. (2013) stated that one of the main factors that can influence users' intention to use e-recruitment is perceived ease of use of the system. Candidate experience is another important element that influences an individual's intention to engage with an e-recruitment platform, implying that a positive and smooth user experience during the e-recruitment process can significantly contribute to candidates' intentions to utilize this digital tool. This finding was supported by Kumar and Priyanka (2014) and Kaur and Kaur (2022).

#### **4.4.7. The Effect of Perceived Ease of Use on Intention to Use Through Perceived Usefulness**

Perceived usefulness can mediate between ease of access to and intention to use e-recruitment. The study showed that when job seekers perceive a system of e-recruitment as easy to use, they perceive it as useful, thereby increasing their intention to use it. Rimadias and Pratiwi (2017) found that perceived ease of use is an important factor in determining job seekers' intention to use e-recruitment, whereas other studies have highlighted that perceived usefulness mediates the relationship between ease of use and intention to use (Jermsittiparsert et al., 2023). These findings are consistent with those reported by Oentoro (2020).

## **5. Conclusion**

This study extends the literature by pointing to perceived usefulness as a mediator. The results of the study indicate that individuals with social support have a higher perceived usefulness of e-recruitment, thus influencing a higher intention to use e-recruitment for job seekers. This also occurs in someone who perceives the ease of use of e-recruitment, which will increase the perception of e-recruitment and intention to use e-recruitment. This study also emphasizes the importance of direct influence on factors that influence the intention to use e-recruitment, that is, subjective norm, perceived usefulness, and perceived ease of use, as well as factors that influence perceived usefulness (i.e., subjective norm and perceived ease of use), all of which significantly influence each other.

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