

ABSTRACT

This study aims to explore the application of the Technology Acceptance Model (TAM) in the use of online recruitment platforms, specifically LinkedIn, to expand career opportunities for high school graduates, vocational students, and university students in West Java. The study adopts the TAM framework, including variables such as perceived ease of use, perceived usefulness, user attitude, behavioral intention to use, and actual usage. Additionally, two external factors feature usability and social influence are examined for their impact on platform acceptance. A quantitative approach is used, and data is analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The data collection process involved an online survey distributed to 385 respondents, consisting of students and recent graduates from West Java. The SEM results indicate that both the ease of access to features and social influence significantly enhance perceptions of the platform's usefulness and ease of use. This, in turn, positively influences user attitudes and their intention to continue using LinkedIn in the future, thus improving career prospects by facilitating easier job search and professional networking.

Keywords: *Technology Acceptance Model, LinkedIn, online recruitment, feature usefulness, social influence, SEM-PLS, career opportunities.*