

ABSTRACT

IMPLEMENTATION OF EXTENDED UTAUT2 MODEL WITH TRUST IN E-FEATURES ON THE ADOPTION OF DIGITAL EMPLOYMENT SITES IN WEST JAVA WITH PLS-SEM PYTHON

Although the number of LinkedIn users globally and in Indonesia is relatively high, the unemployment rate particularly among vocational and university graduates in West Java remains a significant issue. This condition reflects a gap between the utilization of digital platforms and real-world employment outcomes. To address this problem, this study explores technology adoption on digital employment platforms such as LinkedIn by applying the UTAUT2 model, extended with the additional construct of Trust in E-Features, with a specific focus on features powered by Artificial Intelligence (AI) that is available on the platform. This research employs the PLS-SEM approach using the PLSPM library based on Python, analyzing 9 main constructs and 1 additional construct without including any moderating variables, through the stages of measurement model, structural model, and bootstrapping. The results show that Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Trust in E-Features have a significant positive influence on Behavioral Intention, which, along with Facilitating Conditions and Habit, also significantly affects Use Behavior. Meanwhile, Effort Expectancy has a significant negative influence, and Performance Expectancy and Social Influence have no significant influence. This study aims to provide insights for enhancing LinkedIn's relevance in supporting the career success of fresh graduates.

Keyword: Technology Adoption, UTAUT2, LinkedIn, Trust in E-Features, PLS-SEM, PLSPM, Python Programming Language