DETERMINANTS OF E-RECRUITMENT ADOPTION: INSIGHTS FROM UNDERGRADUATE JOB SEEKERS IN SRI LANKA

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ABSTRACT

The rise of internet technology has transformed human resource management, with many organizations shifting from traditional recruitment methods to e-recruitment. This study investigates the factors influencing job seekers' intention to use e-recruitment among final-year Management and Commerce undergraduates at the University of Jaffna. A quantitative research design was employed, collecting data from 201 students via a self-administered questionnaire. The proposed research model was tested using regression techniques. Findings reveal that perceived ease of use, perceived usefulness, and ICT literacy significantly influence students' intention to use e-recruitment, demonstrating moderate to strong positive relationships. In contrast, perceived trust did not show a significant impact. The study is limited to final-year undergraduates at a single university and focuses on four key variables, with data based on self-reported measures. These results underscore the importance of developing user-friendly and informative e-recruitment platforms while enhancing ICT literacy among job seekers. Although trust did not emerge as a significant factor, implementing robust security features remains critical. Understanding online job-seeking behavior is increasingly vital in the digital era of recruitment.

Keywords: *E- recruitment, Technology Acceptance Model, ICT Literacy, Job seeker's intention*

1. Background of Study

Employee recruitment forms the cornerstone of the Human Resource Management (HRM) process and plays a critical role in organizational success. Recruitment is defined as the process of identifying and attracting the most suitable candidates for job vacancies in a timely and cost-effective manner. In recent years, the HRM function, particularly recruitment—has undergone a significant digital transformation, aligning with evolving job-seeking behaviors and technological advancements. Since the mid-1990s, many organizations have shifted from traditional recruitment methods to online recruitment, or e-recruitment (Jayachandran & Anand, 2020). E-recruitment encompasses all recruitment-related activities facilitated through electronic means and the internet (Holm, 2014). This digital approach streamlines hiring processes, reduces operational costs, and expands the reach to a broader talent pool. Whether hiring entire teams or filling specific roles, e-recruitment tools offer flexible, efficient, and cost-effective solutions to meet the demands of today's competitive labor market. The increasing preference among job seekers to explore and apply for jobs online has compelled organizations to enhance their digital presence. To attract qualified candidates, employers are investing in user-friendly, informative, and engaging

recruitment platforms and portals (AbdulKareem, 2024). E-recruitment not only benefits employers by enabling access to a global pool of talent regardless of geographic or temporal constraints, but also empowers job seekers to explore opportunities at low or no cost, independently gather company information, and establish direct contact with potential employers.

For recruiters, the internet serves as a powerful medium to improve both the quality (knowledge, attitude, skills, and aptitude) and quantity of applicants. As globalization continues to influence recruitment practices globally, Sri Lanka is also experiencing a growing need to adopt innovative recruitment technologies. Although the Sri Lankan government initiated electronic recruitment as early as 1978 (Sri Lanka Business Standards), the adoption of e-recruitment remains relatively limited compared to other countries (Biea, Dinu, Bunica, & Jerdea, 2024). Presently, Sri Lanka hosts over 25 job portals (videshasewa.com). However, the country still demonstrates a cautious approach to digital recruitment. Few multinational and large-scale companies advertise vacancies on their corporate websites, and the use of advanced job portals and platforms like LinkedIn and Topjobs.lk is not yet widespread. Although young job seekers may be inclined to embrace digital platforms, transitioning from traditional to digital recruitment methods independently remains a challenge.

This study seeks to explore the factors influencing job seekers' intentions to use e-recruitment platforms in Sri Lanka. The Technology Acceptance Model (TAM)—one of the most widely adopted frameworks in information technology research—has been extensively validated in the context of online recruitment (Davis & Granic, 2024). This research extends the TAM by incorporating ICT literacy as an additional variable, addressing a critical but previously underexplored factor. Understanding the determinants of e-recruitment adoption is essential for HR professionals and designers of recruitment platforms. The insights from this study will offer valuable guidance for enhancing the effectiveness of e-recruitment platforms in Sri Lanka and overcoming current challenges and limitations. Ultimately, this research aims to answer the question: *What factors influence job seekers' intentions to use e-recruitment platforms in the Sri Lankan context?*

2. Review of Literature
2.1 e-recruitment
With the advancement of technology, modern recruitment methods (e-recruitment) are being used by most companies, and the current generation with a strong inclination towards technology is dominating the world of work, increasing the effectiveness and efficiency of the workplace. E-recruitment is the latest trend being adopted by most large and small businesses. The increasing use of electronic recruiting methods and systems is contributing to this trend by eliminating many of the routine administrative tasks associated with recruiting and making it easier for HR managers to monitor and track recruiting-related activities (Bhatia & Satija, 2022). After completing and evaluating the study, it was determined that the most important factor in convincing job seekers to e-recruitment is electronic recruitment attitudes, followed by the main points. Improving job

seekers perceptions of e-recruitment benefits may influence the use of online recruitment (Kowshik, Shabnaz, Rodrick, & Islam, 2018). Methods of e-recruitment are many. Some examples are Job boards, company websites, professional websites like LinkedIn and social media platforms. Cost efficient, time saving devices, are widening the search are some advantages of e-recruitment. Being computer savvy and having a vast pool of applicants are some disadvantages of e-recruitment methods (Dayanand & Maharaj, 2020)

2.2 Technology acceptance model

The Technology Acceptance Model (TAM), introduced by Davis in 1989 as one of the successful models for explaining the use of technology adaption, and identifies some factors that influence job seekers' behavior intentions when using electronic recruitment websites. The results of the previous article will not only (Zhang & Chen, 2024). Perceived usefulness and user experience (ease of use) are the two major supporting predictors. Therefore, the technology accepting model is the most applicable model for study and TAM model explains users' acceptance and usage of technology. Applying the TAM model benefits us by contributing and adding value to future researchers by finding how jobseekers accept the adoption of the e-recruitment system, what factors affect them most while using online job portals and how they perceive the digital recruitment technology in Malaysia (Rahman & Patra, 2020).

2.3 Job seeker's behavioral intention

Generally speaking, behavior makes it difficult to change behavior and adapt to a new scale. Since e-recruitment is a new phenomenon in human resource management, some recruiters still rely on traditional recruitment methods. Therefore, it is important for the company to change the attitude and behaviors of potential employees and encourage them to use more electronic search methods (Galhena & Liyanage, 2014).
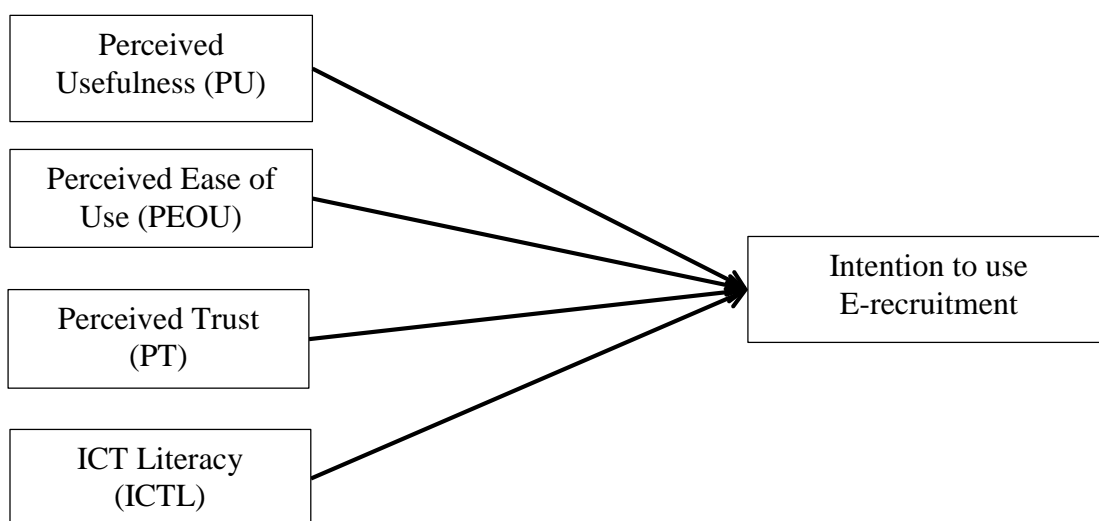

Figure 01: Conceptual framework

2.4 Development of Conceptual Framework and hypotheses

The development of the conceptual framework for this study (Figure 1) is grounded in the integration of four key constructs—perceived usefulness, perceived trust, perceived ease of use, and ICT literacy—all of which are theorized to influence job seekers' intention to use e-recruitment platforms. Drawing upon the Technology Acceptance Model (TAM) and related empirical evidence, the framework positions perceived usefulness and perceived ease of use as fundamental predictors of behavioral intention, as job seekers evaluate both the performance benefits and the effortlessness of using such systems. Perceived trust is incorporated to account for users' confidence in the privacy and security of online recruitment platforms, which is increasingly vital in digital interactions. Additionally, ICT literacy is introduced as a contextual enabler that enhances the effective utilization of e-recruitment systems, particularly in developing contexts where digital competencies may vary. Together, these constructs form a cohesive conceptual model that explains job seekers' adoption behavior in relation to e-recruitment technologies.

2.5 Perceived usefulness (PU)

According to Davis (1989) is defined as perceived usefulness is "the degree to which a person believes that using a particular system would enhance his or her job performance". Different job sites or different job portals should always give useful information to the job seekers and they should provide navigation efficiency and simplicity. Previous researchers found that there is no statistically significant difference in age across all factors except for the usefulness factor (Alsultanny & Alotaibi, 2015). Recruiters look at the benefits of using the internet. The perspective organizations should focus on perceived usefulness to encourage more job seekers to use e-recruitment. Agencies and other online service providers must address the quality and functionality of their e-recruitment systems (Woon, Kartar, & Singh, 2019). According to (Galhena & Liyanage, 2014) research found that the behavioral intention of candidates is significantly affected by the perceived usefulness and the perceived ease of use of various job sites.

H1: Perceived usefulness positively influences job seeker's intention to use e-recruitment.

2.6 Perceived trust (PT)

The trust found affects the use of electronic recruitment and therefore job seekers because the trustworthiness of the information influences the way job seekers think about the trustworthiness of information transmitted over the internet (Hegazy & Elsayed, 2022). The Malaysian government has implemented measures to protect personal data during commercial transactions. As awareness grows about the significance of personal security, particularly in online transactions, there is a pressing need to understand users' trust in online recruitment systems regarding their personal information. It's essential to explore users' perceptions about the reliability of their own websites, their trust in avoiding potential scams, and their concerns about privacy risks when using e-recruitment portals (Boldi, Silacci, Rapp, & Caon, 2024).

H2: Perceived ease of use positively influence on job seeker's intention to use e-recruitment.

2.7 Perceived ease of use (PEOU)

Perceived ease of use is referred as *"the degree to which a person believes that using a particular system would be free from effort"* (Davis, 1989). Previous research shows that electronic recruitment (e-recruitment) effectiveness depends on advertising, with perceived benefits and ease of use having a significant impact on candidates looking to apply (Kambur & Yildirim, 2023).

H3: Perceived trust positively influence on job seeker's intention to use e-recruitment.

2.8 ICT literacy

Research on ICT use shows that ICT skills, experience, knowledge and training are important factors influencing the use of e-recruitment when applying for a job. ICT proficiency is an important consideration in applying for jobs using e-recruitment portals. It is clear that ICT knowledge influences job seekers' use of the PSRS e-recruitment system to apply for public sector jobs. Job seekers with ICT skills are more likely to use e-recruitment portals to apply for jobs. ICT- based skills and experience give job seekers confidence in e-recruitment when applying for jobs (Msacky & Mwangata, 2023).

H4: ICT literacy positively influence on job seeker's intention to use e-recruitment

3. Research Method

This study, titled *"A Study on Factors Influencing Job Seekers' Intention to Use E-Recruitment Among Final-Year Management and Commerce Undergraduates of the University of Jaffna,"* adopts a quantitative research approach to address the central research problem: *"What are the factors influencing job seekers' intentions to use e-recruitment among final-year management and commerce undergraduates of the University of Jaffna?"* The target population comprises all final-year students enrolled in the Faculty of Management Studies and Commerce at the University of Jaffna. A sample of 250 students was selected using simple random sampling, a probability sampling technique that ensures each individual in the population has an equal likelihood of being chosen. This method enhances the representativeness of the sample and strengthens the generalizability and validity of the study's findings by minimizing selection bias.

The operationalization of the key constructs in this study was based on validated measures from previous research. Perceived ease of use was assessed through indicators such as saving time, providing information, ease of comparison, and clarity and understandability, following Brahmana and Brahmana (2013). Perceived usefulness was measured in terms of quickness and improvement in job search outcomes, with items adapted from Brahmana (2013). Perceived trust was operationalized through respondents' perceptions of privacy policies, trustworthiness, and the security and reputation of e-recruitment platforms, based on the work of Joanna Tong et al. (2005). ICT Literacy was captured by respondents' ability to retrieve information and utilize search engines effectively, drawing from Bock and Kim (2002). Finally, Intention to use E-Recruitment was measured through participants' willingness to use e-recruitment sites and their regularity of usage,

as adapted from Brahmana (2013). These operational definitions ensured the construct validity and reliability necessary for robust empirical investigation.

Data collection was carried out using a standardized, pre-tested questionnaire that met established criteria for validity and reliability (Konalingam et al., 2024). Out of the 250 distributed questionnaires, 201 completed responses were received and deemed suitable for further analysis. Data analysis was performed using the Statistical Package for Social Sciences (SPSS), employing descriptive statistics, regression analysis, correlation analysis, and frequency analysis to evaluate the hypothesized relationships and achieve the study objectives. By incorporating rigorous sampling and analytical procedures, the study ensures robust empirical insights into the factors shaping e-recruitment adoption intentions among prospective young professionals in a university setting.

4. Results
4.1 Personal Demographic Profile of the respondents
In terms of gender, the sample is divided into two categories: male and female. Among the 201 respondents, the majority—129 individuals (64.2%)—are female, while 72 respondents (35.8%) are male. Regarding the year of study, 9% of the participants are third-year students, while a significant majority (91%) are in their fourth year. This is likely because final-year students are more actively engaged in job-seeking activities compared to third-year students. In terms of the respondents' academic departments, the distribution is as follows: 56 students (27.9%) are from Commerce, 39 (19.4%) from accounting, 40 (19.9%) from Finance, 33 (16.4%) from Human Resource Management, and 33 (16.4%) from Marketing. When considering internet experience, 19 respondents (9.5%) reported having less than one year of experience, 22 respondents (10.9%) have one year of experience, 59 (29.4%) have five years of experience, and the majority—101 respondents (50.2%)—have over five years of internet experience. This indicates that most job-seeking students are well-versed in using the internet. In terms of preferred e-recruitment portals, LinkedIn is the most popular choice, with 77 respondents (38.3%) favoring it. This is followed by TopJobs.lk (70 respondents, 34.8%), Facebook (27 respondents, 13.4%), and XpressJobs.lk (21 respondents, 10.4%). A small portion—6 respondents (3%)—prefer other job portals. Finally, when analyzing the average time spent on online job searches, 30.3% of respondents spend approximately one hour per day, followed closely by 29.9% who spend less than one hour. Another 28.4% dedicate around two hours to job searching, while only 11.4% spend more than two hours daily.

4.2 Multivariate Assumption

In regression analysis, multicollinearity is a statistical phenomenon that occurs when two or more independent variables in a model are highly correlated. This high correlation among predictor variables can cause instability in the estimated regression coefficients, leading to unreliable results and difficulties in determining the individual effect of each predictor on the dependent variable.

Multicollinearity can inflate the standard errors of the coefficients, making it harder to identify significant variables and potentially distorting the overall interpretation of the model. Therefore, assessing multicollinearity is a crucial step in ensuring the robustness and validity of a regression model.

To detect multicollinearity, researchers commonly use two diagnostic statistics: Tolerance and the Variance Inflation Factor (VIF) (Hair et al., 2011). A tolerance value closer to zero indicates a higher degree of multicollinearity, whereas values closer to one indicate lower multicollinearity. As a rule of thumb, tolerance values below 0.1 (or, in some cases, 0.2) signal a potential multicollinearity problem. VIF value below 5 is considered acceptable, indicating no severe multicollinearity. Values between 5 and 10 may raise some concerns, while values above 10 indicate serious multicollinearity issues that warrant further investigation or remedial measures. In the context of the study, the collinearity diagnostics reveal that all tolerance values are greater than zero and less than one, which is typical for well-behaved data. More significantly, all VIF values fall within the range of 1.606 to 3.620, comfortably below the commonly accepted threshold of 5. This indicates that none of the predictor variables are excessively correlated with each other, and the level of multicollinearity present is negligible. The relatively low VIF values suggest that the estimated coefficients are not artificially inflated, and the model is statistically sound.

Therefore, the results from the collinearity diagnostics confirm that multicollinearity does not pose a problem in this study. The independent variables can be confidently interpreted individually, and the regression model is unlikely to produce misleading or distorted outcomes. This conclusion enhances the credibility of the findings and supports the validity of the statistical inferences drawn from the model.

Table 1: Test of Collinearity

Independent Variables	Collinearity Statistics	
	Tolerance	**VIF**
Perceived Usefulness	.327	3.059
Perceived Ease of use	.309	3.237
Perceived Trust	.623	1.606
ICT Literacy	.276	3.620

Source: Survey data

In this study, reliability analysis was conducted to evaluate the internal consistency of the collected data, which is crucial to ensure that the measurement scales used are consistent and dependable. The primary tool employed for this purpose was Cronbach's alpha coefficient, a widely accepted statistical measure that quantifies the internal consistency or reliability of a set of items within a construct (Hair et al., 2011). A higher Cronbach's alpha value indicates that the items within a construct are more closely related as a group, thus reflecting good internal consistency. As illustrated in the table 2, the reliability analysis revealed that all constructs

exhibited high reliability, with Cronbach's alpha coefficients consistently exceeding the threshold of 0.88, which is considered an indicator of excellent internal consistency in social science research. Among the constructs, Perceived Trust recorded the highest alpha value of 0.941, indicating that the items within this construct are highly consistent and measure the same underlying concept effectively. On the other hand, ICT Literacy demonstrated the lowest alpha value of 0.887, which, although comparatively lower, still signifies a strong level of internal consistency.

Furthermore, the overall Cronbach's alpha coefficient for all constructs combined was 0.921, reflecting robust internal consistency across the entire data set. This high overall reliability score suggests that the study's measurement instruments are consistent and reliable for capturing the intended constructs. Consequently, the high alpha values across individual constructs and the overall value underscore the reliability of the data, strengthening the validity of the subsequent analysis and findings.

Table 2: Reliability Test for Construct of the concept model

Dimension	Cronbach Alpha Value
Intention to use e-recruitment	.889
ICT Literacy	.887
Perceived Trust	.941
Perceived Ease of use	.899
Perceived Usefulness	.896

Source: Survey data

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity are essential statistical tests to evaluate the suitability of data for factor analysis. (Hair et al., 2011). In this study, the KMO value is 0.876, which falls within the range considered "great," indicating that the data exhibits a high level of common variance, making it highly suitable for factor analysis. The KMO value ranges from 0 to 1, and a value closer to 1 suggests that the sampling adequacy is excellent. Additionally, Bartlett's test of sphericity tests the null hypothesis that the correlation matrix is an identity matrix, implying that the variables are uncorrelated. In this study, the test yielded a chi-square value of 822.689, which is statistically significant at the five percent level ($p < 0.05$). This result indicates that there are significant correlations among variables, thereby rejecting the null hypothesis and confirming the appropriateness of the data for factor analysis. Hence, both the KMO measure and Bartlett's test collectively affirm the data's suitability for further analysis.

4.3 Descriptive Statistics

According to the descriptive analysis, the mean values for the constructs measured—perceived usefulness, perceived ease of use, ICT literacy, and intention to use e-recruitment—were 4.1078, 4.1070, 4.1405, and 4.1493, respectively. These values fall within the range of 3 to 5 on the Likert scale, indicating that the respondents, who are final-year undergraduates from the Faculty of Management Studies and Commerce at the University of Jaffna, generally exhibited a favorable attitude toward e-recruitment. The fact that nearly all mean values exceed 3.7 highlights a positive perception across the measured constructs. Notably, the highest mean value among the constructs was recorded for intention to use e-recruitment (4.1493), suggesting that students are highly inclined to adopt e-recruitment platforms when seeking employment. This positive inclination may stem from the perceived benefits of using e-recruitment systems, such as convenience, efficiency, and broader access to job opportunities.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.876
Bartlett's Test of Sphericity	Approx. Chi-Square	822.689
	Df	10
	Sig.	.001

Source: Survey data

In contrast, perceived trust recorded the lowest mean value of 3.7081, indicating that while students are generally optimistic about e-recruitment, they still have some reservations regarding the trustworthiness or reliability of these digital platforms. This difference in mean values suggests that enhancing perceived trust could further strengthen the positive attitude towards adopting e-recruitment among the participants. Overall, these findings indicate a clear and favorable disposition towards the use of e-recruitment among final-year undergraduates at the University of Jaffna, reinforcing the potential for higher adoption rates when trust issues are adequately addressed.

Table 4: Descriptive statistics

Dimension	Range	Mean	Std. Deviation	Variance
Perceived Usefulness	4.00	4.1078	.80207	.643
Perceived Ease of use	4.00	4.1070	.77161	.595
Perceived Trust	4.00	3.7081	.76518	.585
ICT Literacy	4.00	4.1405	.79126	.626
Intention to use e-recruitment	4.00	4.1493	.81209	.659

Source: Survey data

4.4 Correlation Analysis

The correlation matrix for the five examined variables—perceived usefulness, perceived ease of use, perceived trust, ICT literacy, and intention to use e-recruitment—reveals meaningful relationships among them. These correlations help us understand how changes in one variable might be associated with changes in another, indicating the potential influence of these factors on the intention to use e-recruitment. As presented in the table 5, the analysis shows that there is a moderate positive correlation between perceived trust and intention to use e-recruitment (r = 0.535). This suggests that individuals who perceive e-recruitment as more trustworthy are moderately more likely to intend to use it.

In contrast, a strong positive correlation is observed between perceived ease of use and intention to use (r = 0.784). This indicates that as individuals find e-recruitment systems easier to use, their intention to utilize such systems significantly increases. The strong association reflects the importance of user-friendly features in promoting adoption. Furthermore, the variables perceived usefulness (r = 0.809) and ICT literacy (r = 0.860) exhibit very strong positive correlations with the intention to use e-recruitment. This indicates that individuals who find e-recruitment beneficial and possess high levels of ICT literacy are much more likely to express an intention to use it. The particularly high correlation with ICT literacy suggests that technological competence plays a critical role in fostering positive attitudes towards e-recruitment.

Overall, the Pearson correlation analysis highlights statistically significant relationships, with all correlations being significant at the 99% confidence level (p < 0.01). This level of significance indicates a high degree of confidence that these relationships are not due to random chance. Notably, none of the correlation coefficients are negative, emphasizing that all constructs positively correlate with the intention to use e-recruitment. This consistent positive association reinforces the idea that enhancing these factors could improve the adoption of e-recruitment systems.

Table 5: Pearson Coefficient Correlation

Dimension	PT	PEOU	PU	ICTL	IUER
Perceived Trust	1				
Perceived Ease of use	.507**				
ICT literacy	.597**	.796**	.776**		
Intention to use e-recruitment	.535**	.784**	.809**	.860**	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey data

4.5 Regression Analysis

The adjusted R^2 value is 0.793, indicating that approximately 79.3% of the variation in the intention to use e-recruitment can be explained by the independent variables included in the model. The adjusted R^2 is preferred over the simple R^2 because it accounts for the number of predictors in

the model, providing a more accurate measure when multiple independent variables are involved. In essence, this value demonstrates that the majority of the variance in the intention to use e-recruitment is effectively captured by factors such as perceived ease of use, perceived usefulness, perceived trust, and ICT literacy.

However, this also means that the remaining 20.7% of the variation in the intention to use e-recruitment is influenced by other, unexamined factors not included in the model. These could include individual personality traits, organizational culture, socio-demographic variables, or external influences, which were not part of the current analysis. Identifying and incorporating these additional variables could potentially enhance the explanatory power of the model. In summary, the high R value indicates a strong correlation between the dependent and independent variables, while the adjusted R^2 shows that the model explains a substantial proportion of the variance in the intention to use e-recruitment. Nonetheless, it is important to acknowledge the existence of other factors that might also influence this intention but were not considered in this study.

Table 6: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893[a]	.797	.793	.36920

a. Predictors:(Constant), PU, PT, PEOU, ICTL

b. Dependent Variable: Intention to use e-recruitment

Source: Survey data

The table 7 indicates that the p-value is 0.000, which is well below the conventional significance level of 0.05 ($p < 0.05$). This result demonstrates that the overall regression model is statistically significant, suggesting that the model reliably explains the variation in the intention to use e-recruitment. In other words, the independent variables collectively have a meaningful impact on predicting the intention to adopt e-recruitment practices.

Table 7: ANOVA table in regression analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	105.180	4	26.295	192.904	.000[b]
	Residual	26.717	196	.136		
	Total	131.897	200			

a. Dependent Variable: Intention to use e-recruitment
b. Predictors: (Constant), ICTL, PU, PT, PEOU
Source: Survey data

The table 8 presents the influence of the independent variables on the dependent variable, which is the intention to use e-recruitment. Among the four independent variables examined, ICT literacy emerges as the most influential factor, as indicated by the standardized beta coefficient of 0.530. This finding highlights that ICT literacy has a substantial positive impact on the intention to adopt e-recruitment practices. The results of the regression analysis, as summarized in the table, reveal that ICT literacy significantly affects the intention to use e-recruitment ($F = 192.903$; $p < 0.05$). Additionally, other factors such as perceived ease of use, perceived usefulness, and ICT literacy significantly contribute to shaping the intention to use e-recruitment. Consequently, based on these findings, hypotheses H1, H2, and H4 are accepted, while H3 is rejected. Furthermore, the high beta value ($\beta = 0.530$) further corroborates that ICT literacy has the most substantial impact among the variables considered, emphasizing its critical role in influencing e-recruitment adoption.

Table 8: Coefficients table in the Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.116	.158		.735	.463
PU	.309	.057	.305	5.423	.000
PEOU	.155	.061	.148	2.553	.011
PT	-.018	.043	-.017	-.414	.679
ICTL	.530	.063	.516	8.438	.000

a. Dependent Variable: Intention to use e-recruitment
Source: Survey data

$Y = 0.116 + 0.309 \beta_1$ (Perceived usefulness) $+ 0.155 \beta_2$ (Perceived ease of use) $+ (-0.018) \beta_3$ (Perceived trust) and $0.530 \beta_4$ (ICT literacy)

5. Discussion

The findings of this study indicate that ICT literacy has the most substantial impact on job seekers' intention to use e-recruitment, with a standardized beta of 0.530. This outcome underscores the significance of digital skills in shaping individuals' willingness to engage with online recruitment systems. As Msacky and Mwangata (2023) have highlighted, ICT proficiency is a critical determinant in the adoption of e-recruitment, as job seekers with higher levels of ICT literacy are more likely to utilize these platforms confidently. Hence, improving digital competencies among job seekers could significantly enhance their adoption of e-recruitment systems, aligning with hypothesis H4.

In addition to ICT literacy, the study reveals that perceived usefulness and perceived ease of use also significantly influence job seekers' intention to use e-recruitment, supporting hypotheses H1 and H2, respectively. The positive relationship between perceived usefulness and e-recruitment adoption corroborates the findings of previous studies, which emphasize the importance of providing functional and valuable features to job seekers (Woon et al., 2019; Galhena & Liyanage, 2014). Furthermore, consistent with Davis (1989), the notion that perceived ease of use enhances user engagement is affirmed, as job seekers are more inclined to use e-recruitment systems that require minimal effort (Kambur & Yildirim, 2023).

Contrary to expectations, the study does not support hypothesis H3, which proposed that perceived trust positively influences job seekers' intention to use e-recruitment. While previous research has identified trust as a critical factor in the adoption of online systems (Hegazy & Elsayed, 2022), the lack of a significant relationship in this context may indicate that job seekers are increasingly desensitized to trust concerns, possibly due to familiarity with online recruitment platforms or increased data protection regulations (Boldi et al., 2024). As a result, perceived usefulness and ease of use may outweigh trust considerations in determining e-recruitment adoption.

5.1 Theoretical Implication

The theoretical implications of this study underscore the crucial role of ICT literacy in shaping job seekers' intention to utilize e-recruitment platforms. By integrating digital skills into the TAM, this research introduces a novel perspective on technology adoption, emphasizing that ICT proficiency significantly enhances the likelihood of e-recruitment usage. Traditionally, perceived usefulness, ease of use, and trust have been considered primary determinants of technology acceptance. However, this study highlights ICT literacy as a pivotal factor, particularly within the e-recruitment context, indicating that digital competence can substantially influence user engagement with online recruitment systems.

Furthermore, the study's findings challenge conventional theories related to trust in technology adoption. The rejection of the trust hypothesis implies that in the contemporary digital landscape, users may prioritize system functionality and usability over trust-related concerns, thereby questioning the traditional emphasis on security as a primary factor in online adoption models. This shift suggests that in digitally evolving environments; the practical aspects of system interaction might outweigh apprehensions regarding security. As a result, the study contributes to refining existing theoretical frameworks and deepening the understanding of factors influencing the adoption of e-recruitment platforms, particularly in contexts where digital literacy is increasingly pertinent.

5.2 Practical Implication

The practical implications of this study highlight the need for stakeholders involved in e-recruitment, such as employers, job portals, and career service providers, to prioritize enhancing digital literacy among job seekers. Given that ICT literacy has the most substantial impact on the intention to use e-recruitment, offering training programs and workshops to improve digital skills can significantly boost engagement with these platforms. Universities, career counseling centers, and government employment agencies should consider integrating ICT skill development into their existing career support services to increase job seekers' confidence and competence when navigating online recruitment systems. Additionally, collaboration with technology experts to simplify the user interface of e-recruitment platforms can further facilitate adoption, as ease of use remains a key factor.

Furthermore, the study underscores the importance of perceived usefulness in driving the adoption of e-recruitment systems. Therefore, developers and platform administrators should focus on incorporating practical and value-added features that meet job seekers' needs, such as personalized job recommendations and streamlined application processes. While perceived trust did not emerge as a significant determinant, maintaining robust data security measures and transparent privacy policies remains essential for sustaining long-term user confidence. In light of the findings, platform designers should concentrate on optimizing functionality and usability while simultaneously fostering digital proficiency among users, thereby increasing the overall effectiveness of e-recruitment initiatives.

5.4 Limitation and Future Research Direction

The limitation of this study is the focus on a specific geographical region or sample, which may not fully capture the diversity of job seekers' experiences and perceptions across different countries or cultural contexts. This restricts the generalizability of the findings to a broader population. Additionally, while ICT literacy was found to have a strong influence on e-recruitment usage, other individual differences such as demographic factors (e.g., age, education, or employment status) were not explored, which could provide a more nuanced understanding of how different segments of job seekers engage with e-recruitment systems. Furthermore, the study only assessed job seekers' intentions to use e-recruitment, not their actual usage or long-term engagement with these platforms, which could differ from initial behavioral intentions.

Future research could explore the impact of additional factors such as demographic variables, socio-economic status, or job type on the intention and actual use of e-recruitment systems. Additionally, longitudinal studies could be conducted to assess how intentions to use e-recruitment evolve over time and whether ICT literacy and other factors influence long-term usage patterns. Comparative studies across different cultural and regional contexts would help to examine the generalizability of the findings and explore how local norms and technological infrastructure impact e-recruitment adoption. Researchers could also investigate the role of trust in more detail, examining specific trust-building mechanisms, such as data privacy policies or user reviews, and

their impact on users' willingness to engage with e-recruitment platforms. Finally, incorporating a broader range of theoretical models, including the Unified Theory of Acceptance and Use of Technology (UTAUT), could offer further insights into the factors influencing e-recruitment adoption and use.

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