

**ANTECEDENTS OF INTENTION TO USE E-RECRUITMENT FOR
ALUMNI OF BACHELOR DEGREE FACULTY ECONOMICS OF
UNIVERSITAS ANDALAS**

THESIS

Submitted as Partial Requirements for Bachelor Degree in Undergraduate Study
Program Department of Management in Faculty of Economics of Andalas University




S1 STUDY PROGRAM OF MANAGEMENT DEPARTMENT

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ANDALAS UNIVERSITY

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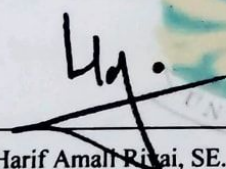

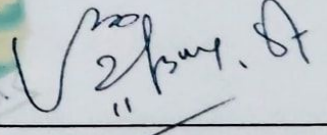
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ABSTRACT

The digitalization phenomenon happens in various field included in the field of Human Resource Management, specifically the recruitment process. Technological changes require companies to adopt a sophisticated method in recruiting which is by adopting the online recruitment method (e-recruitment). This study aims to explore the relationship between perceived ease of use, perceived usefulness, and perceived enjoyment on the intention to use e-recruitment as a job-seeking platform. The data collected in this research was conducted by distributing an online questionnaire to 202 actual users of e-recruitment who are Bachelor Degree Alumni of Economic Faculty in Universitas Andalas. Structural Equation Model (SEM) is used to analyze the data. This study reveals that perceived usefulness and perceived enjoyment positively and significantly influence the intention to use e-recruitment. Also, a positive and significant relationship between perceived ease of use and perceived usefulness was found. However, in contrast with previous studies, it was found that perceived ease of use did not have a significant influence on the intention to use e-recruitment.

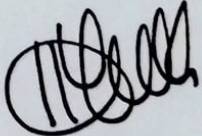
Keywords: Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, Intention to Use.

This thesis already examined and passed on October 28th, 2021. This abstract already approved by supervisor and examiners:

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