Analysis Acceptance of LinkedIn Application Users Using the Revised Technology Acceptance Model for Social Media and Information System Success Model

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ABSTRACT

Social media is a web-based application that provides facilities for communicating and chatting online, sharing videos and images, carrying out activities related to education and business, making learning easier, searching for information, and looking for work. LinkedIn is a social media designed to help many people make connections in business, share experiences, and find work. So far, LinkedIn is the most popular social network when it comes to recruiting. More than 95% of recruiters use social media in their recruiting process, which indicates that they use LinkedIn. The aim of this research is to determine the factors that influence perceived usefulness, perceived ease of use, and intention to use by using a combination of the revised Technology Acceptance Model (TAM) for social media and the Information System Success Model (ISSM) methods. This research uses a quantitative approach with sample criteria, namely people from Central Java who have used LinkedIn to look for work and are aged between 19 – 34 years. This research obtained 140 valid data through surveys distributed via social media. The results obtained found influencing factors. The results of the hypothesis test showed that there were 10 hypotheses that were accepted. From this hypothesis, there are several factors that influence perceived usefulness, namely information quality, service quality, critical mass, perceived playfulness, and trustworthiness. Then the factors that influence perceived ease of use are system quality and service quality. Then the factors that influence intention to use are information quality, trustworthiness, perceived usefulness, and perceived ease of use.

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1. INTRODUCTION

The use of the internet has experienced a significant increase, especially in the realm of social media. Social media serves as internet-based communication channels (Schlagwein & Hu, 2017). The primary purposes of using social media are for communication and online chatting, sharing videos and images, engaging in educational activities (Alshurideh et al., 2019), and business purposes (Puspitarini & Nuraeni, 2019), facilitating learning, seeking information, and job hunting (Sumadi, 2016).

In the context of job searching, social media aids job seekers in standing out in the job market (Richey et al., 2018). The personal information displayed on social media makes individuals more creative in how they present their job identities and helps differentiate themselves among job seekers (Neeley & Leonardi, 2016). Each social media platform offers specific primary services, as well as various types of tools and applications to enhance value for their audiences. For example, Facebook for social networking sites, and LinkedIn for building professional networks (Rauniar et al., 2014). Unlike most social media, LinkedIn is designed to assist many people in building business relationships, sharing experiences, and searching for jobs (López-Carril et al., 2020).

So far, LinkedIn has become the most favored social network in terms of recruitment (Jobvite, 2014). According to Koch et al. (2018), over 95% of recruiters use social media in their recruitment processes, indicating their use of LinkedIn. The main reason for the higher usage rate of LinkedIn among other social networking sites is because LinkedIn is a public spotlight almost exclusively for building professional relationships, while other social networks like Facebook and Twitter are more like general social media (Zide et al., 2014). This presents a great opportunity for job seekers to find suitable job openings.

The use of LinkedIn is expected to help job seekers find suitable employment and reduce unemployment rates, especially in the community of Central Java province. Unemployment is one of the inhibiting factors in achieving economic growth in Central Java province (Anggraini, 2021). Essentially, this province has great potential in terms of the availability of labor force, yet it has not been able to become a potential asset and has become a burden to the country in terms of development (Mahendra & Utomo, 2023).

Considering the significant benefits of social media, including for job hunting, many researchers have attempted to observe the acceptance rate of its users. One of them is Rauniar et al. (2014), who attempted to revise and validate the Technology Acceptance Model (TAM) for the context of social media. Although the model has been developed taking into account the research interests in social media, Rauniar et al.

(2014) stated that there are still many variables that need to be investigated to improve the prediction of social media acceptance and usage behavior suggested by the revised TAM model for social media. Therefore, this study will expand the revised TAM model for social media from Rauniar et al. (2014) to develop a better understanding of social media, particularly LinkedIn.

Research on the use of internet technology in recruitment processes has attracted the attention of researchers. Like the study by Koch et al. (2018), which obtained an overview of social media usage as the favorite tool used for recruitment processes, with LinkedIn being the most frequently viewed platform by recruiters. This is supported by research conducted by Saros-Rogobete and Sav (2016) in Romania, which found that LinkedIn is the favorite social media platform for recruitment processes. Additionally, another study located in Egypt found the usage of LinkedIn and Facebook in recruitment processes with the first percentage for LinkedIn being 63%, followed by Facebook at 37% (Wahba & Elmanadily, 2018). From various studies conducted, it can be concluded that the use of LinkedIn as a social media platform becomes a favorite means of recruitment.

This study utilizes a combination of the revised TAM model for social media and the Information System Success Model (ISSM). The revised TAM for social media is adapted from the study by Rauniar et al. (2014) used as a model to explain social media usage behavior with adopted variables namely Perceived Usefulness (PU), Perceived Ease of Use (PEU), and Intention to Use (IU) expanded with Critical Mass (CM), Capability (CP), Perceived Playfulness (PP), and Trustworthiness (TW), while ISSM is adopted from the DeLone and McLean (2003) model which serves as an external variable of the previous model, with adopted variables being Information Quality (IQ), System Quality (SQ), and Service Quality (SRQ) to examine the acceptance of social media and factors influencing the intention to use LinkedIn application users in job hunting.

2. THEORETICAL BASIS

2.1. LinkedIn

LinkedIn has become a commonly used social network for posting advertisements, searching for candidates, contacting, and vetting candidates (Jobvite, 2014). The utility of LinkedIn lies in being a platform or application widely utilized in the professional world for building networks, sharing ideas, and connecting with other professionals (Candra et al., 2020), supported by features available for professional purposes in their respective fields of work (Cho & Lam, 2021).

In research by (Candra et al., 2020), it was found that the information conveyed on the LinkedIn social media platform can also be trusted regarding users' work history

and CV. Additionally, their study found that Indonesian society is open to disclosing their education and work history to the public, without fear of misuse by third parties.

2.2. Revised Technology Acceptance Model (TAM) for Social Media

The Revised TAM for social media was developed by Rauniar et al. (2014) to measure understanding, attitudes, and behaviors of users, particularly in social media contexts. The Revised TAM for social media is an extension of the Technology Acceptance Model (TAM) framework. TAM itself is a simple framework (Candra et al., 2020) used to understand the process of accepting an information technology (Chang et al., 2015). TAM was first developed by Davis (1989). According to Venkatesh and Davis (2000), TAM is one of the most influential models regarding the acceptance and use of technology. The variable used in the Revised TAM for social media is perceived ease of use, critical mass, capability, perceived playfulness, perceived usefulness, intention to use, trustworthiness, and actual use.

2.3. Information System Success Model (ISSM)

The ISSM is a model used to measure the implementation of an information system. The updated ISSM model encompasses dimensions of information system success, namely information quality, system quality, service quality, intention to use, use, user satisfaction, and net benefit (DeLone & McLean, 2003).

2.4. Hypothesis Development

Montazemi and Qahri-Saremi (2015) found that IQ has a strong influence on PU, in online banking services. In addition, research by Chen and Tsai (2019) found that IQ had a positive effect on PEU and IU. This is supported by research by Jaafreh (2017) which confirms that IQ has a positive effect on IU in using the system in a banking context. Therefore, the proposed hypothesis is:

H1a: IQ has a positive influence on PU
H1b: IQ has a positive influence on PEU
H1c: IQ has a positive influence on IU

In research by Chen and Tsai (2019) they found that SQ has a positive influence on PU and PEU. Therefore, the proposed hypothesis is:

H2a: SQ has a positive influence on PU
H2b: SQ has a positive influence on PEU

According to research by Wijaya (2023), SRQ has a positive influence on PU and PEU. Therefore, the proposed hypothesis is:

H3a: SRQ has a positive influence on PU
H3b: SRQ has a positive influence on PEU

According to research by Rauniar et al. (2014) CM has a positive effect on PU. This is supported by research by Candra et al. (2020) who say that CM has a positive influence on PU. Therefore, the proposed hypothesis is:

H4: CM has a positive influence on PU

Research by Candra et al. (2020) found that CP has a positive effect on PU. Likewise in the research of Rauniar et al. (2014) who found that CP was positively related to PU. Therefore, the proposed hypothesis is:

H5: CP has a positive influence on PU

Research by Rauniar et al. (2014) found that PP was positively related to PU. This was also found by Candra et al. (2020) that PP has a positive influence on PU. Therefore, the proposed hypothesis is:

H6: PP has a positive influence on PU

According to research by Rauniar et al. (2014) TW has a positive influence on IU. This is supported by research by Candra et al. (2020) who found that TW had a positive effect on IU. Therefore, the proposed hypothesis is:

H7: TW has a positive influence on IU

Research by Candra et al. (2020) found that PU had a positive effect on IU. This is supported by research by Chen and Tsai (2019) and Rauniar et al. (2014) who said that PU has a positive influence on IU. Therefore, the proposed hypothesis is:

H8: PU has a positive influence on IU

According to research by Candra et al. (2020) PEU has a positive influence on PU. Apart from that, PEU also has a positive effect on IU Chen and Tsai (2019). Therefore, the proposed hypothesis is:

H9a: PEU has a positive influence on PU

H9b: PEU has a positive influence on IU

Based on the explanation of the influence between variables above, the researcher formulated a research model which can be seen in Figure 1.

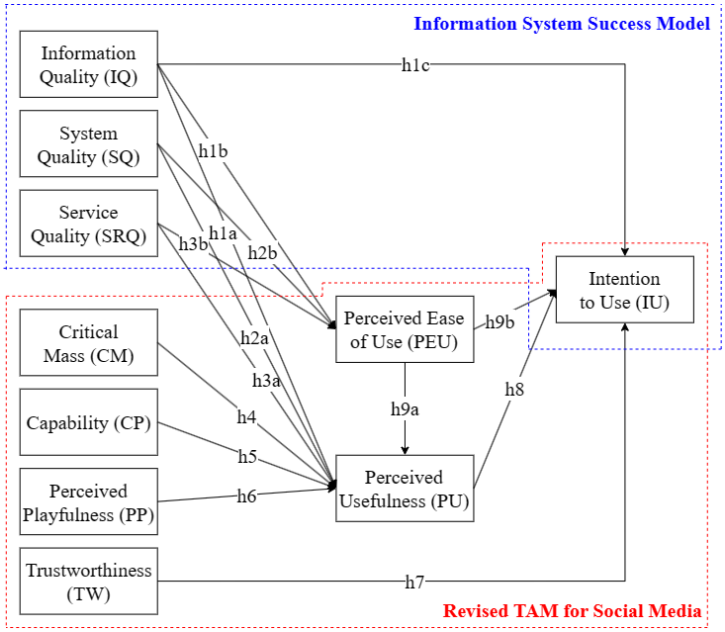

Figure 1. Research Model

3. METHOD

3.1. Sample

The sampling technique in this research is purposive sampling. Purposive sampling is a method in which researchers select samples by determining criteria suitable for the research objectives, with the hope of addressing the research questions (Lenaini, 2021). The sample criteria in this study are users who have used the LinkedIn application, within the productive age range of 15 – 64 years (Sukmaningrum, 2017), but databoks (2018) found that the selected productive age range is those who are technologically savvy, aged 19 – 34 years.

In the context of sample size, Hair Jr et al. (2018) stated that if the sample size is less than 50, researchers generally will not analyze factors, and it is preferable for the sample size to be 100 or larger. However, in the context of the population, the population used in this research is LinkedIn application users in Central Java.

3.2. Research Instrument

This research utilized a survey created and managed using Google Forms, and the link to the Google Form was then disseminated through social media platforms such as WhatsApp, Instagram, and Telegram.

The survey consisted of demographic questions for respondents, as well as statements related to the indicators of the research model, which can be seen in Appendix 1. This research employed a 5-point Likert Scale ranging from 1, indicating "Strongly Disagree" to 5, indicating "Strongly Agree".

3.3. Outer Model

Basically, in data validity techniques, the emphasis is only on validity and reliability (Octaviani & Sutriani, 2019). Validity tests in this research include convergent validity and discriminant validity.

3.4. Inner Model

The inner model is a structural model that functions to predict the causal relationships among latent variables (Trenggonowati & Kulsum, 2018). Evaluation of the inner model is conducted with the aim of observing the values of coefficient of determination (R2), path coefficient, predictive relevance (Q2), and effect size (f2) (Duryadi, 2021; Sleimi & Okechukwu Lawrence, 2017).

4. RESULT AND DISCUSSION

4.1. Data Collection

From the data obtained, 67% or 94 respondents were male and 33% or 46 respondents were female. Furthermore, this research is dominated by respondents in the age range of 19 - 26 years, accounting for 70% or 98 respondents. While in the age range of 27 - 34 years, there are 30% or 42 respondents. Then, this study obtained respondents from various educational backgrounds, dominated by bachelor's with 80 respondents, followed by senior high school with 45 respondents, and associate degree with 13 respondents. Meanwhile, there is only 1 respondent with a graduate and 1 respondent with an elementary school background. Additionally, this research also divided the respondents into groups based on their occupations. The majority of respondents were students with 58 respondents, followed by private sector employees with 52 respondents. There were also 8 respondents working in public company employee, 4 entrepreneurs, and 1 housewife. Meanwhile, 17 respondents chose occupations other than those listed in the questionnaire. The demographic characteristics of the respondents can be seen in Table 1.

Table 1. Demographic Respondents

Respondents Profile	Percentage	Total
Gender		
Male	67%	94
Female	33%	46
Age		
19 – 26	70%	98
27 – 34	30%	42

Tertiary Education		
Elementary School	0,71%	1
Senior High School	32,14%	45
Associate Degree	9,30%	13
Bachelor's	57,14%	80
Graduate	0,71%	1
Works		
Student	41,43%	58
Private Sector Employee	37,14%	52
Public Company Employee	5,71%	8
Enterpreneur	2,90%	4
Housewife	0,71%	1
Other	12,14%	17

4.2. Outer Model

4.2.1. Convergent Validity

The results of this test can be indicated by the correlation value between variables and their indicators. An indicator is considered valid if it has a minimum outer loading value of 0.7 (Hair et al., 2017). The results of the convergent validity calculation are presented in Table 3 with marked of bold numbers.

After obtaining valid indicators, the next step is to calculate the Average Variance Extracted (AVE) or AVE value, which aims to determine the validity of each variable based on how much a variable explains most of the variance of each indicator, at least 50% or 0.50. In other words, a variable must have a minimum AVE value of 0.5 to be considered capable of being a good research variable.

Table 2. The Results of AVE

Variabel	***Average Variance Extracted*** **(AVE)**
CM	0,637
CP	0,708
IQ	0,585
IU	0,598
PEU	0,580
PP	0,663
PU	0,632
SQ	0,629
SRQ	0,682
TW	0,671

Based on Table 2, it shows that all variables used have AVE values > 0.5. This means that all variables are valid and meet the criteria.

4.2.2. Discriminant Validity

This test is conducted by examining the results of cross-loading calculations to determine the discriminant validity of each indicator. The requirement that must be met is that each indicator in a variable must have an outer loading value greater than the cross-loading value. The results of the cross-loading calculations are presented in Table 3.

Table 3. The Results of Cross Loading

	CM	CP	IQ	IU	PEU	PP	PU	SQ	SRQ	TW
CM1	**0,757**	0,221	0,347	0,330	0,366	0,381	0,330	0,359	0,244	0,331
CM2	**0,839**	0,297	0,404	0,381	0,388	0,344	0,402	0,327	0,267	0,320
CM3	**0,796**	0,399	0,300	0,464	0,431	0,428	0,544	0,433	0,414	0,345
CP1	0,388	**0,881**	0,364	0,519	0,517	0,415	0,500	0,465	0,406	0,481
CP2	0,277	**0,799**	0,383	0,485	0,482	0,315	0,394	0,421	0,301	0,346
IQ1	0,324	0,354	**0,776**	0,498	0,381	0,349	0,463	0,481	0,331	0,436
IQ2	0,336	0,300	**0,754**	0,491	0,377	0,387	0,432	0,464	0,379	0,423
IQ4	0,332	0,355	**0,765**	0,614	0,370	0,386	0,514	0,529	0,427	0,412
IU1	0,464	0,541	0,571	**0,807**	0,596	0,537	0,649	0,582	0,478	0,589
IU2	0,407	0,527	0,477	**0,781**	0,556	0,516	0,549	0,564	0,508	0,491
IU3	0,374	0,417	0,586	**0,781**	0,541	0,542	0,559	0,589	0,380	0,533
IU4	0,306	0,353	0,538	**0,722**	0,438	0,501	0,554	0,439	0,459	0,496
PEU1	0,412	0,511	0,325	0,487	**0,730**	0,516	0,435	0,435	0,331	0,460
PEU2	0,394	0,472	0,387	0,528	**0,813**	0,449	0,449	0,451	0,450	0,508
PEU3	0,449	0,505	0,357	0,584	**0,781**	0,563	0,571	0,525	0,451	0,439
PEU4	0,319	0,379	0,339	0,454	**0,717**	0,317	0,442	0,431	0,344	0,479
PEU5	0,330	0,393	0,451	0,564	**0,763**	0,464	0,465	0,603	0,456	0,457
PP1	0,375	0,292	0,334	0,448	0,435	**0,766**	0,439	0,396	0,259	0,373
PP2	0,349	0,313	0,359	0,480	0,470	**0,811**	0,512	0,543	0,405	0,321
PP3	0,456	0,441	0,478	0,685	0,570	**0,862**	0,662	0,509	0,439	0,543
PU1	0,382	0,449	0,610	0,647	0,533	0,392	**0,738**	0,538	0,481	0,484
PU2	0,502	0,429	0,421	0,563	0,479	0,643	**0,832**	0,514	0,454	0,407
PU3	0,451	0,426	0,484	0,589	0,443	0,596	**0,846**	0,530	0,473	0,333
PU4	0,427	0,396	0,438	0,578	0,527	0,515	**0,758**	0,535	0,485	0,533
SQ1	0,354	0,410	0,487	0,545	0,493	0,485	0,499	**0,789**	0,452	0,408
SQ2	0,424	0,415	0,461	0,552	0,546	0,542	0,513	**0,816**	0,528	0,465
SQ3	0,353	0,428	0,581	0,579	0,502	0,395	0,571	**0,773**	0,516	0,458
SRQ2	0,259	0,366	0,363	0,463	0,445	0,330	0,507	0,507	**0,832**	0,416
SRQ3	0,412	0,336	0,462	0,510	0,446	0,436	0,478	0,536	**0,820**	0,403
TW1	0,346	0,423	0,335	0,525	0,508	0,476	0,417	0,454	0,372	**0,807**
TW2	0,316	0,394	0,468	0,582	0,499	0,336	0,469	0,451	0,422	**0,849**
TW3	0,364	0,410	0,546	0,572	0,499	0,472	0,468	0,473	0,421	**0,800**

Table 3 shows that if the outer loading value of each variable indicator is already greater than the cross-loading value. The next step in discriminant validity is the Fornell-Larcker criterion test, where the criterion is that the square root of the AVE of each variable must be greater than that of other variables, thus indicating it as a valid variable. The test results can be presented in Table 4.

Table 4. The Results of Fornell-Lacker Criterion

	CM	CP	IQ	IU	PEU	PP	PU	SQ	SRQ	TW
CM	**0,798**									
CP	0,401	**0,841**								
IQ	0,432	0,441	**0,765**							
IU	0,504	0,597	0,703	**0,773**						
PEU	0,501	0,593	0,491	0,692	**0,762**					
PP	0,487	0,439	0,489	0,678	0,612	**0,814**				
PU	0,555	0,536	0,617	0,750	0,624	0,675	**0,795**			
SQ	0,476	0,528	0,644	0,705	0,648	0,597	0,667	**0,793**		
SRQ	0,405	0,425	0,498	0,589	0,539	0,463	0,596	0,631	**0,826**	
TW	0,417	0,499	0,553	0,684	0,613	0,520	0,553	0,561	0,496	**0,819**

Based on Table 4, it can be seen that the correlation values of the square root of the AVE for each variable are greater than those of other variables. All of these variables have a good level of discriminant validity. Therefore, if they have met the criteria of cross-loading testing and the Fornell-Larcker criterion, then all variables along with their indicators can be considered valid.

4.2.3. Reliability

This test has two criteria, namely through Cronbach's alpha coefficient and composite reliability. The results of the reliability test calculations are presented in Table 5.

Table 5. The Results of Reliability

	Cronbach's Alpha	Composite Reliability	Level
CM	0,727	0,840	High
CP	0,592	0,828	Moderate
IQ	0,647	0,809	Moderate
IU	0,776	0,856	High
PEU	0,819	0,873	High
PP	0,749	0,855	High
PU	0,804	0,872	High
SQ	0,704	0,835	High
SRQ	0,535	0,811	Moderate
TW	0,754	0,859	High

This study refers to Ekolu and Quainoo (2019), who state that if the Cronbach's alpha value falls within the range of 0.5 to 0.7, it is still considered acceptable with a reliability level deemed sufficient and should be supported by composite reliability > 0.7. Therefore, it can be concluded that all variables in this study are reliable.

4.3. Inner Model

4.3.1. Coefficient Determination (R^2)

Hair Jr et al. (2017) state that the R^2 value ranges from 0 to 1, the higher the value or approaching 1, the better the resulting measurement. This test has three categories: if the R2 value is < 0.25, it indicates weak, 0.25 – 0.75 indicates moderate, and > 0.75 indicates strong. This study found that all dependent variables fall into the moderate category.

4.3.2. Predictive Relevance (Q^2)

Hair Jr et al. (2017) state that if a model has predictive relevance, then the Q^2 value is greater than 0. This predictive relevance test obtains the Q^2 value using the blindfolding method. This study found that all variables have good predictive relevance.

4.3.3. Effect Size (f^2)

Effect size is used to predict the magnitude of the influence of one variable on another. If the f^2 value ranges from 0.02 to 0.15, it means the effect is small; from 0.15 to 0.35, it means the effect is moderate; and if $f^2 > 0.35$, it has a large effect. Meanwhile, if the f^2 value is less than 0.02, it indicates no effect within the model structure (Hair Jr et al., 2017). This study found that there are seven hypotheses or correlations with small effects, namely CM – PU, IQ – PU, PEU – IU, PP – PU, SRQ – PEU, SRQ – PU, TW – IU. Then, there are three hypotheses with moderate effects, namely IQ – IU, PU – IU, SQ – PEU. Meanwhile, there are four hypotheses that have no effect, namely IQ - PEU, CP – PU, PEU – PU, SQ – PU. The greatest influence is the variable PU on IU.

4.3.4. Path Coefficient (Hypothesis Testing)

In hypothesis testing, there is an analysis of each hypothesis proposed in this study by examining the values of path coefficient, t-statistics, and p-value. The results of these hypothesis tests can be seen in Table 6.

Table 6. The Results of Path Coefficient (Hypothesis Testing)

Hypothesis		Path Coefficient	t-statistics	p-value	Description
H1a	IQ→PU	0,185	2,676	0,004	Accepted
H1b	**IQ→PEU**	**0,093**	**0,913**	**0,181**	**Rejected**
H1c	IQ→IU	0,276	4,122	0,000	Accepted
H2a	**SQ→PU**	**0,103**	**0,990**	**0,161**	**Rejected**
H2b	SQ→PEU	0,461	5,039	0,000	Accepted
H3a	SRQ→PU	0,167	2,276	0,012	Accepted
H3b	SRQ→PEU	0,202	2,320	0,010	Accepted
H4	CM→PU	0,141	2,186	0,015	Accepted
H5	**CP→PU**	**0,106**	**1,335**	**0,091**	**Rejected**
H6	PP→PU	0,291	3,831	0,000	Accepted
H7	TW→IU	0,219	2,915	0,002	Accepted
H8	PU→IU	0,319	3,525	0,000	Accepted
H9a	**PEU→PU**	**0,065**	**0,785**	**0,216**	**Rejected**
H9b	PEU→IU	0,223	2,940	0,002	Accepted

Based on Table 6, there are a total of 14 hypotheses, with 10 hypotheses accepted and 4 hypotheses rejected. Here is an explanation of the hypothesis testing.

4.3.5. The influence of IQ on PU

Based on the results of hypothesis testing, there is a significant positive influence of IQ on PU, thus it can be concluded that hypothesis H1a is accepted. This result is supported by the research conducted by Chen and Tsai (2019), which found that IQ has a positive effect on PU.

With the acceptance of H1a, it means that users perceive that the higher the quality of information, such as the accuracy, reliability, completeness, and informativeness of the information provided by LinkedIn application, and its usefulness in job searching, the higher the perceived usefulness of the LinkedIn application. Pai

and Huang (2011) cited in Chen and Tsai (2019) also added that when the quality of information is better, users will find the output of information to be more beneficial.

4.3.6. The influence of IQ on PEU

Based on the results of hypothesis testing, it shows that IQ does not have a significant positive influence on PEU, thus it can be concluded that hypothesis H1b is rejected.

The quality of information is not the only factor that significantly influences whether an application is easy to use. Users may perceive ease of use due to good interface design and navigation compared to the quality of information.

4.3.7. The influence of IQ on IU

Based on the results of hypothesis testing, it indicates a significant positive influence of IQ on IU, thus it can be concluded that hypothesis H1c is accepted. This result is consistent with the study by Chen and Tsai (2019) which found that IQ has a positive effect on IU. Dang et al. (2018) also stated the same, that information quality significantly affects users' intention to use.

With the acceptance of H1c, it means that users perceive that the higher the quality of information provided by applications like LinkedIn, which is accurate, reliable, comprehensive, and informative, and useful for job search, the higher the adoption intention of the respondents towards the LinkedIn application. As mentioned by Montazemi and Qahri-Saremi (2015), the quality of information has a strong influence on perceived usefulness, thus increasing users' intention to continue using the application.

4.3.8. The influence of SQ on PU

Based on the results of hypothesis testing, it shows that SQ does not have a significant positive effect on PU, thus it can be concluded that hypothesis H2a is rejected.

This is different from the study by Chen and Tsai (2019) which stated that SQ has a positive effect on PU, meaning that if the overall system quality is good, comfortable, and smooth when operated, users perceive the system as more useful. However, in this study, system quality does not have a significant effect on perceived usefulness.

4.3.9. The influence of SQ on PEU

Based on the results of hypothesis testing, it indicates a significant positive influence of SQ on PEU, thus it can be concluded that hypothesis H2b is accepted. This finding is supported by the study conducted by Chen and Tsai (2019), which found the same result, namely that SQ has a positive effect on PEU.

With the acceptance of H2b, it means that users feel that the higher the system quality, such as being highly responsive and comfortable to operate, as well as easy to find what users want, the higher the perception of ease of use of the LinkedIn application.

4.3.10. The influence of SRQ on PU

Based on the results of hypothesis testing, it indicates a significant positive influence of SRQ on PU, thus it can be concluded that hypothesis H3a is accepted. Research by Wijaya (2023) proves that SRQ has a positive effect on PU.

With the acceptance of H3a, it means that users feel that the higher the quality of service, such as simplifying the job search process, responding quickly to needs, being reliable, and understanding users in finding jobs, the higher the perception of usefulness of the LinkedIn application.

4.3.11. The influence of SRQ on PEU

Based on the results of hypothesis testing, it indicates a significant positive influence of SRQ on PEU, thus it can be concluded that hypothesis H3b is accepted. This result is also consistent with Wijaya (2023).

With the acceptance of H3b, it means that users feel that the higher the quality of service, such as simplifying the job search process, responding quickly to needs, being reliable, and understanding users in finding jobs, the higher the perception of ease of use of the LinkedIn application.

4.3.12. The influence of CM on PU

Based on the results of hypothesis testing, there is a significant positive influence of CM on PU, thus it can be concluded that hypothesis H4 is accepted. This result is consistent with the studies by Rauniar et al. (2014) and Candra et al. (2020), which found that CM has a positive relationship with PU.

With the acceptance of H4, it means that users feel that the higher the critical mass, such as popularity, many friends among users, and a large user community (family or neighbors), the higher the perception of usefulness of the LinkedIn application.

4.3.13. The influence of CP on PU

Based on the results of hypothesis testing, CP does not have a significant positive influence on PU, thus it can be concluded that hypothesis H5 is rejected. This result contradicts the study by Candra et al. (2020), which proved that CP has a positive and significant effect on PU.

With the rejection of H5, it means that in this study, users perceive that the application's capabilities do not significantly affect the perception of usefulness. Several aspects related to the application's capabilities, such as providing clear instructions, easy uploading and downloading, and meeting the needs in job searching, do not enhance its perceived usefulness.

4.3.14. The influence of PP on PU

Based on the results of hypothesis testing, there is a significant positive influence of PP on PU, thus it can be concluded that hypothesis H6 is accepted. This result is consistent with the study by Rauniar et al. (2014), which found the same result, namely that PP has a positive effect on PU.

With the acceptance of H6, it means that users feel that the higher the perceived playfulness, such as its attractive, enjoyable, and user-friendly features, the higher the perceived usefulness of the LinkedIn application.

4.3.15. The influence of TW on IU

Based on the results of hypothesis testing, there is a significant positive influence of TW on PU, so it can be concluded that hypothesis H7 is accepted. This result is consistent with the study by Rauniar et al. (2014), which found that TW has a positive effect on IU. This is also supported by the research of Candra et al. (2020), stating the same, that TW has a positive relationship with IU.

With the acceptance of H7, it means that users feel that the higher the trust, such as the security of posts and personal information, and reliability, the higher the intention of respondents to use the LinkedIn application. Rauniar et al. (2014) stated that trust in an application will affect the future intention to use that application.

4.3.16. The influence of PU on IU

Based on the results of hypothesis testing, there is a significant positive influence of PU on IU, so it can be concluded that hypothesis H8 is accepted. This result is consistent with the studies by Chen and Tsai (2019) and Rauniar et al. (2014), which found that PU has a positive effect on IU. Similarly, the study by Candra et al. (2020) states the same, that PU has a positive influence on IU.

With the acceptance of H8, it means that users feel that the higher the perception of usefulness, such as finding jobs more quickly, facilitating job searches, enabling connections with other professionals, and experiencing its utility, the higher the intention of respondents to use the LinkedIn application. Candra et al. (2020) stated that when social media users create and share information, users must feel that their privacy is guaranteed. Therefore, the adoption intention of LinkedIn is influenced by how much users perceive the application as trustworthy.

4.3.17. The influence of PEU on PU

Based on the results of hypothesis testing, PEU does not have a significant positive effect on PU, so it can be concluded that hypothesis H9a is rejected. This result is consistent with the study by Chen and Tsai (2019), which found the same, that PEU does not have a significant positive effect on PU.

With the rejection of H9a, it means that the perception of ease of use does not significantly affect the perception of usefulness. Some related factors such as ease of learning, clarity and ease of understanding, flexibility, ease of becoming skilled, and ease of use do not increase the perception of usefulness. Chen and Tsai (2019) added that users may believe that the ease of use of the system is irrelevant to the functionality of the system.

4.3.18. The influence of PEU on IU

Based on the results of hypothesis testing, there is a significant positive effect of PEU on IU, so it can be concluded that hypothesis H9b is accepted. This result is consistent with the studies by Rauniar et al. (2014) and Candra et al. (2020), which found that PEU has a positive effect on IU.

With the acceptance of H9b, it means that users feel that the higher the perception of ease of use, such as ease of learning, clarity and ease of understanding, flexibility, ease of becoming skilled, and ease of use, the higher the intention of respondents to use the LinkedIn application. Chen and Tsai (2019) added that the most significant factor in the intention to use an application is the perception of ease of use.

5. CONCLUSION

This study aims to identify the factors influencing the intention to use the LinkedIn application among its users in Central Java, utilizing the revised TAM for social media and the information system success model, and to determine the magnitude of the influence among variables. The study employs a quantitative method with Partial Least Squares Structural Equation Model (PLS-SEM). Data analysis is conducted using SmartPLS 3. Based on the results obtained, there are a total of 14 hypotheses, with 10 accepted and 4 rejected.

According to the hypothesis test, several factors influence perceived usefulness (PU), namely information quality (IQ), service quality (SRQ), user community (CM), playfulness perception (PP), and trust (TW). Furthermore, factors affecting perceived ease of use (PEU) are system quality (SQ) and service quality (SRQ). Factors influencing usage intention (IU) include information quality (IQ), trust (TW), perceived usefulness (PU), and perceived ease of use (PEU).

The variable with the greatest influence is the perceived usefulness variable on usage intention. This means that users feel that the higher the perceived usefulness, such as finding jobs more quickly, facilitating job searches, connecting with other professionals, and experiencing its utility, the higher the respondents' intention to use the LinkedIn application.

This study focuses on LinkedIn, it is hoped that future research could utilize a combination of the revised TAM for social media model with ISSM for other social media platforms. Additionally, there is a need to incorporate suitable variables to enhance model representation and prediction in the future, thus serving as a reference for further research.

6. Appendices

Appendix 1. Research Instrument

	Variable	Code	Construct	Reference
1.	Information Quality (IQ)	IQ1	The information provided by LinkedIn is accurate	(Chen & Tsai, 2019)
		IQ2	The information provided by LinkedIn is complete and informative	
		IQ3	The information generated by LinkedIn is useful for finding jobs	(Ojo, 2017)
		IQ4	I believe in LinkedIn application information	
2.	System Quality (SQ)	SQ1	LinkedIn is very responsive when I operate it	(Lin & Chen, 2012)
		SQ2	I operated certain features (such as navigation) on LinkedIn without any bugs	(Chen & Tsai, 2019)
		SQ3	I find it easy to find the job I want on the LinkedIn application	(Ojo, 2017)
3.	Service Quality (SRQ)	SRQ1	The LinkedIn application can simplify the process of looking for work	(Veeramootoo et al., 2018)
		SRQ2	The services provided by LinkedIn responded quickly to my needs	

	Variable	Code	Construct	Reference
		SRQ3	The services provided by LinkedIn (such as the recommendation system) are reliable	
		SRQ4	The services provided by LinkedIn understand my needs in searching for work	
4.	Critical Mass (CM)	CM1	LinkedIn is popular among my friends	(Rauniar et al., 2014)
		CM2	Many of my friends use LinkedIn	
		CM3	People from around me (such as family and neighbors) use LinkedIn	
5.	Capability (CP)	CP1	LinkedIn provides clear instructions for using its features	(Rauniar et al., 2014)
		CP2	Images and videos can be easily downloaded or uploaded on LinkedIn	
		CP3	LinkedIn's applications and capabilities meet my job search needs	
6.	Perceived Playfulness (PP)	PP1	I think the LinkedIn application and all its features are interesting	(Rauniar et al., 2014) (Wang et al., 2022)
		PP2	I think the LinkedIn app and all its features are fun	
		PP3	In my opinion, the LinkedIn application and all its features are comfortable to use	
7.	Trustworthiness (TW)	TW1	LinkedIn provides security for my posts	(Rauniar et al., 2014)
		TW2	LinkedIn provides personal information security for my profile	
		TW3	I believe in the LinkedIn app	
8.	Perceived Usefulness (PU)	PU1	Using LinkedIn makes it possible to find jobs faster	(Davis, 1989)

	Variable	Code	Construct	Reference
		PU2	Using LinkedIn can make it easier for me to find work	
		PU3	Using LinkedIn allows me to connect with other professionals	(Rauniar et al., 2014)
		PU4	I find LinkedIn useful for my life	
9.	Perceived Ease of Use (PEU)	PEU1	It was easy for me to learn to use LinkedIn	(Davis, 1989)
		PEU2	In my opinion, LinkedIn is a clear and easy to understand application	
		PEU3	In my opinion, LinkedIn is quite flexible because it can be used anytime and anywhere	
		PEU4	It was easy for me to become skilled at using LinkedIn	
		PEU5	In general, LinkedIn is easy to use	
10.	Intention to Use (IU)	IU1	I tend to choose LinkedIn over other job search applications	(Sindarta & Santoso, 2022)
		IU2	I am willing to recommend LinkedIn to others	
		IU3	I intend to use LinkedIn as needed	(Rauniar et al., 2014)
		IU4	I will continue to use LinkedIn to advance my career	

7.

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