

ABSTRACT

The COVID-19 pandemic requires all business sectors to transform digitally. Especially in Human Resource Management (HRM), namely electronic Human Resource Management (e-HRM). PT. BNI implements an e-HRM called DigiHC. Job Tenure, Gender, and Corona Fear that may moderate the use of e-HRM. This study aims to find out what factors influence the adoption of e-HRM and find out whether the Job Tenure, Gender, and Corona Fear can moderate the acceptance of the DigiHC application by PT. BNI using the UTAUT model.

This study uses a quantitative methods and the Unified Theory Acceptance and the Use of Technology (UTAUT) – 1 model which consists of Performance Expectancy, Effort Expectancy, Social Influence, Facilitation Condition, Behavioral Intention, and Use Behavior. Social Isolation is an additional variable because it is an innate variable from the Corona Fear Variable. Job Tenure, Gender, and Corona Fear will be the moderating variables. The survey was conducted by 395 employees of PT. BNI with Proportionate Stratified Random Sampling and analyzed with SmartPLS using Structural Equation Modelling (SEM) technique.

This study found the most influential factor is the relationship between Social Influence to Behavioral Intention. Job Tenure moderates the relationship between Effort Expectancy to Behavioral Intention; Gender moderates the relationship between Social Isolation and Behavioral Intention; and Corona Fear moderates the relationship between Social Influence to Behavioral Intention. All these variables are moderating variables.

Keywords: E-HRM, UTAUT, Corona Fear, Gender, Job Tenure.