

ABSTRACT

In the digital era, recruitment platforms like LinkedIn have become vital tools for career development. However, its utilization among young job seekers in Indonesia is not yet optimal, indicating a gap between the availability of technology and its effective adoption to improve career prospects. This study aims to analyze the factors influencing the intention of the younger generation to use LinkedIn for career development, applying an Extended Theory of Planned Behavior (TPB) model.

This study employs a quantitative approach, with data analyzed through Partial Least Squares-Structural Equation Modeling (PLS-SEM) using RStudio. The research model examines seven variables: Perceived Usefulness (PU), Perceived Ease of Use (PEU), Price Value (PV), Attitude Toward Behavior (ATT), Subjective Norm (SN), Perceived Behavioral Control (PBC), and Behavioral Intention (INT).

The results indicate that a positive attitude (ATT) towards LinkedIn is significantly shaped by perceived ease of use (PEU), perceived usefulness (PU), and price value (PV), with ease of use being the strongest factor. Furthermore, the intention (INT) to use the platform sustainably is significantly influenced by attitude (ATT), perceived usefulness (PU), subjective norm (SN), and perceived behavioral control (PBC). It was found that perceived usefulness (PU) has a direct influence on intention, whereas price value (PV) only has an indirect effect through attitude.

These findings imply that to encourage adoption, strategies must focus not only on features but also on creating an effortless experience and fostering a positive attitude. For the younger generation, this research confirms that the proactive use of LinkedIn is a strategic step for career development, improving job prospects, and building a professional image in a competitive job market.

Keywords: digital, recruitment, LinkedIn, Theory of Planned Behavior, SEM-PLS, R Programming