The Application of E-recruitment by Job Seekers and the Impact of Perceived Values in Nepal

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ABSTRACT

The traditional job search process has changed with the introduction of e-recruitment platforms, which provide job seekers with increased accessibility and convenience. Determining determinants that impact job searchers' intent to employ e-platforms to improve recruiting procedures and organizational efficacy is important. By analyzing the relationship between usability, performance expectancy, subjective norms, and trustworthiness and measuring their combined influence on job seekers' intentions to use e-recruitment platforms, this study aimed to explore the significant factors influencing job seekers' intention to use online job portals. A quantitative method was used, and 385 job searchers in Nepal were surveyed. The data was analyzed by multiple regression analysis, Pearson correlation analysis, validity and reliability tests, and descriptive statistics. The study found that the intentions of job searchers towards e-recruitment were significantly positively correlated with usability, performance expectancy, subjective norms, and trustworthiness. A regression study showed that these parameters, with performance expectancy having the most influence, significantly impacted job seekers' usage of e-recruitment platforms. While HR managers should concentrate on improving communication methods and investing in employee training to generate a more engaging and user-friendly recruitment process, policymakers should prioritize efforts targeted at improving the accessibility and usability of e-recruitment platforms. Future studies should examine longitudinal and cross-cultural differences in how job seekers see and use e-recruitment platforms to enhance recruiting procedures.

Keywords: Digital recruitment solutions, human resource strategies, job seeker preferences, recruitment technology, talent acquisition

1. Introduction

Changing scenarios in people management practices in business and the emergence of e-recruitment portals have entirely changed how traditional job search techniques are conducted. In a new view, new technology, such as the Internet, can ease certain parts of the hiring process beyond old methods (Pin et al., 2001). According to Kehoe et al. (2023), these digital platforms function as virtual conduits that link prospective employees with employers. Business institutions were using a strategic mechanism intended to simplify and accelerate hiring activities. Even with this mechanism gaining popularity, it is still necessary to study the fundamental reasons behind job searchers' desire to use e-recruitment portals (Ghimire et al., 2024; Weber, 2009). With business knowledge and people's new setup for strategic HRM, management can easily decide the qualities of e-recruitment platforms, giving attention to the factors that influence job searchers' propensity to interact with and use these online resources in the present business zone. Due mainly to job searchers' demand, online recruitment has become the norm for more than two-thirds of companies looking to hire recent graduates. Now, Job seekers and employers have adored

platforms like LinkedIn, which are indispensable resources for hiring people and conducting job searches (Carmack & Heiss, 2018; Hosain & Liu, 2020). The World Wide Web (www), or Web 1.0, dramatically decreased explore times and expenses while offering applicants clear access to information, underscoring the significance of hiring the best personnel to increase business value (D'Silva, 2020). According to Ramkumar (2018), e-recruitment portals are a digital extension of conventional recruitment techniques that provide job seekers with a centralized location to research opportunities, submit applications, and establish connections with possible employers. With their abundance of features, which include personalized job recommendations, communication tools, and sophisticated search filters, these platforms have become essential tools in today's labor market (Holm & Haahr, 2018). E-recruitment platforms are now the key job-searching channels, underscoring their crucial function in contemporary recruiting procedures (Abed & Asmar, 2022; Brandao et al., 2017).

Many factors determine and influence job searchers' e-recruitment site usage, ultimately shaping the effectiveness and success of these platforms (Rahaman & Patra, 2020). Enhancing accessibility and encouraging job seekers to use the platform depends primarily on user experience, application procedures, and simplicity of navigation (Dahal et al., 2023; Suki et al., 2018). Furthermore, people's behavioral intention is encouraged when they perceive the platform to be effective and when they engage with it positively (Dahal, 2022). Job seekers' likelihood of using the platform is greatly influenced by their opinions of its usefulness, including its capacity to match them with acceptable employment accurately, give tools for skill enhancement, and provide conceptions into market trends (Joshi et al., 2023; Mashayekhi et al., 2022). Furthermore, the promotion of job seekers' interaction with the portal is contingent upon their faith and confidence in its dependability, security, and legality. This underscores the significance of upholding transparent communication practices and protecting confidential information (Mashayekhi et al., 2022).

Knowledge of job-seeking behavior requires an exploration answering what elements influence behaviors of job seekers regarding e-recruitment platforms. Today's competitive corporate environment has made it increasingly important for organizations to acquire and retain qualified human resources (Dahal, 2018; Ghimire et al., 2021; Hosain & Liu, 2020; Priyadarshini et al., 2017). Concerns about privacy and legality are rising due to hiring practices that use Social Networking Integration (SNI) (Hosain et al., 2020). The conventional method of job searchers attending job fairs and completing application forms does not ensure they will catch recruiters' attention, which might cause a rift between candidates and potential employers (Grimaldo et al., 2020). Stone et al. (2015) have pointed out that although e-recruitment portals are designed to encourage positive behaviors on the part of job seekers, like submitting applications and interacting with potential employers, there are functional and usability issues with the current online job boards that present difficulties for employers and candidates (Hui et al., 2021).

Even with the depth of research on e-recruitment practices, there is still an excellent knowledge vacuum about the particular cultural and contextual factors affecting the attitudes and actions of job searchers toward online recruiting platforms (Msacky & Mwangata, 2023; Ghimire et al., 2024). Although research has shed light on the variables impacting the intentions of job searchers in particular areas, such as Tanzania and Nepal, comparative study across other cultural contexts is lacking (Wijaya et al., 2023). Furthermore, as noted by Aggarwal and Sandhu (2024), little is known about the interactions between post-pandemic employee value propositions, employer branding, and local cultural norms and values. This underscores the need for more study to close the knowledge gap. As Muduli and Trivedi (2020) stressed, recruiters' intent to select recruitment methods may be influenced by the managers' ability to communicate effectively and the candidates' perception of the integrity of the information provided.

The employment situation in Nepal, with a large youth population and an annual flood of new entrants into the workforce, emphasizes the necessity of understanding job searchers' intentions and behaviors towards e-recruitment platforms (Labour Market Profile Nepal, 2022/2023). The underlying question is: What are the primary factors influencing job searchers' intentions to utilize internet job portals, and how do usability, performance expectancy, subjective norms, and trustworthiness influence their use of online job search platforms? This question is especially significant in light of increasing technical breakthroughs and shifting HR business dynamics (Malik & Mujtaba, 2018). Thus, tackling these difficulties necessitates a sophisticated understanding of the interactions between technology, culture, and job-seeking behavior, emphasizing the importance of future study in this field. These many viewpoints improve our knowledge of e-recruitment techniques. In these circumstances, the study aims to explore the primary determinants that impact job seekers' inclination to use online job portals. Furthermore, it seeks to assess the interplay between usability, performance expectancy, subjective norms, and trustworthiness and quantify the cumulative effect of these determinants on peoples who is looking job and their use of online hiring sites.

This research is significant in organization policy for recruiters with basic knowledge to improve their recruitment strategies. Recruiters can enhance the effectiveness of candidate procurement, selection, and retention processes and, more precisely, target their strategy by better comprehending the determinants that motivate job seekers to engage with these platforms. This research study substantially enhances e-recruitment portals' usability and credibility by providing a more profound comprehension of these components. To improve behavior cognition's perception, engagement, and reliability, platform developers may consider integrating user-centric design principles and addressing the challenges identified in this study. Users will ultimately experience greater loyalty and contentment as a result. This research holds significance as it can enlighten and improve the recruitment ecosystem by encouraging partnerships among employers, job seekers, and e-recruitment platform developers.

This study plays a significant role in understanding how likely job searchers are to use e-recruitment portals. The study's results may not apply to a broader population since it used data from only 385 people looking for work. The small sample size may not have adequately captured the broad range of preferences and experiences of job seekers in various circumstances, even though the inclusion of diverse individuals from different industries and demographic backgrounds.

The research is organised into seven primary sections. The introduction part shows a synopsis of the study's contextual framework, the problem of the study, aims, justification, and constraints. The literature review examines theoretical and empirical perspectives, conceptual and theoretical frameworks, and the formulation of hypotheses. The methodology consists of the research design, population and sampling process, data collection, and analysis methods, including the third section of the study. Presentation and analysis are completed in the third and fourth sections. Descriptive statistics, respondent frequencies, correlation analysis, and regression analysis are utilized to present the study's findings. The discussion portion of section five provides a interpretation and analysis of the findings. The sixth section provides conclusions. The paper's concluding section addresses the practical implications of the study's results and proposes potential direction for further investigation. In the references section, every source is detailed.

2. Review of Literature

By utilizing technology and online resources to perform duties associated with locating, enticing, and evaluating prospective candidates, e-recruitment, also known as online recruitment, transforms the conventional recruiting procedure (Hosain et al., 2020; Islam, 2016). Davis introduced the Technology Acceptance Model (TAM), and it has played an essential role in understanding how consumers embrace and use technology (Davis, 1989). According to this concept, people's intentions to accept and utilize technology are driven mainly by their assessment of its utility and simplicity (Bagozzi, 2007; Hsu et al.,

2004; Davis et al., 2023). When considering e-recruitment portals, the extent to which job seekers aim to utilize these platforms is probably influenced by their perceptions of the portals' usability and intuitiveness in assisting them with their job search activities (Khan et al., 2013). Also, another theoretical aspect Unified Theory of Acceptance and Use of Technology (UTAUT), shows a holistic perspective on adopting technology. The UTAUT model includes a variety of variables, such as enabling conditions, effort expectation, performance expectancy, and social impact (Rejali et al., 2023). According to Rejali et al. (2023), the feeling of job seekers utilising online job management portals could be affected by social norms concerning online job searchers' conduct, the perceived simplicity of navigating the portal, and the anticipation of encountering pertinent employment prospects. According to Social Cognitive Theory (SCT), people's actions are mostly dictated by their beliefs in their own abilities and the extent to which they are influenced by others (Bandura, 2023). Peer recommendations, perceived norms, and self-assurance regarding portal proficiency may impact job seekers' intentions about e-recruitment portals (Galhena & Liyanage, 2014). These theoretical perspectives serve as the study's foundation.

E-recruitment platforms facilitate remote work and promote employment exclusion for individuals on a global business platform. In a prior study, Khan et al. (2013) discovered that, among various recruitment sources, the Internet was the most favored for job searches. The research underlined the efficacy of e-recruitment through the placement of advertisements, with salary being identified as the most influential factor influencing job seekers' decisions. Brahmana and Brahmana (2013) found that the decision-making processes of job seekers in Indonesia concerning e-recruitment were substantially influenced by supposed usefulness, ease of use, and enjoyment. Galhena and Liyanage (2014) discovered that applicants' inclination to apply for job vacancies in Sri Lanka was significantly influenced by perceived efficacy and convenience of usage. Hosain et al. (2016) found that graduate job seekers in Bangladesh favored the Internet as their primary resource for job searching. The efficacy of e-recruitment was found to be contingent upon the placement of advertisements and the perceived benefits they offered. Ekanayaka and Gamage (2019) show the significance of perceived utility and ease of use. Rajmohan and Muthukumar (2022) underscored the impact that the perceptions of job applicants have on their intent to utilize e-recruitment portals within the Indian context.

Further examination was conducted in various domains by Aggarwal and Sandhu (2024), Bhattarai et al. (2020), Ghimire et al. (2021), Msacky and Mwangata (2023), and Wijaya et al. (2023), elaborated on these discoveries. An association between job applicants' utilization of e-recruitment platforms and their ICT competencies in Tanzania was found to be positive by Msacky and Mwangata (2023), indicating that technological proficiency is crucial for effective e-recruitment platform utilization. Wijaya et al. (2023) exhibited the substantial impact that employer branding has on the inclination of millennials to seek employment in e-grocery enterprises in Indonesia. This finding emphasizes the criticality of branding in the hiring process. Indicating the changing pattern of job search behavior, Aggarwal and Sandhu (2024) discovered significant correlations between behavioral intention and various factors among Generation Z job seekers in India. Ghimire et al. (2024) noted the importance of performance expectancy and subjective standards as indicators of job seekers' intent use online hiring platforms in Nepal; the study provides an essential aspect to those involved in the online recruitment industry. The survey conducted by Msacky and Mwangata (2023) in Tanzania, Wijaya et al. (2023) in Indonesia, Aggarwal and Sandhu (2024) in India, and Ghimire et al. (2024) in Nepal enhances the existing literature by providing valuable insights into the various geographical contexts in which job seekers' intentions are influenced. The following study framework has been formed by incorporating pertinent theories and concepts from various academic fields—including sociology, psychology, and information technology.
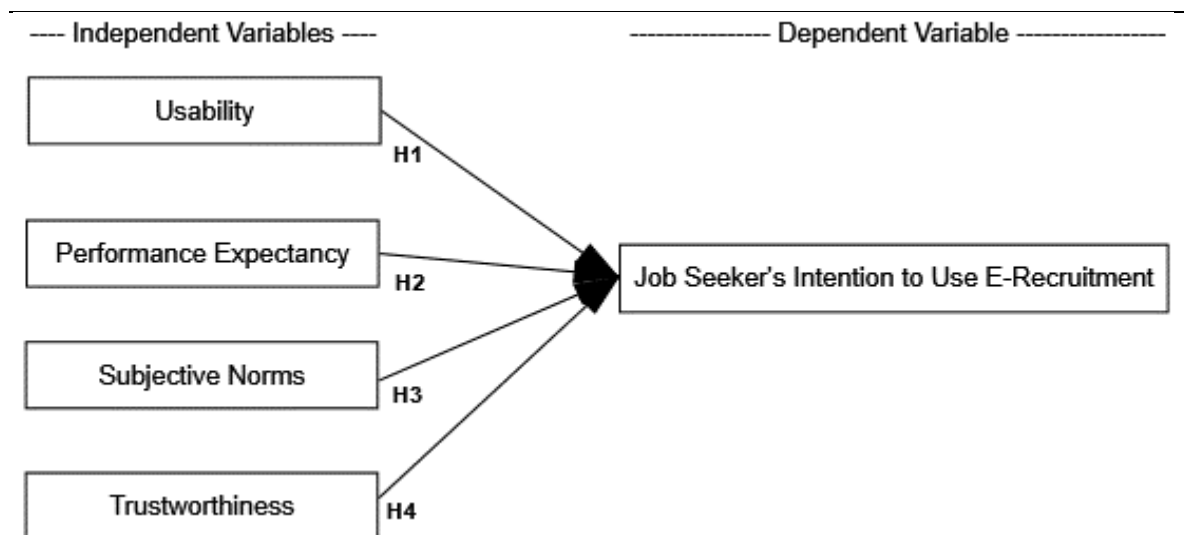
Figure 1: Research Framework

Hypothesis Development

Usability

E-recruitment platforms' usability is a measure of their entire website efficiency. According to Chiew and Salim (2003), usability is crucial in determining a website's effectiveness. Its impact is multifaceted, ranging from general quality evaluations to particular components like navigability, label clarity, and page loads (Chiew & Salim, 2003). How a recruitment website is easy to use might influence how visitors perceive the organization by appealing to their psychological processes (Braddy et al., 2008). Porter (2001) pointed out that the emergence of Internet technology highlights the potential of usability to improve a business's competitiveness. Studies support the importance of usability in user satisfaction, emphasizing the importance of elements like format, consistency, and simplicity of navigation (Karani et al., 2021; Karki et al., 2023; Sindhuja & Dastidar, 2009). Studies showing the impact of website usability on candidate perceptions and satisfaction indicate that candidates place a high value on it (Allen et al., 2007; Cober et al., 2004; Mooney, 2020). Selden and Orenstein (2011) found that states with better recruiting websites get more applications per job opportunity but had reduced voluntary turnover of new hires. But even with its significance, usability features are still hard to implement well, as users' struggles to exercise their right to privacy make clear (Habib et al., 2020). Fundingsland et al. (2020) found that emergency medicine residency program websites in the United States had the highest content quality but the lowest technological usability. The study emphasizes the necessity of maintaining a strong digital presence through regular usability assessments and high-quality content, particularly when face-to-face encounters are restricted. The importance of website usability in evaluating overall website (Adepoju et al., 2020). With these revelations, the following hypothesis seems appropriate.

H1:   A significant association between the efficacy of e-recruitments and the intention of   job seekers to utilize them.

Performance Expectancy

Performance expectancy refers to users' anticipated benefits and improvements in work performance resulting from the adoption of a certain technology (Horodyski; 2023; Sarfaraz, 2017). Studies like Utomo

et al. (2021) repeatedly highlighted performance expectancy as a critical predictor of persistent technology usage, providing further credence. In their discussion of behavioral expectation, Venkatesh et al. (2008) emphasized the significant role of behavioral expectation in predicting behavior, particularly in people's sense of control over their behavior. The current worldwide e-recruitment boom, driven by automated technologies designed for convenience and efficiency (Smythe et al., 2021), showed the importance of performance expectations in accepting new technologies. Karim et al. (2023) found that, perceived utility and enjoyment of online recruitment tools influences job seekers' desire to utilise the Internet for job searches. To increase the efficacy of job searches, the research advises that online job portals be enhanced with new features.

Performance expectation is important in organizational settings because it helps employees improve their performances (Dahal, 2021) and is operationally relevant (Dwivedi et al., 2011; Eftimov & Kitanovic, 2023). Research on the uptake of fintech services, such as robo-advisors, confirms that performance expectancy and other predictors are vital in influencing user attitudes and intentions (Roh et al., 2023). The case for performance expectancy driving adoption is further strengthened by the apparent advantages of AI technology in hiring processes, such as faster reaction times (Horodyski, 2023). Moghaddam et al. (2015) discovered that information content quality, vividness, interactivity, efficacy, search engine optimisation, and website ranking all had a beneficial effect on job seekers' behavioural intentions towards online recruiting. However, simplicity of navigation had no meaningful effect on these goals. Despite this, moral questions around the use of technology highlight how complex social acceptability and moral approval are (Adell et al., 2018). Although artificial intelligence (AI) and machine learning have had a significant influence on employment, concerns persist regarding impartiality and bias (Budhwar et al., 2023; Hewage, 2023). Research from various settings, including Pakistani mobile commerce has consistently proved that in the UTAT industry behavioural intention is much influenced by performance expectation. (Do Nam Hung et al., 2019; Sair & Danish, 2018). Consequently, the study proposed the following hypothesis in light of the solid theoretical and empirical foundation:

H2:   The association between performance expectancy and the intention of job seekers   to use e-recruitments is significant.

Subjective Norms

Subjective norms combine normative ideas about a specific behavior with an individual's propensity to conform to relevant social forces (Fishbein and Ajzen, 1975). Even after all these years, this idea still impacts people's intentions; however, it depends on the situation (Jafarkarimi et al., 2016). Although models like the Technology Adoption Model (TAM) have always focused on user perceptions and attitudes, researchers propose include outside factors like subjective norms for better understanding the effect of social influence on technology acceptance (Ursavaş et al., 2019). In this line, Noerman et al. (2019) showed evidence that subjective standards substantially impact various behaviors, including the ongoing desire to use technological platforms such as E-HRM. Acceptance is also influenced by users' evaluations of a website's compatibility with traditional behaviors and its functionalities (Parikh et al., 2021). Studies demonstrate how subjective standards significantly shape individuals' attitudes and actions in various situations, including online purchasing and the selection of academic institutions (Noor et al., 2020; Tan, 2019; Wong et al., 2020). Studies indicate that in e-recruitment, perceived social capital and subjective standards are determinants of behavioural intention and perceived usefulness (Choi & Chung, 2013; Fattiyah, 2021). The significance of social variables in the decision-making process is shown by this finding, which highlights the role those subjective norms play in influencing people's intent to use e-recruitment platforms.

H3:   Subjective norms and job seekers' intentions to employ e-recruitments are   significantly associated.

Trustworthiness

The adoption and use of technology platforms are frequently associated with trustworthiness, which is a fundamental component of organizational effectiveness (Felten et al., 2023; Figueroa-Armijos et al., 2023; Gill et al., 2020; Mayer & Mulvey, 2024; Shahi et al., 2022). Users' opinions of the reliability of online recruitment websites become essential to consider in e-recruitment, especially with privacy protection, fraud prevention, and the security of personal data (Jain et al., 2021; Mahmood & Ling, 2017). According to Nawaz & Yamin (2018), trust has a significant influence on people's viewpoints and how they make decisions. The confluence of automated technology, civic rights, and literacy in the digital age brings new difficulties, such as susceptibilities to false and misleading information (King, 2019). Because this impacts users' desire to interact with e-recruitment platforms, it is crucial to investigate how users see the reliability of these platforms. Given the extensive body of research emphasizing the significance of trust in technology adoption and use, the following hypothesis also grounds the research:

H4:   A significant association exists between trustworthiness and job seekers' intention to use e-recruitments.

3. Methodology

With e-recruitment portals in Nepal, the study used a descriptive and causal-comparative research method to try to understand job searchers' attitudes, behaviours, and beliefs. By shedding light on the prevalence and distribution of attitudes and beliefs among job searchers, descriptive findings helped to contextualize the quantitative data. The study focuses on those actively seeking work prospects through e-recruitment platforms. The study's population includes individuals from various sectors, demographic groups, and geographic areas in Nepal who use digital platforms to search for job opportunities, submit job applications, and interact with potential employers in the business environment. A non-probability convenience sampling approach was used to choose participants from the community of job candidates who actively use e-recruitment portals. The sample size is determined according to practical considerations, including accessibility and feasibility, instead of statistical precision. A sample size of 385 job searchers was enlisted for this study to conduct the research.

A standardized survey was given to a group of individuals chosen from the community of job seekers. The survey questionnaire was designed on Google Forms and ensured an organized and uniform method for collecting data, making it easier to collect and study information efficiently. The research used the survey variables from prior studies, as shown in Table 1, and created a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire also contained demographic questions to gather information about the participants' background characteristics and interests.

Table 1: Measurements of Variables

Constructs	Items	Origin
Usability [U]	4	Adapted from Seyedi et al. (2022)
Performance Expectancy [PE]	4	Adapted from Chayomchai (2020); Laumer et al. (2018)
Subjective Norms [SN]	4	Adapted from Carmak & Heiss (2018); Chowdhury (2022)
Trustworthiness [T]	4	Adapted from Acharya et al. (2019); Chao (2019), Chayomchai (2020), Wadhawan & Sinha (2018)
Job Seekers' Intention [JSI]	4	Adapted from Seyedi et al. (2022)

Items from various research have been combined to measure the structures linked to job seekers' use of e-recruitment. The usability items were employed to navigate the e-recruitment platforms in Nepal. The performance expectancy measures assess how considerably people think utilizing e-recruitment portals helps them accomplish their goals. The subjective norms items reflect the perceived societal pressure to use e-competitive platforms, and the trustworthiness items were used to assess the perceived credibility and reliability of e-recruitment portals. Finally, job seekers' intention items assess the people's intent to use online job search sites in Nepal.

This study utilized descriptive analysis to consolidate and elucidate the attributes of the data. Moreover, the relationship among dependent and independent variable examined via correlation analysis. The association was calculated to measure the direction and magnitude of linear interactions between pairs of variables. Ultimately, it conducted a regression analysis, based on the equation presented in equation 1, to evaluate the predictive effectiveness of the determining elements concerning the likelihood of job seekers using e-recruitment portals.

JSI (Y) = β_0 + $\beta_1 X_1$ + $\beta_2 X_2$ + $\beta_3 X_3$ + $\beta_4 X_4$ + e………. (1)

JSI = Job Seekers' Intention to use e-recruitment

X_1 = Usability

X_2 = Performance Expectancy

X_3 = Subjective Norms

X_4 = Trustworthiness

e = error term

Cronbach's alpha (α) was used to examine the reliability of each latent variable, and Harman's single-factor variance was used to check for common method bias (CMB) in all variables. Table 2 shows the study's findings and the proposed threshold scales.

Table 2: Reliability and CMB Insights

S. N.	Latent Variables	Observed variables	Cronbach's Alpha (α)	Harman one-factor variance
1	Usability [U]	4	0.751	
2	Performance Expectancy [PE]	4	0.764	
3	Subjective Norms [SN]	4	0.744	41.048 %
4	Trustworthiness [T]	4	0.729	
5	Job Seekers' Intention [JSI]	4	0.775	
	Suggested threshold values		≥ 0.70	$\leq 50.0\%$
			(Taber, 2018)	(Cho & Lee, 2012)

As displayed in Table 2, the reliability results indicate that all of Cronbach's alpha values exceed the acceptable threshold of 0.70, as specified by Taber (2018). Furthermore, all 20 study variables demonstrated a reported variance of 41.048%, which falls below the prescribed criterion of 50 % suggested by Cho and Lee (2012). Therefore, 20 measurable items within five underlying factors were used for further examination.

The study's sphericity and Kaiser-Meyer-Olkin (KMO) tests were used to assess its external validity. The test statistic 0.816 produced by the KMO sample test of adequacy was higher than the preset threshold value of 0.8, as suggested by Hair et al. (2018). Each correlation in the correlation matrix was shown to have a substantial effect by using the Bartlett sphericity test. With 190 degrees of freedom (df) and a significance level (Sig.) of 0.000, the test yielded an estimated Chi-square value of 6086.209. Twenty of the variables that were observed were determined to be suitable for regression analysis by the inquiry.

4. Presentation and Analysis

According to the study's sample frame, 385 participants gave detailed and precise responses. The 385 participants who generously provided input into the study are included in Table 3.

Table 3: The Respondents' Demographics

	Nos	%		Nos	%
Gender			Marital Status		
Male	259	67.3	Married	252	64.1
Female	126	32.7	Unmarried	141	35.9
Age group (years)			Academic Qualification		
18 - 25 Years	112	29.1	Intermediate (+2)	152	39.5
26 - 35 Years	180	46.8	Bachelor	162	42.1
36 - 45 Years	87	22.6	Masters	45	11.7
46 and Above	06	1.6	Above Masters	26	6.8
Total of each section	385	100.0	Total of each section	385	100.0

Table 4 presents the descriptive statistics for the lowest and highest scores recorded for each dimension, the average score across all respondents for each central tendency of the data, and the standard deviation (SD), which reflects the degree of variability or dispersion of the scores around the mean.

Table 4: Descriptive Results

	N	Minimum	Maximum	Mean	SD
Usability [U]	385	1.75	5.00	3.67	.745
Performance Expectancy [PE]	385	1.50	5.00	3.63	.782
Subjective Norms [SN]	385	1.00	5.00	3.64	.874
Trustworthiness [T]	385	1.75	5.00	3.68	.751
Job Seekers' Intention [JSI]	385	1.75	5.00	3.80	.792

Based on the results presented in Table 4, the descriptive statistics summarize the distribution and variability of responses across all dimensions of participants' perceptions of e-recruitment platforms. Table 5 displays the correlations among variables, demonstrating that all predictor variables (Usability, PE, SN, and Trustworthiness) significantly correlate with the outcome variable (JSI) at the 0.01 significance level, albeit to varying degrees of strength. As a result, greater scores on Usability, PE, SN, and Trustworthiness correlate with higher JSI ratings, showing the significance of these qualities in influencing job finders' intentions to use e-recruitment platforms.

Table 5: Correlation Test Results

		1	2	3	4	5
	Usability [U]	1				
Pearson Correlation	Performance Expectancy [PE]	.769**	1			
	Subjective Norms [SN]	.387**	.430**	1		
	Trustworthiness [T]	.666**	.547**	.503**	1	
	Job Seekers' Intention [JSI]	.818**	.866**	.454**	.621**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5 shows importance of variables in influencing job searchers' inclinations to use online recruitment platforms. For businesses, investing in user-friendly interfaces, raising performance requirements, and encouraging trustworthiness in e-recruitment platforms might increase job seekers' engagement and utilization. From an HRM standpoint, associations allow HR professionals to build and optimize e-recruitment methods that fit job seekers' tastes and incentives, boosting employment effectiveness and the overall talent acquisition process. The moderate positive association between JSI and SN indicates that social effects influence job seekers' intentions, emphasizing the relevance of social networks and peer recommendations in boosting e-recruitment platform use.

Table 6: Model Summary of the Study

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.902	.814	.812	.34324	.814	416.26	4	380	.000

Table 6 shows a regression model that examines the link between the predictors' usability, PE, SN, and trustworthiness and the outcome variable JSI. The correlation coefficient shows a substantial positive association between the predictors and JSI. The coefficient of determination indicates that the model's predictors account for about 81.4% of the variance in JSI. The Adjusted R Square value accounts for the number of predictors, resulting in a more accurate estimate of the variance explained. When comparing actual results with predicted ones, the standard error of the estimate is a good measure to use. The model is statistically significant at $p < 0.05$, as shown by the change statistics, which provide a strong F Change value. The results demonstrate that trustworthiness, usability, PE, and SN are significant predictors of job seekers' willingness to apply to e-recruitment platforms throughout their career search.

Table 7: Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.040	.102		.394	.694	-.160	.241		
Usability	.339	.041	.319	8.181	.000	.258	.421	.321	3.116
PE	.562	.036	.555	15.645	.000	.492	.633	.388	2.575
SN	.048	.024	.053	1.999	.046	.001	.094	.708	1.412
Trustworthiness	.082	.033	.078	2.455	.015	.016	.148	.485	2.061

a. Dependent Variable: JSI

Table 7 presents regression results and the association between the predictors (Usability, PE, SN, and Trustworthiness) and the outcome variable (JSI). The unstandardized coefficients (B) show how changing each predictor by one unit affects the outcome variable, with all other variables held constant. Standardized coefficients (Beta) examine each predictor's relative relevance. The Beta value 0.319 indicates a strong positive correlation with JSI (t = 8.181, $p < 0.001$). PE has the highest association with JSI, with a Beta value of 0.555 and a very significant t-value of 15.645 ($p < 0.001$). SN and trustworthiness had substantial but weaker associations with JSI, with Beta values of 0.053 and 0.078, respectively. With tolerance levels greater than 0.1 and VIF values below 10, the collinearity data demonstrate that multicollinearity is not a concern. According to the findings, the most critical elements for job searchers when deciding whether or not to use an e-recruitment platform are trustworthiness, usability, PE, and social network integration.

5. Discussion

Recruitment transforms traditional recruiting by making it easier to locate, attract, and evaluate suitable applicants using web-based resources and technology (Hosain et al., 2020; Islam, 2016). The primary elements impacting consumers' intent to accept technology are its perceived utility and simplicity of use (Davis et al., 2023). Consistent with other studies, our results show that job-seekers base their e-recruitment decisions on how helpful and easy the platform is to use. (Khan et al., 2013; Brahmana and Brahmana, 2013). Anam and Haque (2023) and Rejali et al. (2023) identified many elements that impact the adoption of technology inside the UTAUT, including performance expectation, effort expectancy, social influence, and enabling circumstances. Consistent with other studies, this one found that applicants' intentions to utilise e-recruitment platforms are impacted by social norms, perceived utility, and convenience of use (Galhena and Liyanage, 2014; Hosain et al., 2016).

The associations between the predictor variables (usability, performance expectancy, subjective norms, and trustworthiness) and the outcome variable (job seeker intention) were examined to establish their effect on job searchers' purposes to use online recruitment platforms. The findings showed strong positive associations between JSI and all predictor variables, indicating that job searchers' intent to use online recruitment agencies rises with increases in usability, PE, SN, and trustworthiness, though to differing degrees. Such findings were reliable with previous research like Hosain et al. (2020) and Khan et al. (2013), showing how important these variables are in determining how job seekers behave and perceive e-recruitment platforms. The results corroborate the UTAUT and the TAM, which highlight the significance of perceived utility, usability, and social influence in technology adoption (Davis et al., 2023; Rejali et al., 2023).

The regression study shows that Usability, PE, SN, and Trustworthiness substantially impact JSI. This indicates that these criteria are important in determining how job searchers intend to use e-recruitment platforms. The greatest predictor is performance expectation, which highlights the significance of job seekers' expectations regarding the availability of appropriate job prospects and the perceived efficacy of e-recruitment platforms (Bhatia & Satija, 2022; Brahmana & Brahmana, 2013; Hosain et al., 2016). To attract and retain top talent through e-recruitment platforms, human resource professionals and businesses may learn from the study's findings by emphasising the importance of user experience, perceived efficacy, social norms, and trustworthiness in recruiting methods.

Bandura (2023) introduced the Social Cognitive Theory (SCT), which shows the significance of social influence and self-efficacy in moulding individuals' behaviors, which is consistent with Rajmohan and Muthukumar's (2022) findings on the impact of job seekers' perceptions on their purpose to use online hiring portals. Recent studies by Msacky and Mwangata (2023), Wijaya et al. (2023), and Ghimire et al. (2024) expand on these findings in various contexts, emphasizing the importance of ICT competencies, and by Gil-Garcia and Flores-Zúñiga (2020) examines the effect of employer branding, behavioral intention, and performance expectancy on job seekers' intents to use e-recruitment platforms. Present findings contradict Olaniyan and Hemlata's (2023) findings, indicating showed online job boards did not significantly affect workers' happiness or productivity on the job, and that human resource managers made use of around 73% of online job boards. Therefore, in this corporate setting, HR systems and the internet are interdependent.

6. Conclusion

The online hiring process is necessary for companies and organizations to succeed in the present virtual business world; adopting HR strategies and suitable service systems is also crucial. This study comprehensively analyses the many aspects influencing job searchers' intent to interact with online job portals. By examining the complex interactions among usability, performance expectancy, subjective standards, and trustworthiness, this study offers thorough insights essential for decision-makers in

organizations and HR specialists. The study's analysis produced striking patterns that illuminated the complex dynamics influencing the uptake of e-recruitment platforms.

The descriptive statistics provide a detailed picture of every dimension being examined and form a basis for further analyses. In addition, the study's dependability is demonstrated by the solid and consistent measurements employed, as shown by the high Cronbach's alpha values in each dimension. In addition, the demographic information obtained from study participants improves the interpretive environment by allowing a more thorough comprehension of sample composition and increasing the study's relevance and applicability. The detailed descriptive results set the stage for a more in-depth examination of the study's variables by offering an observant context for understanding the distributional characteristics of the data. The most noteworthy finding is strong positive associations between JSI and the predictor variables. Such associations highlight the critical roles that usability, performance expectancy, subjective norms, and trustworthiness influence job seekers' preferences for e-recruitment platforms. This emphasizes how crucial it is to maximize these aspects to improve the efficacy and allure of online recruitment tactics.

The model summary's representation of the regression model's robustness supports the study's conclusions by demonstrating a strong fit to the observed data. The results of the multiple regression analysis show that usability, performance expectancy, subjective norms, and trustworthiness All of these factors have a significant positive effect on JSI. Different strengths of these influences are also evident, with performance expectancy being a powerful driver. Therefore, the study represents a critical turning point in comprehending the complex mechanisms underlying job seekers' adoption of e-recruitment platforms in Nepal. It provides priceless insights with broad implications for organizational recruitment strategies and HR practices in the digital age.

7. Implications and Future Scope

This study significantly affects human resource administration and policy. It can primarily help policymakers create more targeted and successful initiatives to improve e-recruitment platform accessibility and usability. Policies that optimize performance expectancy, subjective norms, and trustworthiness might encourage job searchers to use online job portals, promoting more efficient employer-candidate matching. In response to legal and privacy concerns from prior studies, regulators may explore regulating e-recruitment platforms to protect user data. Such steps can reassure job searchers about internet recruitment tools.

Furthermore, it provides managerial insights for HR professionals creating and implementing recruitment strategies. HR managers may improve job seekers' experience by enhancing e-recruitment systems' usability and usefulness, making their company more appealing as an employer. HR managers can also improve recruitment results by emphasizing performance expectancy and subjective norms and tailoring their communication techniques to job seekers' expectations and societal influences. The findings of this study can also help HR managers invest in digital literacy and ICT training to equip their employees with the skills to use e-recruitment platforms.

Researchers have various options for future study. First, continuous research on job seekers' e-recruitment platform behaviours and attitudes may reveal the changing nature of online job searches. Comparisons of job searchers' views and behaviours towards e-recruitment platforms across cultures may reveal how cultural influences affect recruitment procedures. Future studies could also examine how AI and machine learning affect e-recruitment efficiency and efficacy. Lastly, qualitative research of job seekers' lived experiences and opinions on e-recruitment platforms may reveal their motivations and decision-making processes. By filling these research gaps, scholars can improve their understanding of the complex mechanisms affecting online recruitment.

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