

# Acceptance Of The Use Of Social Media: Case Of LinkedIn In Indonesian Netizen

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**Abstract:** In this research to answer a research question on how to accept the use of social media: LinkedIn in Indonesia. This is in view of the condition that there is still a scarcity of research on the use of social media: LinkedIn, which is already a favorite as a media e-recruitment tool in previous studies. LinkedIn is also used by users as a tool to enhance the network of professionals that follows the rapid development of information technology. This research uses the Technology Acceptance Model (TAM) approach as a research framework and its modification based on previous research, uses a sampling technique called non-probability purposive sampling collected 335 respondents. The collected data is processed by using SmartPLS ver 2.0. Data analysis in this research is descriptive statistical analysis and inferential analysis with PLS or Partial Least Square approach. This analysis is a Multivariate SEM analysis. Based on the results of this research concluded that LinkedIn's social Media acceptability in Indonesia has a positive response towards its users where there is a significant relationship for Ease of Use (EU), Critical Mass (CM), Capability (CP) and Trustworthiness (TW) towards continuity of use of the LinkedIn application. This LinkedIn can continue to be used as a platform to improve the professional network for its users. Trustworthiness (TW) is a variable in which respondents to be trusted to this application. It found that Indonesian people were open to disclose their education and work history to the public, without fear of being abused by third parties. Whereas Perceived Playfulness (PP) showed no significance for using LinkedIn. It is understandable that Social Media: LinkedIn is a professional network, which is indeed used for professional purposes.

**Index Terms :** Intention to Use, LinkedIn, Social Media, Technology Acceptance Model (TAM)

## 1. INTRODUCTION

Penetration of internet use in Indonesia compared to the population is quite significant. Based on the survey results of year 2017 (APJII, 2017), Internet Service Provider Association of Indonesia (APJII) penetration of internet users reached 143.26 million (54.68%) of a total of 262 million people in Indonesia. If viewed from an age-based Internet user based on the data that young people have dominated the internet use. From population of residents aged 13 – 18 years of Internet users reached 75%, from population between 19 – 24 years of Internet users reached 74.23%, while the population of 35-54 years of age of users was about 44.06%, and the remaining 15.72% above 54 years.

**Table 1.** Internet user penetration by age

13 – 18 years	75.50 %
19 – 34 years	74.23 %
35 – 54 years	44.06 %
More than 54 years	15.72 %

Source: Survey Report - APJII 2017

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The use of digital technology is more widely used for social interaction. The infographic from the survey data mentioned that 87.13% is used to access social media, i.e. No. 2 after access to chat 89.35%, and usage is higher than 74.84% for search engines, and 74.84% to see pictures/photos. Especially for social media that is the focus of this research, the 2017 survey results also prove that social media has been used in finding work (26.19%). This figure is above the banking transaction which is 17.04%, although it is still below to buy On line (32.19%). Social Media is widely used for personal interests or professional interests, namely to facilitate every individual or team in getting acquainted or socializing. The information and the network provided by the social media can also be used to process employee recruitment. As an employee recruitment media, social media becomes a tool (tool) that can provide easy search and recruitment process of employees quickly and cost cheap. Recruiter of a company can post job postings to various social media that exist on the internet such as Facebook, LinkedIn, WhatsApp, Twitter, Instagram, meanwhile employees or candidates can also share vacancy (ies The. LinkedIn is the most popular social media in the current recruitment process.

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The features available in LinkedIn are highly supportive for the user posting for professional purposes in its field of work. The number of LinkedIn users in the United Kingdom, there is no definite amount of exact release by LinkedIn. Nevertheless, from an interview with one of the media of Olivier Legrand, Managing Director of LinkedIn Asia Pacific mentioned that LinkedIn gained 500 million users worldwide and revealed their number of users in Indonesia claimed to achieve more From 8 million users or members as of 25 April 2017. But the company does not explain the number including active users or registered users. While Jakarta and its surroundings, LinkedIn was claimed to be ranked 4th in the world as the most connected region on the platform, after London, Amsterdam, and San Francisco (Kumparan, 2017). LinkedIn's usability is a widely used platform or application in the professional world to build networking, share ideas, and connect with other professionals. It is in turn by Linda in her report on LinkedIn's application that: Thanks to the Internet and technology, we now have wider access to learning opportunities. Young professionals and students alike can get ahead, own our learning and eventually, career paths by being both courageous and creative in leveraging these opportunities and their network. In fact, Jakarta is the fourth most connected city globally on LinkedIn. The changing dream jobs also signal changing preference and desire to acquire new skill sets – such as IT and finance skills for current students (Lee, 2017). Previous research mentions that LinkedIn is one form of professional network that is widely

used and will continue to grow as a selection tool in the workforce (Zide, Elman, & Shahani-Denning, 2014). As a note in this study, stressing that using LinkedIn as a selection tool is a rapidly growing practice, although it is very poorly researched. Our exploration studies will lay the groundwork for future experimental research in this domain. Therefore, this research is done to give an overview of the acceptance or reception continuity of social media use: LinkedIn in Indonesia as a professional network. Given the scathing of research done on LinkedIn applications, but in fact has a positive use to develop networks in the professional world. With this professional network, users can be optimized so that they connect with the world of professionalism that is sought or requested. For example, recruiter or job seekers can obtain candidates or jobs in accordance with their educational background, knowledge, skills, and the field or type of work. In addition, LinkedIn provides the latest information relating to the user's profession. By using LinkedIn, users can get the latest news delivered directly to the user's Inbox and/or at the top of the screen at any time log in, which is especially useful for enhancing their professional network. The current world trend is the process of recruitment through the internet that is done by most of recruiter and job seekers. Jobseekers can efficiently search for job information without hindered distance, time, and cost. Thus, LinkedIn application should play an important role as a means of networking professionalism.

## 1 LITERATURE REVIEW

The research on the use of Internet technologies began to be expected to be carried out in connection with the start of the favorites used in the recruitment process. The research in South Africa, (Koch, Gerber, & De Klerk, 2018) is an explorative research to get an overview of the use of social media in the country. Support information about the development of candidate information, expanding the reach of candidates from active to semi-active and passive candidates. A very slight (qualitative) Sample with a deep structure interview question with the intention of digging in depth information. In this research social media is a favorite tool to use and LinkedIn is the most commonly seen media by its recruiters. Another study conducted by Romania (SAROS ROGOBETE & SAV, 2016), is a quantitative descriptive study also supports the same, namely measuring recruiter's satisfaction in the use of social media and finding LinkedIn as the type of media Favorite in the recruitment process. Another quantitative study conducted in Egypt (EGYP) found social media uses such as LinkedIn and Facebook in the process of recruitment with the percentage of LinkedIn ranked first (63%) and followed by Facebook (37%) (Wahba & Elmanadily, 2018). Meanwhile research conducted on the job seeker was conducted in Pakistan (Khan, Naveed R., Awang, Marinah., Ghouri, 2013), also found that e-recruitment can bridge the gap between Labor needs with the necessary capability such as knowledge and skills to fulfill the work. This research proves the effectiveness of internet use as a means of

recruitment and validate the assumption that people in Pakistan are starting to use Internet technology as a search tool for work. Research from the job Seeker's point of view as Khan did not have done much, especially in Indonesia, that enough information will help job seekers to apply for the job. The quality of information is crucial for jobseekers, so recruiter should provide the information they need to be captured by job seekers on LinkedIn's social media. On the other, the social media recruiter can find the information needed about the candidates tailored to the vacancy. From the candidate's side can also provide or post crucial or important information that may increase the chances of being chosen by the recruiter. The quality of this information can be developed on social media by its recruiter representing companies and individuals job seekers. The clarity and accuracy of information will help the challenges found that organizations that recruit through social networking sites have a potential risk of receiving high amounts of applicants because they require minimum efforts to apply work on this site (Lewis, Thomas, & James, 2015). Other studies have said that the use of SNS (Social Media Networks) in recruitment in Egypt is considered only for job titles, applications and only stages of the interview, while examining references and job offer stages are still not available (Wahba & Elmanadily, 2018). In the various research above one of the interesting is the use of social media: LinkedIn is a favorite for use as a means of recruitment or it can be regarded as e-recruitment. One

approach to the use of social media is the Technology Acceptance Model (TAM) approach that was denoted by Davis (1986) cited in research conducted by (Rauniar, Rawski, Yang, & Johnson, 2014). For types of information systems and information technology, TAM forecasts adoption of individuals in the use of technology. This research will use TAM as a research framework. Technology Acceptance Model (TAM) is an acceptance model of information technology system that can be used to measure human attitudes as users to the new information technology system, TAM has a simple characteristic, but can predict the acceptance or of information technology systems. The reaction and user perception of the information technology system will affect its attitude in the acceptance of information technology systems. TAM has two main things that affect the use of information technology system, namely perceived usefulness and perceived ease of use. Ease of use (perceived ease of use) is where one feels that looking for work information and can socialize using a Web-based site will make it easier to obtain information and can receive information We need. The perceived benefit (perceived usefulness) in this study is the benefits gained by a person when searching for information related to the work search and others. That will facilitate and save time in finding information. Perceived ease of use is that one feels that shopping on the tokopedia information with Web-based sites will facilitate the information you want a can. In this study perceived ease of use interpreted as a person's ease of searching for work and communicating with friends. This is an effect with perceived usefulness because this assessment is a benefit of information needed and felt on using a LinkedIn application on a web-based site. In this study perceived usefulness interpreted as someone feel easy to interact with friends and new people and make it easier to get information about job openings. External variable (LinkedIn) is assessed to affect the construction of perceived ease of use and perceived construction usefulness. Perceived ease of use and perceived usefulness have a central relevancy to predict the attitude of user acceptance information to the ease of LinkedIn technology. When a user is offered to use a new system, a number of factors influence their decision on how and when to use the system, especially in terms of usefulness (users are confident that by using the system, this will improve its performance), ease of use (where users are convinced that using this system) will release it from difficulty, in the sense that the system is easy to use. Perceived usefulness is defined as the extent to which one believes that the use of certain information systems will improve its performance. From that definition it is known that the use of perception is a belief in the decision-making process. If someone feels confident that the system is useful then he will use it. Conversely if someone feels confident that the information system is less useful then he will not use it. This concept also illustrates the benefits of the system for the wearer relating to productivity, job performance or effectiveness (performance of tasks or effectiveness), importance to job (the importance of the task), and overall usefulness (overall usefulness).

Usefulness is a person's level of trust that using a specific system will improve its work performance. Perceived usefulness defined as the power of a technology so that if the power of a technology is doubtful, there will be no intention of someone to use it. While the ease of use of perceived ease of use to see the extent to which one believes that using a technology will be free from effort. The perception of ease-of-use is based on the extent to which prospective users expect new systems to be used free of difficulty. The relationship of Perceived Usefulness and Perceived Ease of Use states that Perceived ease of use affects directly and indirectly (via variable Perceived usefulness), and Perceived usefulness directly affect the use of services Internet. In line with the research supporting factors in the consumer's intention to use a mobile service, are perceived usefulness and perceived ease of use both factors are extrinsic driving factors that refer to rewards or the achievement of a target. Perceived Ease of Use (EU) is defined as the extent to which social media sites are free of effort or effort. The EU concept is tied to the principle of effort at least stating that each individual will perform an action using minimal effort, which is interpreted as equal to the average of the person's efforts. This minimum principle of effort can be expanded to estimate that social media users will appreciate the minimum effort required to study features, utilize applications, and engage in social media related activities, such as uploading and share videos or contacts with its professional network. The perceived importance of the EU signifies the extent to which innovation is not difficult to understand, learn, or operate. In the context of social media, users can assess sites based on how easy it is to use and how effective it is to help them meet social media-related needs: LinkedIn. Perceived usefulness (PU) is defined as the extent to which one believes that using a particular system will improve its job performance. In the context of the Organization, its usefulness can improve the performance of individuals who directly or indirectly will lead to financial (e.g. sales) and non-financial benefits (e.g. customer loyalty). The EU perception has been defined that has been defined above and the EU is considered to affect individual attitudes towards the use of technology (intention). According to TAM, the intention to use technology will determine whether or not someone will use the technology (behavior). Thus it will be used the first hypothesis that: H1. Perceived ease of use (EU) LinkedIn site relate positively to Perceived usefulness (PU). Critical Mass (CM) can be interpreted with a user Group or defined as how the membership level of a user is like "friend", "Contact", "fan", and other as the most important person in social media network users LinkedIn. CM theory states that once a certain number of users (CM) have been attracted (or achieved), use and use should spread rapidly throughout the community. This group of users or CM is responsible for collectively generating and exchanging information. Facebook users are involved in the "search" for people with whom they have offline connections more than they "browse " to meet with foreigners to show support for the manufacture of CM (Rauniar et al., 2014). Enhancing indicators in Perceived of

Usefulness (PU) which include allowing to interact again with friends, useful in finding job information, increasing effectiveness in staying in touch with colleagues and making it easier to connect with other parties and can communicate directly so that Critical Mass (CM)) to use LinkedIn in continuously increasing. Its application is like the use of one of the web technologies namely LinkedIn as an Electronic CR implementation to build relationships through better content management. In the last six years the term CM has begun to emerge to describe the steps that use technology in the form of social media in the planning, implementation and control of CM activities. Social CM combines two fields of terminology namely social media that shows the technology used in the social web for social interaction and CM which is a customer-oriented concept. Understanding what customers value, especially when they are in the unique environment of a social platform, is an important first step towards building a CM social strategy. To successfully capitalize on the potential of social media, companies need to design experiences that provide tangible value in return for customers such as time, attention, support and data. Social Media itself is a means for consumers to share text, image, audio, and video information with each other as well as the company, and vice versa. Social media is often utilized as a promotional media company sales. Critical Mass is the basis for triggering actions that collectively or in other words follow the flow. Because the environment is intensely doing something that is influenced by technology. LinkedIn's use also demonstrates the importance of networking friends and family members. The use of social media involves sharing user information with social networks or the social community of generated users. The value proposition of social media in terms of usability perception should be tied to other users in the network and the information produced and shared among these members. Here defined Critical Mass of social media users as the membership level of the most important person in social media network users. Activities related to social media, for example, sharing images and news, providing updates, and others that define social media usage behavior. This behavior helps meet the needs of the user, which affects the attitudes established against the user's social media sites. Thus, will be used hypothesis 2 that:

H2. Critical mass (CM) LinkedIn users are positively connected with Perceived usefulness (PU).

Capability (CP) is defined as how this social media site provides a variety of tools and applications that can improve services to users when they share and exchange information. The increasing use of social media sites can also be attributed to the availability and effectiveness of tools and features to meet the needs of users to connect people and help them share information. Or in other words CP covers in terms of site features, apps, and social media tools to benefit the user's need for social media activities. Information on work-related social networking sites (such as user profiles on LinkedIn) looks more honest than on-paper resumes (Guillory & Hancock, 2012). Guillory and Hancock pointed out that openness seems on the Internet forcing people to be more

accurate and open as well as his user profile. Work-related social networking profiles (such as LinkedIn) have a difference from their other social networking profiles, so testing is necessary. Media exchanges rich and diverse and availability of applications that allow a high level of interactivity in the social media sites also lent support to the theory of media richness. Those who frequently communicate or engage in important information exchanges tend to combine the use of various media to meet their communication needs. LinkedIn users can find work in four ways in the application, namely: 1) looking for jobs posted and advertised on the network, 2) contacting friends or family on the network for instructions or referrals, 3) finding and contacting recruiters looking for managerial levels, and 4) contacted by companies about potential employment opportunities (Garg & Telang, 2012). CP social media sites coupled with applications serve its users with a greater social presence so that it benefits its users. Thus, it needs to be investigated by using Hypothesis: H3. Capability (CP) dari LinkedIn positively connected with Perceived usefulness (PU).

Perceived Playfulness (PP) in the use of social media is defined as how far the activities related to social media are fun and enjoyable regardless of the anticipated performance consequences. Davis et al. (1989) cited by (Rauniar et al., 2014) found that while PU emerged as a major determinant of computer acceptance at work, pleasure, and fun had a significant effect outside PU. One of the biggest benefits of using social media is because of interactive social activities among users who use text, images, hyperlinks, and videos when communicating with each other. Such interactivity and features added with pleasure and enjoyment can further enhance the tangible benefits of social media sites. Therefore, it is proposed to examine the next hypothesis, namely:

H4. Perceived playfulness (PP) LinkedIn for the users has positive connection with Perceived Usefulness (PU).

TAM assumes that beliefs or attitudes about PU determine the technology IU that is used and leads to Actual Use (AU) as research conducted by (Rauniar et al., 2014). Other studies that have been conducted regarding the relationship of this variable are research conducted by Cornell (Cornell, Eining, & Hu, 2011). Furthermore, this research will also operationalize IU as an ongoing intention to carry out activities related to the use of social media sites: LinkedIn. Actual Use (AU) is defined as the frequency of use of social media used by users. While IU related to LinkedIn was done by (Moeser, Moryson, & Schwenk, 2013). The IU in this study is defined as an ongoing intention to carry out use activities related to social media: LinkedIn. IU social media is a representation of the user's cognitive readiness to actually use social media. Therefore, in the framework of this study it is proposed that the use of IU social media is determined by the perceived benefits of users of social media. As a general rule, the more favorable the attitude towards a behavior, the stronger the person's intention to perform the behavior. Continued intention to do the same thing leads to further involvement with social media sites, in a way that is consistent with intentions formed from past experience. This causality helps

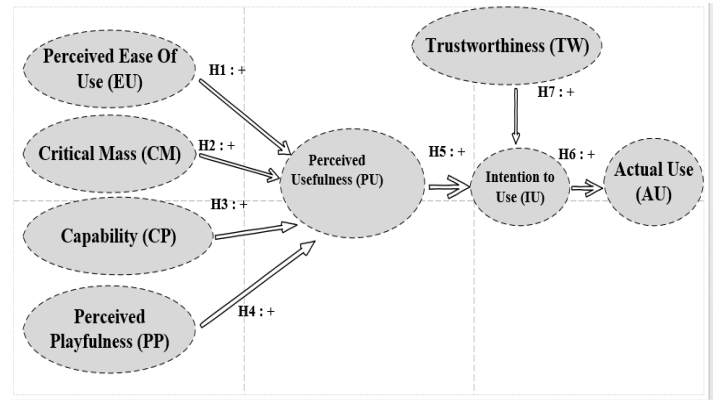
explain the many uses of social media sites like LinkedIn and based on TAM two hypotheses can be developed below:

H5. Perceived usefulness (PU) LinkedIn has positive connection with Intention to Use LinkedIn site (IU).

H6. Intention to use (IU) LinkedIn site has positive connection with Actual use (AU) LinkedIn.

Trustworthiness (TW) has actually started since social media users, in this case LinkedIn creates a profile that usually includes things like names, ages, personal photos, locations, work history, education history, work experience, interests, skills and endorsements, in the "your profile" section on LinkedIn. In addition to text, images and videos created by members, this social networking site also contains a public list of people identified as Friends in the network. Previous studies have been carried out that carry TW or Trust as an important variable that has a relationship with the use of social media sites or online systems. In the use and dissemination of research information carried out in Lebanon in e-services (Fakhoury & Aubert, 2015) and also conducted by (Mozié, Mustapha, & Ghazali, 2012) who examined the relationship between TW and IU in the use of Internet Banking in Shah Alam, Selangor, Malaysia. Where the sensitivity of information in the banking world plays a very important role for users. Research conducted in Indonesia is carried out for ATMs (Fitriyani, Sfenrianto, Wang, & Susanto, 2017). As explained above that the TW on a site will affect the social media site IU, because when social media users create and share information, users must feel that their privacy is guaranteed and trust the social media site is closely related to their activities. For this reason, IU's social media will be influenced by the extent to which users find the social media site to be trusted. This matter will be investigated more by using Hypothesis:

H7. Trustworthiness (TW) LinkedIn has positive connection Intention to use (IU) LinkedIn site.



### 3 RESEARCH METHOD

#### 3.1. Research Approach

This research uses quantitative research methods with descriptive associative statistical techniques to discuss and analyze the collecting data. Descriptive research is defined as research by describing or showing data that has been collected to find out the value of an independent variable, either one or more variables (independent) without any comparison, or connecting with other variables. Meanwhile, associative research is research conducted to determine the effect and or relationship between two or more variables.

#### 3.2. Research Purpose

In this research to answer a research question how to accept the use of social media: LinkedIn in Indonesian Society. This is in view of the condition that there is still a scarcity of research on the use of social media: LinkedIn, which is already a favorite as a media e-recruitment tool in previous studies. LinkedIn is also used by users, as a tool to enhance the network of professionalism that follows the rapid development of information technology. Acceptance of the use of LinkedIn applications will also provide an overview of the use of LinkedIn applications in Indonesian society, given the small percentage of their use compared to the use of other social media, such as Facebook, Twitter, Instagram, and others.

#### 3.3. Research Strategic

The distinguishing factor in the research that will be carried out compared to previous research is that this research will measure the use of social media: LinkedIn which has not been done much in Indonesia, which actually can provide a large enough contribution to its users in developing their professional networks.

#### 3.4. Research Time

In this study, one-short or cross-sectional data was collected to answer the research questions mentioned above. Data is scheduled to be disseminated and collected online for about 1 week to get the required number of samples. However, a piloting test questionnaire will be conducted, as a sample

**Figure 1:** Variables and hypotheses used in this study, can be simplified as in the sketch below

before the questionnaire is distributed to the primary data collection tool in this study.

### 3.5. Measurement

In this study the measurement scale in the questionnaire used 5 (five) points Likert scale, which is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. This social phenomenon has been specifically determined in this study, hereinafter referred to as the research variables as described above.

### 3.6. Data Collecting Method

In this study, there are two sources of data used, namely primary data and secondary data that can support the existence of this research. Primary data is the source of data obtained directly from the original source without going through intermediary media. Primary data specifically will be collected to answer the questions in this study. The primary data in this study are respondents' opinions according to their experience as LinkedIn users. Secondary data is the source of data obtained indirectly through intermediary media (obtained and recorded by other parties). Secondary data in this study are some previous studies from several journals, survey results from published agency bodies, and published books. Data collection methods that will be used in this study, namely by distributing questionnaires online, study literature from various official sources, and also use sources from books, journals and other sources from the internet related to this research. The questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondent.

### 3.7. Sampling Technique

Population and Sample Population is a generalization area that consists of all objects / subjects that have certain qualities and characteristics that are determined in a study to be studied and then drawn conclusions. While the sample is part of the number and characteristics possessed by the population. The population in this study are all LinkedIn users in Indonesia. The number of LinkedIn users in Indonesia is quite large and does not allow this research to study everything in the population, so sampling is needed. Sampling technique is a sampling technique to determine the sample that will be used in research. This research will use a sampling technique called non-probability purposive sampling. Purposive Sampling is a sampling technique with certain considerations based on certain characteristics that are considered to have a close connection with the characteristics of a population that has been previously known. It can be said that the sample determined must be adjusted to certain criteria applied based on the research objectives. Criteria for respondents are LinkedIn users in Indonesia who will fill out questionnaires on line. Target sample, ie users or LinkedIn users in Indonesia do not have a sample frame, so it is more accurately described as taking a non-probability sample. In non-probability sampling elements of the population do not

have a known or predetermined chance to be chosen as the subject. Furthermore, the sample size used in a study must be greater than 10 times the number of indicators, which in this study the number of indicators used is 29 items, so that the minimum sample used in this study is a minimum of 290 samples. This is consistent with what was said by (Sekaran, 2006) who cites Roscoe (1975) regarding the rules of thumb in determining sample sizes, especially for multivariate research.

### 3.8. Analysis Method

This study deals with the use of LinkedIn sites with 335 respondents collected samples. The collected data is processed by using SmartPLS ver 2.0. Data analysis in this research is descriptive statistical analysis, and inferential analysis with PLS or Partial Least Square approach. This analysis is a Multivariate SEM analysis that aims to estimate the number of effects between the research variables and their indicators and the effects of the variables simultaneously. The relationship between research variables and a number of indicators is called the measurement model. While the effect of a series of research variables is called the structural model. This analysis is also known as SEM based variance because the purpose of the PLS analysis is to maximize the estimation of endogenous variance variables by exogenous variables. There are 2 (two) evaluations in the PLS model, namely the measurement model evaluation and the structural model evaluation. Evaluation of measurement models seen convergent validity and discriminant validity. Convergent validity describes how well a number of items reflect variable measurements. The size of convergent validity is seen from the loading factor (LF), and AVE or average variance extracted and composite reliability. A variable is declared to have a good convergent validity if LF is greater than 0.50, AVE is greater than 0.50 and composite reliability is more than 0.70. A variable is called having good discriminant validity if the AVE value is greater than the correlation between variables. Evaluation of structural models illustrates the influence between research variables where if the t value of statistics is more than 1.96 ( $\alpha = 5\%$ ) it means that there is a significant influence. In addition, R Square is also used to describe how much endogenous variable variance is explained by exogenous variables. The goodness of the model in the PLS or goodness of fit index is seen from the root of the multiplication results between the average R Square and the average Communality. If the GoF index value is more than 0.36, it has a high model compatibility.

## 4 DATA ANALYSIS AND DISCUSSION

### 4.1. Demographics of Respondents

From the data collected as many as 335 respondents, demographic data can be grouped into the following:

*Table 2. Demographics of Respondents*

Gender	
Man	57.3 %
Female	40.6 %
Not Answer	2.1 %
Married Status	
Married	78.2 %
Not Married	19.7 %
Not Answer	2.1 %
Year of Birth	
1961 – 1980	20.9%
1981 – 1995	64.8%
1995 – 2010	14.3%
Number of Friends in LinkedIn	
0 - 100	14.3 %
101 - 200	17.0 %
201 – 300	33.1%
301 – 400	25.1 %
>400	10.5 %
Number of Group in LinkedIn	
0 - 5	28.7%
6 - 10	31.9 %
11- 14	32.8 %
15 – 20	6.0 %
>20	0.6 %
Employment	
Full time	91.6 %
Part time / Not employed	8.4 %
Position in current job	
Staff	67.2%
Supervisor	10.7 %
Manager/Senior Manager	15.2 %
Above Senior Manager	6.9 %
Length of services in current position	
0 – 3 years	44.2%
>3 – 5 years	38.2 %
>5 – 10 years	14.6 %
>10 years	3.0 %

From the data collected it is illustrated that male sex (57.3%) is more than female respondents (40.6%) and is significantly more related to marriage (78.2%) compared to unmarried (19.7%). This suggests that the application of LinkedIn in Indonesia as a professional social media is more widely used by men who are more struggling in the world of work or tread their careers in their professional world. This also applies to the phenomenon in LinkedIn users, most of whom have begun to tread their establishment for a family. The age of respondents is dominated by Generation Y ie those born between 1981-1995 (64.8%) compared to Generation X (20.9%) and Generation Z (14.3%). Generation Y is known as millennial or millennial generation. The phrase generation Y began to be used in editorials of major US newspapers in August 1993. This generation uses many instant communication technologies such as email, SMS, instant messaging and social media such as Facebook and Twitter, in other words the Y generation is the generation that grew up in the booming internet era.. The characteristics of generation Y are: the characteristics of each individual are different,

depending on where he was raised, the economic strata, and social strata of his family, the pattern of communication is very open compared to previous generations of generation, social media users are fanatical and their lives are greatly affected by technological developments (Putra, 2016). In this study also revealed that LinkedIn users are dominated by this generation or millennials who are also in line with data on internet users in Indonesia (APJII, 2017). The current working position is generally staffed with 225 respondents (67.2%), supervisors with 36 respondents (10.7%), managers 38 respondents (11.3%), senior managers with 13 respondents (3.9%), above managers there are 23 respondents (6.9%). The length of work in the current job is dominated by those who work between 1-3 years there are 117 respondents (34.9%), between 3-5 years there are 128 respondents (38.2%) the rest are less than 1 year there are 31 respondents (9.3%) and more of 5 years there were 59 respondents (17.6%). The main work reaching 307 respondents (91.6%) was full time while the rest did not work / work part time. From the composition above it can be illustrated that LinkedIn users, most are still at the staff level. This is likely because the respondents are mostly millennial who are still beginners to work. It can also be seen from the length of time they have worked for less than 5 years. The questions in the questionnaire in this study that ask how long in the current job and the finding that the respondents are millennials who are easily moved to work also allows for further investigation for research in Indonesia, whether this phenomenon also applies. The highest number of groups owned by LinkedIn users is between 11-14 groups with 110 respondents (32.8%), 6-10 groups with 107 people (31.9%), 0-5 groups with 96 people (28.7%) and the rest more than 15 groups. The number of friends in the LinkedIn group varied from less than 200 people to 105 people (31.3%), from 201 to 300 people there were 111 respondents (33.1%), between 301-400 people there were 84 respondents (25.1%) and the remaining 10.5% more than 400 people. From the above data it can be illustrated that LinkedIn users have an extensive professional network, where most users or 68.7% have more than 201 friends and 71.3% have 6 or more groups in their LinkedIn application. This can be compared with the results of facebook research which 59% more than 300 friends and 47% have 0-5 groups on facebook (Rauniar et al., 2014).

#### 4.2. The Respond Description on Reseach Variables

In the table below shows that that overall respondents gave a positive response to each research variables, except the Actual Use which had a mean of 2.736 and a standard deviation of 1.088. The highest Mean is in the variable Intention to Use which is 4,128 and a standard deviation of 0.687. The correlation between research variables indicates that there is a significant correlation between the research variable at alpha 5%.

**Table 3.** The Respond Description on Reseach Variables

Variable	Mean	Stand ard Devia si	Korelasi							
			Actual use	Capabil ity	Critic al mass	Intenti on to use	Percei ved ease of use	Percei ved playful ness	Percei ved useful ness	Trustw orthine ss
Actual use	2.736	1.088	1							
Capability	3.980	0.757	0.319 **	1						
Critical mass	4.017	0.791	0.330 **	0.574* *	1					
Intention to use	4.128	0.687	0.306 **	0.547* *	0.527 **	1				
Perceived ease of use	4.061	0.711	0.360 **	0.658* *	0.585 **	0.508* *	1			
Perceived playfulness	3.716	0.796	0.285 **	0.475* *	0.351 **	0.287* *	0.423* *	1		
Perceived usefulness	4.029	0.784	0.321 **	0.686* *	0.631 **	0.616* *	0.721* *	0.434* *	1	
Trustworthiness	4.075	0.682	0.322 **	0.681* *	0.584 **	0.624* *	0.612* *	0.403* *	0.670* *	1

The details description of each variable involved in this research explain as below, which the details of statistical results attached on 7.6.

The variable of Perceived Ease of Use (EU) overall get average indicators in between 3.9582 to 4.2030 showed that LinkedIn users have a positive response over the ease of using this application. Among these indicators "EU2 I find it easy to get LinkedIn do what I want to do" has the lowest average (3.9582) while the indicators EU1 "LinkedIn is flexible to interact with" had the highest average. LinkedIn users perceive that this application is flexible to interact however the user needs to make what they want contained in the LinkedIn application is still relatively low. Overall the average Perceived Usefulness (PU) indicator is in the range of 3.8955 to 4.1433 which shows that LinkedIn users have a positive response to the usefulness of this application. Among these indicators "PU5 Using LinkedIn makes it easier to stay informed with my friends and family" has the lowest average (3.8955) whereas the "Using LinkedIn enables me to get re-connected with people that matter to me" had the highest average. LinkedIn users perceive that this application is very useful because they can interact again with their important friends however the user needs to make what they want to stay well informed in the LinkedIn application is still low. Critical Mass (CM) describes a number of friends or people who usually work in the same profession found in the LinkedIn network. Overall LinkedIn users state that through this application, which is very popular in Indonesia, they can join a number of friends and people from their work. The mean indicator in this variable is quite high in the range of 3.9851 to 4.0776. The variable Capability (CP) illustrates the capabilities of LinkedIn application provides instructions/features/user needs. Overall the average variable is gaining a positive response from LinkedIn users in the range of 3.8925 and 4.0418 indicating that the LinkedIn application has the user's instructions/features/needs according to the user's expectation. Among the indicators that measure Capability (CP) variable, indicator of "CP3 Applications and capabilities of LinkedIn meet my professional networking needs" has the

highest average of 4.0418 which indicates this has fulfilled the needs of LinkedIn users. The Perceived Playfulness variable describes how fun or enjoyable it is to use the LinkedIn application. Overall, this variable average received positive responses from LinkedIn users in the range of 3,5194 and 3,8388, which shows that the level of this fun or exciting application is still considered to be needing improvement. Among these indicators "For a professional networking web site, LinkedIn features and applications are: Thrilling" has the lowest mean of 3,5194. The Trustworthiness (TW) variable describes the perception of the user's trust in the LinkedIn location in which the overall average of each indicator according to the user is in the range of 3.9881 to 4.2687. Users of this application believe in using this application, and this application provides a sense of security, especially in posting. The Intention to Use (IU) variable describes the user's desirable or intention to use the LinkedIn application. Overall the mean of this variable is above 4.00 which shows their desire / intention to use this application to communicate with friends / networks / professional colleagues / important people. They perceive that this application, they continue to use to improve the professional networking. The Actual to Use (AU) variable describes the actual visit and usage of the LinkedIn application. The mean of this indicator is quite low, in the range of 2.0507 and 3.4209, and the frequency of visiting LinkedIn is 3.4209 or is in the range of 'occasionally' and 'often'. While the use of LinkedIn in a week with an average of 2.0507 or in the range of 2 hours - 6 hours that the actual visit or use of this application is still low at the user level. Although they claim to visit LinkedIn, the actual usage in one use is still in the low range.

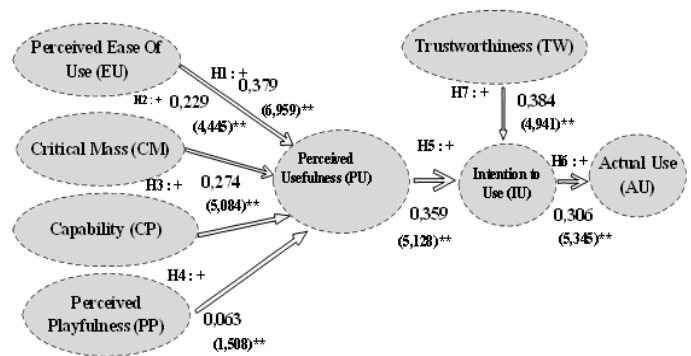
### 4.3 Validity, Reliability, Hypothesis, and Result Discussion

Evaluation of the measurement model consists of evaluating convergent validity and discriminant validity, where the statistical test results attached on 7.3. Convergent validity describes several question items or indicators measuring the same variable. This evaluation consists of loading factor (LF), AVE and Composite Reliability. Overall, the loading factor (LF) of each question item is above 0.50 showing good and significant level of validity (t statistic more than 1.96) quantify the research variables. Each question item can describe the quantify research variable. The other measurement of convergent validity are AVE and Composite Reliability (CR) which depict the reliability of the measurement model. AVE is an average variance extracted or how large a variable can store the content of variances that exist in the item question. This minimum expected value is 0.50 or minimum 50% states on average the diversity of indicator data that can be explained by research variables (Hair, Ringle, & Sarstedt, 2011). The calculation results on the table 7.3. attached shows that all research variables have AVE above 0.50, so that they meet the requirements of good convergent validity. Composite Reliability (CR) measurement results, where this measure illustrates internal consistency Cronbach's Alpha, minimum recommended CR value is 0.70. Nevertheless, in



exploratory studies (Hair et al., 2011) CR values of 0.60 to 0.70 can still be considered for acceptance. The results show the value of processing CR of each variable above 0.70 indicates that the reliability of the measurement model is very high. Based on the results of the loading factor (LF), AVE and CR as tools to evaluate measurement of model of convergent validity are acceptable. Evaluation of the research model is an evaluation of R square which the result details shows on attachment 7.4. Simultaneously Perceived Usefulness (PU) is influenced by Perceived ease of Use (EU), Critical Mass (CM), Capability (CP) and Perceived Playfulness (PP). The data processing results show the R square value is 0.6339 which means 63.39% variance Perceived usefulness (PU) can be explained by the four variables Perceived ease of use (EU), Critical mass (CM), Capability (CP) and Perceived playfulness (PP). Among the four variables, the path coefficient of perceived ease of use (0.379) is the highest compared to other variables. This means that respondents' perceptions of the usefulness of LinkedIn site / Perceived usefulness (PU) are more influenced by Perceived ease of use (EU). The R square for the Intention to Use (IU) variable is 0.4606, which means that 46.06% of the variance of the Intention to Use variable can be explained by the Perceived Usefulness (PU) and Trustworthiness (TW) variables. The trustworthiness variable has a higher influence (0.384) on Intention to Use (IU) than Perceived Usefulness (PU). The greater confidence level of LinkedIn users site to the LinkedIn site/location, it will increase the intention to use it (intention to use). The R square for the Actual to Use (AU) variable is 0.0933, which means 9.33% of the variation of this variable can be explained by Intention to Use, while the rest is explained by variables that cannot be explained in this research. These findings encourage further research into other variables that affect the AU. A research model can be measured as a whole the level of eligibility through the Goodness of Fit (GoF) measure (SmartPLS, 2015). The size of the GoF index as a measure of the feasibility of the model in PLS is the root multiplication between the average R square and the average communality. The average R square is 0.396 and the mean of communality is 0.6512 so the calculated GoF Index is 0.5078 (strong / high GoF) which means that the research model built in this study is very strong / high which can be explained by empirical data. Furthermore, for evaluating the structural model that is testing the research hypothesis, the criteria used if the t statistic is greater than 1.96 then there is a significant effect. The diagram below shows a diagram of the summary of data processing results which the details can be found in attachment 7.5.

**Figure 2:** diagram of the summary of data processing



(\*\*) significant at alpha 5%

The results of hypothesis testing showed that the first hypothesis H1, Perceived ease of Use (EU), the LinkedIn site corresponds positively with Perceived Usefulness (PU) proven by empirical significance where the line coefficient is (0.380) and t Statistics (6,960 > 1.96), then the hypothesis is accepted. The perception of respondents that ease in using the LinkedIn site will provide a positive influence in using of the LinkedIn site. LinkedIn users have the perception that this is useful to them especially they can reconnect with important people or be able to connect with other groups/people as well as this is useful for personal life. Since LinkedIn is a professional group networking tool, the usefulness of this application gives them the flexibility to interact, clear, easy to understand when they use it. In the second hypothesis, H2 Critical Mass (CM) of LinkedIn users is positively related to Perceived Usefulness (PU) proven by empirical significant with path coefficient (0.229) and t statistic (4,445 > 1.96), then the hypothesis is accepted. Apart from the Perceived ease of use factor, this application's Perspective of Usefulness (PU) is also influenced by the Critical Mass factor. The critical mass shows the presence of friends and professional partners in using this application and also this LinkedIn is popular in Indonesia. Usability functions are felt by respondents because they are in one community with peers to enable the exchange of information or add knowledge related to work. This application is also popular among friends/colleagues in Indonesia, so it encourages them to join this network. The third hypothesis is H3 Capability (CP) of LinkedIn. This is positively related to Perceived Usefulness (PU) proven empirical significant with path coefficient (0.274) and t statistic (5.084), then the hypothesis is accepted. Another factor that affects the usefulness of LinkedIn applications is also because the capability of LinkedIn applications is that the instructions contained in LinkedIn are clear for posting, meeting the needs of use even though the ability of LinkedIn applications for easy downloading of images and videos still needs to be improved. The perceived usefulness such as connecting with other colleagues to stay informed is also driven by the ease of LinkedIn in providing features for exchanging information, the ease of uploading or downloading information. The fourth hypothesis is H4. LinkedIn Perceived Playfulness (PP) users is not positively related to Perceived

Usefulness (PU) proven empirical insignificant with the path coefficient (0.063) and T statistical ( $1.508 < 1.96$ ), then the hypothesis was rejected. The perception usefulness of this application according to the user is not related to the fun or pleasures in using this application. LinkedIn site is fun, exciting, and thrilling has nothing to do with the usefulness of this application. This is different from research on social media: Facebook (Rauniar et al., 2014) which found a positive relationship between PP and PU reminds us that Facebooks generate hedonic experiences for users is important in forming positive attitudes and intentions to use the site. A pleasant experience for users will attract user visits in the future. LinkedIn users generally have formal relationships and are intended for professional networks or specific groups of people who pursue a particular profession. The information exchange between these network groups is preferred in professional network information exchange. Therefore, these network users perceive that this application has an encouraging characteristic of exciting, these is not the main reason they join to this application, in contrast to other application networking groups such as Facebook, Twitter or Instagram. The fifth hypothesis is H5 LinkedIn's Perceived Usefulness (PU). This is positively related to Intention to Use (IU) LinkedIn site, proven by empirical significant with path coefficient (0.359) and t statistic (5.128), then the hypothesis is accepted. Intention to use or the intent or intention to use of this application according to the user is continuing to communicate with others, especially professional networks. The value of this network that they feel its benefits because of the exchange of information in their profession they do, to keep communicating then they feel the usefulness of this application. The sixth hypothesis is H6 The Intention to Use (IU) LinkedIn site. This is positively related to Actual Use (AU) LinkedIn proven by empirical significant with the path coefficient (0.33) and  $p < 0.01$ , then the hypothesis was accepted. LinkedIn site Intention to use (IU) is significantly positively related to LinkedIn's Actual Use (AU), even though the direct effect is only 9.33%. LinkedIn users have a positive intention to use this application primarily to communicate with others, to connect with other important people and as a professional network. In relation to the description of visiting this application, they perceive that is 42.1% 'often', 39.1% 'occasionally' and 11.3% 'rarely' however the larges of the frequency of using the application (70%) is between 0-4 hours weekly. This low frequency in visiting means that need further research to find the measurement variable Actual Use of the application other than frequency of visit of this application weekly. The seventh hypothesis of H7 Trustworthiness (TW) LinkedIn is positively related to the LinkedIn site Intention to use (IU) empirically proven to be significant with path coefficient (0.384) and t statistics (4.941), so that the hypothesis is accepted. Trust using this application because users feel safe in positing or providing information to the colleagues on the same network. The trust of colleagues who are members of the network is quite high with the average (4.2687), this is what drives users to continue using this application in communicating with other colleagues. Other

research on TW conducted in Lebanon on the use of e-government found a similar trend: trustworthiness and active citizenship had a positive impact on behavioral intentions to use e-government services (Fakhoury & Aubert, 2015). The information provided or shared in the use of e-government is largely similar to LinkedIn social media, which is the information of individual users that is very important and sensitive. Other research on information sensitivity is conducted in Malaysia in the use of Internet banking, which is found that Perceived trustworthiness significant correlate to intention behavior (Mozie et al., 2012). This finding means that for Internet banking users to be offered services, they need the assurance of Internet banking practitioners in regards to the protection of their personal information. The empirical findings of the use of LinkedIn as a confirmation to LinkedIn providers that the growing trust in using the application will continue to encourage users to use this application to connect with their professional colleagues. The intention or intention to use this application is continuously driven by trust in this application to maintain the information shared in the application. From the theoretical side of TAM, trustworthiness is a variable that is constantly considered to be tested for its existence to revise the theory.

## 5 CONCLUSION AND IMPLICATIONS

Based on the results of this research concluded that LinkedIn's social Media acceptability in Indonesia has a positive response towards its users. This is proven empirically from the test results, where there is a significant relationship for EU (ease of Use), CM (Critical Mass), CP (capability) and TW (Trustworthiness) towards continuity of use of the LinkedIn application. This LinkedIn can continue to be used as a platform to improve the professional network for its users. For example, to improve her professional knowledge, find a job or get a suitable candidate based on posts from users. Trustworthiness, where users can post work history and CVs on the LinkedIn application also consider users to be trusted. It also found that Indonesian people were open to disclose their education and work history to the public, without fear of being abused by third parties. Whereas PP (Perceived Playfulness) showed no significance for using LinkedIn. It is understandable that Social Media: LinkedIn is a professional network, which is indeed used for professional purposes, so it is not significant for respondents to say that LinkedIn is a fun application or platform. Unlike the case with Social Media: Facebook or Instagram where users may share and upload text or images that are considered pleasant for their social networks. Limitations in this research, the AU (Actual Use) for LinkedIn user needs to be further evaluated for measurement variables which in this research only use IU (Intention to Use), which as a measurement is asked for the frequency and how long to use LinkedIn in a loyal week. So the AU is most likely to be influenced by other variables besides the IU that have been found only by 9%.

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