

# **ANALYSIS THE INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE TOWARD GEOGRAPHICAL OUTREACH WITH VIRTUAL HIRING MODE IN GREEN HRM PRACTICE AS MEDIATING VARIABLE**

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## **Abstrak**

Penelitian ini bertujuan untuk mengidentifikasi pengaruh persepsi kegunaan dan persepsi kemudahan penggunaan terhadap jangkauan geografis, dan bagaimana perekrutan virtual sebagai praktik Manajemen Sumber Daya Manusia Ramah Lingkungan (GHRM) dapat memediasi keduanya. Dalam penelitian ini teknik pengambilan sampelnya adalah non-probability sampling dan menggunakan purposive sampling sebagai jenis sampelnya. Kuesioner diberikan kepada 150 karyawan PT Isuzu Astra Motor Indonesia di Sunter, Jakarta Utara, untuk mengumpulkan data. Perangkat lunak SmartPLS versi 4.0 digunakan untuk mengevaluasi data yang dikumpulkan menggunakan Partial Least Square-Structural Equational Modeling (PLS-SEM). Berdasarkan temuan penelitian, perekrutan virtual memiliki kemampuan untuk memediasi hubungan antara manfaat yang dirasakan (PU) dan jangkauan geografis. Perekrutan virtual juga mempunyai dampak positif yang signifikan terhadap jangkauan geografis. Namun, perekrutan virtual dan jangkauan geografis tidak terpengaruh oleh persepsi kemudahan penggunaan (PEOU). Berdasarkan temuan penelitian, kemudahan pengguna dalam menggunakan teknologi dalam proses rekrutmen virtual dapat ditingkatkan kembali. Perusahaan harus menciptakan alur atau urutan yang lebih sederhana selama proses perekrutan virtual untuk menciptakan persepsi kesederhanaan pengoperasian.

**Kata Kunci:** Praktik MSDM Ramah Lingkungan, Perekrutan Virtual, Persepsi Kegunaan, Persepsi Kemudahan Penggunaan, Jangkauan Geografis

## **Abstract**

This study aims to identify the influence of perceived usefulness and perceived ease of use toward geographical outreach, and how virtual hiring as a Green Human Resource Management (GHRM) practices can mediate between them. In this study, non-probability sampling was the sampling technique and used purposive sampling as the sample type. Questionnaires were given to 150 employees of PT Isuzu Astra Motor Indonesia in Sunter, North Jakarta, in order to collect data. SmartPLS version 4.0 software is used to evaluate the collected data using Partial Least Square-Structural Equational Modeling (PLS-SEM). According to the study's findings, virtual hiring has the ability to mediate relationships between perceived usefulness (PU) and geographical outreach. Virtual hiring also has a positive significantly impact on geographical outreach. However, virtual hiring and geographical outreach are unaffected by perceived ease of use (PEOU). Based on study's findings, the ease of users in using technology in the virtual recruitment process can be increased again. Company must create a simpler flow or sequence during the virtual hiring process in order to create a perception of simplicity of operation.

**Keywords:** Green HRM Practice, Virtual Hiring, Perceived Usefulness, Perceived Ease of Use, Geographical Outreach

## **1. INTRODUCTION**

The relevance of recruiting for human resources (HR) in a business plan has increased. In the quickly developing digital age, information technology has played a key role in simplifying the

hiring process and creating virtual hiring, which replaces the traditional hiring paradigm. The concept of virtual hiring emerged from demands to lessen the environmental impact of Green Human Resource Management (GHRM) practices and improve the efficiency of hiring procedures. Information technology has made it possible for businesses to implement green HRM practices, which integrate social responsibility and sustainability into HR procedures, particularly when it comes to hiring (Kaur et al., 2022). Each organization can integrate ecologically friendly ideas into its HRM function in order to apply the Green HRM concept (Wajdi, M.F. et al., 2023).

Virtual hiring's effectiveness in the context of green HRM, however, is dependent on people's acceptance and comprehension of the technology as well as the technology itself. The Technology Acceptance Model (TAM) can serve as a basis for theory in this situation. Perceived usefulness and perceived ease of use are the two main variables that the TAM model finds impact users' propensity to adopt technology (Putri et al., 2023). According to Davis (1989), perceived usefulness is the degree to which a person believes that using a technology system would increase their performance and productivity, on the other hand, perceived ease of use is the degree to which a person believes that using the technology is simple and requires little effort.

TAM has significant implications for virtual hiring since users are more inclined to adopt technology if they find it practical and simple to use. Organizations can lessen their influence on the environment, improve the effectiveness of the hiring process, and achieve sustainable growth by implementing virtual hiring as one of their green HRM practices (Kaur et al., 2022). The idea that virtual hiring can reduce environmental effects and increase recruitment process efficiency has received support from a number of research (Kaur et al., 2022; Termini et al., 2021). Additionally, virtual hiring boosts application volume, simplifies the hiring process, and gives the business access to a wider range of candidates from various recruitment sources (Mohamed, G. et al., 2014). According to Gupta, R., & Patel, S. (2017), access to a wide range of individuals with a variety of backgrounds, talents, and experiences is one benefit of broad geographic reach in virtual recruiting.

The TAM framework will be used in this study to determine how perceived usefulness and perceived ease of use affect virtual hiring as a green HRM practice and how these two characteristics affect the geographical outreach of an organization. This study will shed more light on the impact of virtual hiring within the framework of green HRM and show how psychological elements like personal perceptions can be used to show how sustainable HRM practices and geographical outreach are related.

The impact of technology on virtual recruitment, as well as its effects on the surrounding environment and geographic scope, have been the subject of several previous studies. The factors influencing job seekers' behavioral intentions to submit online applications are explained by combining the Technology Acceptance Model (TAM) with signaling theory (Kashi et al., 2013). Both individual and institutional characteristics, such as anxiety and self-efficacy, as well as voluntariness and institutional support, had a substantial impact on perceived ease of use (PEOU), perceived usefulness (PU), and actual usage of the system (Park et al., 2014). Research by Johndeo et al. (2023) shows that major social media platforms like Facebook, Instagram, Twitter, TikTok, and LinkedIn, which offer a high visibility and extended reach, can help firms reach a wider audience when implementing an e-recruitment platform. Likewise with research conducted by Varadaraj et al. (2019) and Nair et al. (2020), employers and recruiters use this media as their primary source of professional talent through their job sites, and e-recruitment is a successful strategy for finding candidates with the qualifications needed for the position. Virtual hiring offers several advantages over traditional recruitment methods, such as lower costs per candidate, worldwide coverage for hiring candidates, benefits for both employers and job seekers, shorter hiring cycles for potential employees, and simpler applicant tracking. (Bharathi et al., 2022; Badr, 2014; Jayachandran et al., 2020).

## **2. METHOD**

This study is a type of quantitative research that aims to explain the relationship between existing variables. In order to gather information about existing symptoms, clearly define the goals to be achieved, organize the approach, and gather data for a report, the descriptive quantitative research method was applied in this study (Sugiyono, 2013). The population of this study consists of managers, HR staff, and employees of PT Isuzu Astra Motor Indonesia in Sunter, North Jakarta, and as the sample is part of the population that is the source of data in research. In this research, the sampling technique used was population-based, using non-probability sampling. The type of non-probability sampling used in this research is purposive sampling. According to Gideon, et al. (2023), sampling was carried out based on the researcher's considerations to select samples that were relevant to the research objectives.

A questionnaire survey will be used in this study to gather data from 150 employees who are involved in the virtual hiring process. To distribute the questionnaire, an online platform with a Google Form application was employed. The utilization of online platforms will facilitate research since they offer advantages in terms of cost and time efficiency and

effectiveness, respondent accessibility, and quick data collection processing. The Partial Least Square (Smart-PLS) software version 4.0 is employed in this study to analyze data. PLS (Partial Least Square) is a covariance-based substitute for SEM. PLS can be used not only to validate hypotheses but also to explain the presence or absence of a link between latent variables (Ghozali, 2013). In this research, 2 tests will be carried out, namely Measurement Model Testing (Outer Model) and Structural Model Testing (Inner Model).

### **3. RESULT AND DISCUSSION**

This part will go over the outcomes of the calculations that were done based on the PLS (Partial Least Square) analysis results. The purpose of this research is to ascertain the influence of Perceived Usefulness and Perceived Ease of Use on Geographical Outreach with Virtual Hiring as a mediating variable, as a practice in green HRM. To find out how each variable affects the other factors, testing is illustrated using current hypotheses.

#### **3.1 The Influence of Perceived Usefulness on Virtual Hiring Mode and Geographical Outreach**

The results of this research show that the perceived usefulness toward one of the practices in green HRM is positive-significant, or in other words, perceived usefulness has an influence on geographical outreach and virtual hiring. The results of this research are in accordance with research conducted by Simranjeet Kaur et al. (2021). Perceived usefulness in using technology has many uses for employers looking for prospective employees widely and globally. Where in this context it is very necessary for companies to be more efficient and effective.

Currently, technology has many benefits and uses for use by many people. A series of virtual hiring processes starting from opening job vacancies, collecting worker applicant files, to a series of tests, can be easily carried out using technology. Perceived Usefulness as an indicator in the Technology Acceptance Model proposed by Davis (1989), allows virtual hiring to work optimally.

#### **3.2 The Influence of Perceived Ease of Use on Virtual Hiring Mode and Geographical Outreach**

In the Theory Acceptance Model, there are many supporting indicators in the use of technology, perceived ease of use is one of them. The results of this research indicate that the perceived ease of use of geographical outreach is positive-not significant. On the other hand, the results of this research show that perceived ease of use in the use of technology for virtual hiring as one of the practices in green HRM is negative - not significant. In other words, perceived ease of use has no influence on geographical outreach and virtual hiring.

Although perceived ease of use is highly correlated with perceived usefulness in TAM theory, this does not make the relationship between perceived ease of use and geographical outreach and virtual hiring work. Therefore, the theory from the results of this research is not in line with research conducted by Alsultanny, Y. et al. (2015), which states that there is a moderate relationship between behavioral intentions in virtual hiring and perceived ease of use.

### **3.3 The Influence of Virtual Hiring Mode on Geographical Outreach**

The results of this research show that the effect of virtual hiring on geographical outreach is positive-significant, or in other words virtual hiring on geographical outreach. Organizations may gain candidates in new areas from virtual hiring by expanding their application pool, streamlining the hiring process with technology, and making it easier to find candidates through a variety of recruiting channels. In practice, virtual hiring can also make the company global and accept a diversity of prospective employees as human resources in the company. Therefore, this is in line with several previous studies by Simranjeet Kaur et al. (2021), Mohamed, G., et al. (2014) and Anand.J., S. Radha (2020). Virtual hiring mode is proven to be an advantage or benefit, and able to significantly influence geographical outreach.

### **3.4 The Influence of Perceived Usefulness and Perceived Ease of Use on Geographical Outreach Through Virtual Hiring Mode as Mediating Variable**

The results of this research indicate that the perceived usefulness of geographical outreach can be mediated by virtual hiring as a practice in green HRM, which is positive and significant, or in other words, perceived usefulness has an influence on geographical outreach through virtual hiring as an mediating variable. A person or organization usually believes that adopting and using a technology does not require much work if the technology is considered easy to use. The results of this research are in line with research conducted by Simranjeet Kaur et al. (2021).

On the other hand, the results of this research show that perceived ease of use for geographical outreach with virtual hiring as a mediating variable is negative - not significant, or in other words, perceived ease of use has no influence on geographical outreach through virtual hiring as an intermediary. The results of this study are not in line with research conducted by Kumar, A. M. et al. (2014), where perceived ease of use is the dominant factor that makes a person use virtual hiring service.

## **4. CLOSING**

In an effort to advance the fields of technology and human resources, this research work sought to test the Technology Acceptance Model (TAM) in the context of employing the virtual hiring. This study, along with other research that support it, demonstrates that the Technology

Acceptance Model accurately captures how people behave when using technology. This research explaining the relationship between virtual hiring, TAM, and an organization's geographical outreach in the context of green HRM will make a significant contribution to the understanding of sustainable and environmentally sound HRM practices. The research results show that Perceived Usefulness (PU) can influence Geographical Outreach and Virtual Hiring, and also Virtual Hiring is able to act as a mediator. In addition, Virtual Hiring positively and significantly influences Geographical Outreach. Meanwhile, Perceived Ease of Use (PEOU) has no influence toward Geographical Outreach and Virtual Hiring.

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