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EXAMINING THE ACCEPTANCE AND ADOPTION OF DIGITAL JOB MATCHING PLATFORMS USING A MODIFIED TECHNOLOGY ACCEPTANCE MODEL: A CASE STUDY OF HAHUJOBS AND AFRIWORK IN ADDIS ABABA, ETHIOPIA

BY:

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ID NO: GSE/5347/14

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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MA IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

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This is to certify that the thesis entitled as the "***Examining the Acceptance and Adoption of Digital Job Matching Platforms Using a Modified Technology Acceptance Model: A Case Study of HaHuJobs and Afriwork in Addis Ababa, Ethiopia***" submitted to Department of Journalism, School of Journalism and Communication, in partial fulfillment of the requirements for the degree of MA with Public Relations and Strategic Communication prepared by **Tesfayesus Alemayehu**. ID Number: GSE/5347/14.

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This thesis entitled "***Examining the Acceptance and Adoption of Digital Job Matching Platforms Using a Modified Technology Acceptance Model: A Case Study of HaHuJobs and Afriwork in Addis Ababa, Ethiopia***" has been approved by the following examiners, department head and SGC Coordinate in the partial fulfillment MA in Public Relations and Strategic Communication.

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ACRONYMS/ ABBREVIATIONS

AMOS	Analysis of Moments Structures
ATU	Attitude toward Using
AU	Actual System Use
BI	Behavioral Intention to Use
BPO	Business Process Outsourcing
CSA	Central Statistical Agency of Ethiopia
CFA	Confirmatory Factor Analysis
DJM	Digital Job Matching Platforms
EDJI	Ethiopian Digital Jobs Initiative
EFA	Exploratory Factor Analysis
IATPU	Intentions and Attitudes toward Platform Use
ILO	International Labor Organization
JCC	Jobs Creation Commission
KMO	Kaiser–Meyer–Olkin
ML	Maximum Likelihood
PEU	Perceived Ease of Use
PU	Perceived Usefulness
TAM	Technology Acceptance Model
TPB	Theories of Planned Behavior
TRA	Theories of Reasoned Action
WB	World Bank
UPE	User Perception and Experience

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ABSTRACT

Digital job matching platforms have emerged as powerful tools in the labor market, facilitating efficient and effective connections between job seekers and employers. These platforms utilize technology to aggregate and match job opportunities with qualified candidates, offering a streamlined and convenient approach to the job search process. The objective of this research was to examine the acceptance and adoption of digital job matching platforms using a Modified Technology Acceptance Model, focusing on a case study of HahuJobs and AfriWork in Addis Ababa, Ethiopia. Using the Modified Technology Acceptance Model, data from 304 respondents on Afriwork and HaHuJobs were collected via Google Form. Analysis involved SPSS (v27) with descriptive statistics, factor analysis, and regression to identify associated factors. Additionally, Simple and Multiple Linear Regression Analysis was conducted, with statistical significance declared at P-value <0.05 and a 95% confidence interval. A Modified TAM-based analysis with qualitative insights was done to triangulate and validate results of quantitative analysis. Results revealed that this model is applicable for assessing the acceptance and adoption of digital job matching platforms. User perception and experience were found to be the strongest determinant factors for the acceptance and adoption of digital job matching platforms. In addition, intentions and attitudes toward platform use was found to be the strongest determinant factor for the acceptance and adoption of digital job matching platform. Qualitative analysis has revealed that digital job matching platforms, valued for their efficiency, and streamlined job search process, resonate with users due to their user-friendly design (TAM's PEU) and ability to save time (TAM's PU). While personalization enhances user satisfaction, platform trustworthiness is crucial. Addressing concerns about information quality, user experience, and clear communication solidified these platforms' role in the job market, ultimately empowering users with a more efficient and successful job search. Analyzing the reach and effectiveness of government programs aimed at equipping citizens with the digital skills needed to navigate job search platforms effectively was also undertaken. This involved collaborating with government agencies to collect data on program participation rates and user feedback on the effectiveness of these initiatives in improving digital literacy.

Keywords**: **Technology acceptance model (TAM), Explanatory Factor Analysis, Confirmatory Factor Analysis, and Digital Job Matching Platform, Ethiopia

CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND

Digital job matching platforms have gained significant attention and popularity in recent years as they offer innovative solutions for connecting job seekers with potential employers (Taherdoost, Hamta, Ahoora, Club, Hamta, & Tablokar, 2019). These platforms leverage technology to streamline the job search process, providing a convenient and efficient way to match job seekers with suitable employment opportunities. According to Taherdoost et al. (2019), assessing the acceptance of technology is crucial for the successful development and implementation of new technologies, including digital job matching platforms. Furthermore, Venkatesh and Davis (2000) argue that understanding the factors influencing the acceptance and adoption of technology is essential for its effective utilization.

Digital job matching platforms have emerged as powerful tools in the labor market, facilitating efficient and effective connections between job seekers and employers. These platforms utilize technology to aggregate and match job opportunities with qualified candidates, offering a streamlined and convenient approach to the job search process. They leverage digital technology to match job seekers with suitable employment opportunities based on their skills, qualifications, and preferences. In Ethiopia, where the labor market is characterized by high unemployment rates and a mismatch between skills and job opportunities, digital job matching platforms have the potential to address these challenges and promote better employment outcomes. The adoption and acceptance of digital job matching platforms have the potential to greatly impact the labor market by reducing unemployment rates, improving job matching efficiency, and bridging the gap between job seekers and employers. However, despite the potential benefits, there is limited research on the acceptance and adoption of digital job matching platforms in the Ethiopian context, warranting further investigation (Sam Jones and Kunal Sen, 2022).

Researchers have recognized the need to explore the factors influencing the acceptance and use of digital job matching platforms to enhance their effectiveness and efficiency (Taherdoost & Masrom, 2019). In recent years, there has been a growing interest among academics and practitioners in recognizing the factors that affect users' acceptance or denial of modern innovation

(Davis, Bagozzi, & Warshaw, 1989; Dillon & Morris, 1996; Fathema & Sutton, 2013; Fathema, Shannon, & Ross, 2015; Hu, Chau, & Sheng, 1999; Legris, Ingham, & Collerette, 2003; Liao, Hong, Wen, Pan, & Wu, 2018; Venkatesh et al., 1989). This research aims to contribute to the discussion by examining the acceptance and adoption of digital job matching platforms in Ethiopia. It utilizes the Modified Technology Acceptance Model (TAM) to investigate this phenomenon, focusing on the case study of HahuJobs and AfriWork in Addis Ababa.

The digital revolution has brought about significant changes in various industries, including the job market. As technology continues to advance, it is crucial to identify the factors that affect individuals' acceptance or denial of digital job matching platforms. Understanding these factors can provide valuable insights to improve techniques for assessing users' perceptions and expectations.

To conduct this research, the researcher builds upon previous studies that have explored acceptance and adoption of technology using the Modified TAM framework. The TAM model has been widely used to examine users' attitudes and behaviors towards different technological innovations (Davis, 1989; Venkatesh & Davis, 2000). According to previous research, perceived usefulness and perceived ease of use are two critical factors influencing technology acceptance (Davis, 1989). By incorporating these constructs into this study, the researcher aims to gain a comprehensive understanding of the factors that influence the acceptance and adoption of digital job matching platforms in Ethiopia.

Moreover, it is essential to consider insights from existing literature on acceptance and adoption of technology in developing countries, especially in the context of job matching platforms. Previous research has highlighted the importance of user experience, trust, perceived benefits, and social influence as significant determinants of technology acceptance (Dillon & Morris, 1996; Fathema & Sutton, 2013; Fathema et al., 2015; Legris et al., 2003). These studies emphasize that a positive user experience, along with a perceived benefit in terms of improved job search efficiency and increased access to opportunities, motivates users to adopt digital job matching platforms.

In the Ethiopian context, where traditional job search methods may face limitations, the adoption of digital job matching platforms can bring about transformative changes in the labor market. However, it is crucial to address potential barriers to adoption, such as limited internet access and

technological literacy among job seekers (Fathema et al., 2015). By incorporating these contextual factors into this study, the researcher can ensure a comprehensive examination of the acceptance and adoption of digital job matching platforms specific to Ethiopia.

By conducting this research, the researcher aimed to provide valuable recommendations for improving techniques for assessing users' perceptions and expectations, ultimately enhancing the effectiveness of digital job matching platforms in the Ethiopian job market. The findings are not only contributing to academic literature but also provides practical insights for policymakers and practitioners in the field of job matching platforms.

1.2. PROBLEM STATEMENT

The rapid advancement of technology has given rise to digital job matching platforms, garnering significant attention from both academics and practitioners. These platforms aim to enhance the efficiency of the job market by facilitating connections between job seekers and employers. However, the successful adoption of these platforms relies on understanding the factors that influence users' acceptance or rejection of such innovative solutions (Davis, 1989; Venkatesh & Davis, 2000; Fathema & Sutton, 2013; Fathema, Shannon, & Ross, 2015; Legris, Ingham, & Collerette, 2003).

Despite the increasing popularity and potential benefits of digital job matching platforms, there remains a lack of comprehensive understanding regarding the factors influencing their acceptance and use. While previous studies have examined technology acceptance in various contexts (Davis, 1989; Venkatesh & Davis, 2000), there exists a gap in the literature concerning the specific drivers and barriers to the adoption and effective utilization of digital job matching platforms. Moreover, understanding how these platforms can cater to the unique needs of both job seekers and employers is essential.

In the context of Ethiopia, while there has been some research on technology acceptance and adoption in other sectors, such as mobile banking, e-health systems, and online marketplaces, there is a scarcity of empirical studies specifically addressing digital job matching platforms. For instance, Kejela and Porath (2020) examined factors influencing the adoption of mobile banking in Ethiopia, while Mulatu, Eshetie, and Gezahegn (2023) investigated the adoption of e-health systems. However, the applicability of findings from these studies to the context of job matching platforms remains uncertain.

Moreover, the majority of existing studies in Ethiopia focus on specific industries or user demographics, such as banking or healthcare (Hailu, Mammo, & Ketema, 2016). This limitation restricts the generalizability of their findings to the broader population of job seekers and employers in the country. Therefore, there is a pressing need for research that specifically addresses the unique challenges and dynamics of digital job matching platforms in Ethiopia.

This research aims to bridge this gap by investigating the acceptance and adoption of digital job matching platforms in Ethiopia, utilizing the Modified Technology Acceptance Model (TAM) as a theoretical framework (Davis, 1989; Venkatesh & Davis, 2000; Hu, Chau, & Sheng, 1999). By adopting the Modified TAM, this research seeks to identify key factors influencing the acceptance and adoption of digital job matching platforms in Ethiopia. These factors may include perceived usefulness, ease of use, enjoyment, social influence, trust, risk perception, and system quality (Fathema & Sutton, 2013; Taherdoost, 2018; Taherdoost et al., 2019).

Understanding these factors not only contributes to academic knowledge but also provides insights for practitioners to enhance platform design, implementation, and evaluation. The findings of this research have significant implications for academia and practice. Academically, it contributes to the literature on technology acceptance and adoption, particularly in the context of digital job matching platforms. Practically, it informs policymakers, platform developers, and stakeholders about the challenges and opportunities associated with platform acceptance and adoption in Ethiopia.

By addressing the research gaps and providing a comprehensive understanding of the factors influencing the acceptance and adoption of digital job matching platforms in Ethiopia, this research has the potential to contribute to innovation adoption, technology acceptance, and human resource management. The outcomes can facilitate evidence-based decision-making for stakeholders involved in platform development and implementation, leading to more effective and inclusive job market outcomes in Ethiopia.

1.3. RESEARCH QUESTIONS

The following research questions were formulated for this research:

1. Which items (Perceived Ease of Use- PEU, Perceived Usefulness- PU, Attitude Towards Use- ATU, Behavioral Intention- BI, and Actual Use- AU) form a cohesive group or are answered similarly by participants?

2. How do perceived usefulness (PU) and perceived ease of use (PEU) positively influence the attitude toward using (ATU) digital job matching platforms among respondents?
3. How does the attitude toward using (ATU) positively influence the behavioral intention (BI) to use digital job matching platforms among respondents?
4. How does the behavioral intention to use (BI) positively influence the actual system use (AU) of digital job matching platforms among respondents?
5. What are the key factors influencing the acceptance and adoption of digital job matching platforms as perceived by job seekers and employers?

1.4. HYPOTHESIS

The following hypotheses have been formulated based on the research questions outlined above:

1. **H1**: There is a significant relationship between perceived ease of use (PEU), perceived usefulness (PU), attitude toward using (ATU), behavioral intention (BI), and actual system use (AU) of digital job matching platforms among participants.
2. **H2**: Perceived usefulness (PU) and perceived ease of use (PEU) are positively influencing attitude toward using (ATU) digital job matching platforms for respondents.
3. **H3**: Attitude toward using (ATU) positively influences behavioral intention (BI) to use digital job matching platforms for respondents.
4. **H4**: Behavioral intention to use (BI) positively influences actual system use (AU) of digital job matching platforms for respondents.
5. **H5**: Key factors such as perceived ease of use, perceived usefulness, attitude toward using, and behavioral intention significantly influence the acceptance and adoption of digital job matching platforms by both job seekers and employers.

1.5. OBJECTIVES

1.5.1. General Objective

The objective of this research was to investigate the acceptance and adoption of digital job matching platforms in Ethiopia using the Modified TAM.

1.5.2. Specific Objectives

1. To identify the items which are answered most similarly by the participants ("hang together" as a group) from large set of items.

2. To explore the perceived usefulness and perceived ease of use is directly and positively related to attitude toward using of digital job matching platform.
3. To explore the attitude toward using is directly and positively related to behavioral intention to use of digital job matching platform.
4. To explore the behavioral intention to use is directly and positively related to actual system use of digital job matching platform.
5. To identify the key factors that influence the acceptance and adoption of digital job matching platforms.

1.6. SIGNIFICANCE OF THE STUDY

The research holds significant importance and potential impact in several ways:

Academic Contribution: This study aims to significantly contribute to the academic literature on innovation adoption, technology acceptance, and human resource management by addressing the gaps related to the acceptance and adoption of digital job matching platforms in Addis Ababa, Ethiopia. Focusing on the specific cases of HaHuJobs and Afriwork, this research explores the factors influencing users' acceptance and adoption behavior within this unique context. Despite the proliferation of digital platforms, including mobile banking, e-health systems, and online marketplaces, there remains a lack of comprehensive understanding of the factors driving user acceptance and adoption of digital job matching platforms in Ethiopia. Existing empirical literature provides insights into user behavior and preferences in various sectors, such as banking, healthcare, and agriculture, but their relevance to job matching platforms is unclear. By examining these factors, this study enhances the theoretical understanding of technology adoption in the context of job matching platforms and provides valuable insights for academics and practitioners alike.

Practical Implications: This study's practical contributions are particularly significant for policymakers, platform developers, and stakeholders involved in digital job matching platforms like HaHuJobs and Afriwork in Addis Ababa, Ethiopia. By identifying and understanding the factors influencing user acceptance and adoption within this specific context, stakeholders can develop more effective strategies to promote the widespread utilization of these platforms. Such insights are essential for enhancing labor market efficiency and facilitating better job matching outcomes for both job seekers and employers. This research addresses the pressing need for

comprehensive studies on digital job matching platforms in Ethiopia and offers actionable recommendations for policymakers and platform developers to improve platform design, implementation, and evaluation, ultimately leading to more effective job market outcomes.

Improving Employment Outcomes: By promoting the successful integration of digital job matching platforms, this research has the potential to contribute to improved employment outcomes for job seekers in Ethiopia. These platforms can facilitate efficient and effective connections between job seekers and employers, reducing the time and effort involved in job searching and recruitment processes.

Enhancing Recruitment Processes: Digital job matching platforms have the potential to streamline the recruitment processes for employers, enabling them to reach a larger pool of qualified candidates efficiently. This research provided insights into the key factors that influence employers' acceptance and adoption of these platforms, leading to more effective and inclusive recruitment practices.

Economic and Social Impact: The successful acceptance and adoption of digital job matching platforms can have broader economic and social impacts. By improving employment outcomes, these platforms can contribute to economic growth and reduce unemployment rates. Additionally, they can promote inclusivity by providing equal opportunities for job seekers from diverse backgrounds and geographical locations.

Overall, the significance of this study lies in its potential to bridge the gap between academia and practice, offering practical solutions and evidence-based recommendations to enhance the acceptance and adoption of digital job matching platforms in Ethiopia. By doing so, it aims to improve employment outcomes, streamline job market processes, and contribute to economic and social development in the country.

1.7. SCOPE OF THE STUDY

This study's scope centers on investigating the acceptance and adoption of digital job matching platforms in Addis Ababa, Ethiopia, with a particular focus on HaHuJobs and Afriwork platforms. It aims to comprehensively understand the factors influencing users' acceptance and adoption behavior within the local job market context. Targeting job seekers in Addis Ababa, the research seeks to capture diverse participant representation to ensure broad applicability across the city.

Factors like age, gender, education, and prior tech experience are considered to explore potential variations in acceptance and adoption behavior among users. Utilizing the Modified TAM framework, the study examines key factors such as Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using Technology, Behavioral Intention, and Actual Use. The findings are intended to offer evidence-based insights and recommendations for policymakers, platform developers, and stakeholders to enhance platform adoption, thereby improving employment outcomes and streamlining job market processes specifically within Addis Ababa. However, it's important to note that this research scope is limited to users' perspectives and excludes insights from employers, developers, and broader labor market dynamics in Ethiopia.

1.8. LIMITATIONS OF THE STUDY

This research offers valuable insights into the user-centric factors influencing the adoption of digital job matching platforms in Ethiopia. However, several limitations present opportunities for future research to provide a more comprehensive understanding of this dynamic landscape.

- ***Limited Participant Scope***

One limitation of this study was the focus solely on job seekers' perspectives. While their needs are crucial, a more holistic understanding can be gained by including additional stakeholders in future research. Venkatesh et al. (2003) emphasizes the importance of considering multiple perspectives in technology acceptance models. Gathering data from employers would reveal their perceptions of platform usefulness in identifying qualified candidates and streamlining the recruitment process. Additionally, including technology developers and platform owners could shed light on the technical functionalities and design considerations that influence user experience. By incorporating these diverse viewpoints, future research can create a more comprehensive picture of the factors impacting platform adoption within the Ethiopian job market ecosystem.

- ***Measurement Challenges with Organizational Support***

The second limitation pertains to the challenges encountered with the measurement of the "organizational support" variable. The items and measurement scales employed did not achieve a satisfactory fit in the explanatory factor analysis, necessitating their exclusion from the structural equation model. This highlights the potential need for further refinement of the measurement instrument or the exploration of alternative conceptualizations of organizational support specific

to the Ethiopian context. Research by Hair et al. (2019) emphasizes the importance of robust measurement scales for ensuring the validity and reliability of research findings. Future studies can benefit from conducting pilot testing with smaller samples to refine the "organizational support" construct and ensure its suitability for the Ethiopian job market context.

- ***Limited Scope of External and Moderating Variables***

The third limitation concerns the focus on a limited number of external and moderating variables from the Modified TAM framework. While the study investigated the core Modified TAM constructs of perceived usefulness, perceived ease of use, and behavioral intention, other variables like social influence or facilitating conditions might influence user adoption. King and He (2006) acknowledge the potential influence of external variables on technology acceptance. Future research can explore the potential impact of additional external factors, such as government policies promoting digital literacy or internet accessibility initiatives, on user adoption rates. Additionally, examining potential moderating variables, such as user demographics (age, education level) or prior experience with similar platforms, could provide deeper insights into how different user segments interact with these platforms.

- ***Partial Confirmatory Analysis Using AMOS***

The final limitation of this study highlights limited access to the complete AMOS software, leading to only partial analysis. A full analysis would include:

  - ***Goodness-of-fit indices:*** *These provide statistical evidence of how well the model fits the data.*
  - ***Path coefficients and significance levels:*** *These reveal the strength and direction of the relationships between variables, allowing for a more nuanced understanding of how each factor influences adoption.*
  - ***Model modifications:*** *The initial model might have been adjusted based on the analysis to improve its fit.*

Future research should aim to replicate this study with a larger sample size and potentially consider additional factors like trust, platform design, and user experience to gain a more comprehensive picture of digital job matching platform adoption in Ethiopia. By addressing these limitations and

conducting further research, we can gain valuable insights into how to improve digital job matching platforms for job seekers in Ethiopia.

- ***Generalizability***

The study's findings pertain specifically to Addis Ababa's context and may not directly apply to other cities or regions. This limitation is especially relevant given that this case study focuses on two selected platforms, HaHuJobs and Afriwork, which may have unique characteristics that do not generalize across different geographic or demographic settings. Unique cultural, social, and economic factors in Addis Ababa could influence users' acceptance and adoption behavior differently than in other locales. For instance, the urban job market dynamics and technological infrastructure in Addis Ababa might differ significantly from those in rural areas or other Ethiopian cities. Future research should consider conducting similar studies in different regions to compare and contrast findings and improve generalizability.

- ***Sample Selection***

Findings rely on a selected sample of actively engaged job seekers using the platforms in Addis Ababa. Despite efforts to ensure representativeness, limitations in sample size and diversity may hinder the results' generalizability, potentially excluding perspectives from other job seekers in Ethiopia. For example, the study did not capture the experiences of job seekers who might prefer traditional job search methods over digital platforms. Future research should aim for larger, more diverse samples to ensure broader applicability of the findings, including users from various regions, economic backgrounds, and levels of technological proficiency.

- ***Self-reported Data***

Data collected through surveys are subject to response biases or social desirability biases. Participants may provide answers perceived as socially acceptable, possibly skewing the accuracy of their experiences or behaviors. Future studies could incorporate mixed-methods approaches, including interviews and observational data, to mitigate these biases. This approach would allow researchers to cross-validate survey responses with actual usage data, providing a more accurate depiction of user behavior and platform effectiveness.

- ***Recall Bias***

Reliance on participants' memory to answer survey questions or recall past experiences may introduce recall bias, affecting the accuracy of reported experiences or perceptions. Using real-time data collection methods, such as digital logs or diaries, could improve the accuracy of future research findings. These methods would help capture users' immediate reactions and interactions with the platforms, reducing the potential for memory distortions.

- ***External Factors***

External factors like technological infrastructure and internet connectivity may influence users' experiences and perceptions but fall beyond the study's scope. For instance, inconsistent internet access or power outages could significantly impact the usability and reliability of digital job matching platforms, especially in areas with less developed infrastructure. Future research should include these external factors to provide a more comprehensive understanding of the adoption landscape.

- ***Time Limitations***

Conducting a comprehensive study integrating quantitative surveys solely within the available time frame posed challenges, potentially limiting the depth and breadth of data collection, and impacting the richness of findings. Future research should allow for extended data collection periods to enhance the depth of analysis. Longer study durations would enable researchers to track changes in user behavior and platform adoption over time, providing insights into trends and long-term impacts.

Despite these potential limitations, the research aimed to address gaps and provide valuable insights into digital job matching platform adoption in Addis Ababa, Ethiopia. Rigorous sampling techniques, careful data collection instrument design, and appropriate analysis methodologies were employed to mitigate these limitations to the best extent possible.

1.9. ETHICAL CONSIDERATIONS

Informed Consent: Prior to participating in the study, all participants were fully informed about the purpose, procedures, potential risks, and benefits of the research. Informed consents were obtained from each participant, ensuring their voluntary participation, and understanding of their rights to withdraw from the study at any time without consequences.

Anonymity and Confidentiality: Participants' confidentiality and privacy was maintained throughout the research process. Any personally identifiable information collected was kept strictly confidential and stored securely. Participants' responses were anonymized in data analysis and reporting, ensuring their identities are protected.

Data Protection: Appropriate measures were taken to safeguard the collected data. Access to the data was limited to the research team, and any personal data was securely stored and protected in accordance with relevant data protection regulations.

Respect for Participants: Participants were treated with respect and dignity throughout the research process. Their cultural, social, and personal backgrounds were considered and respected, ensuring their voices are heard and their perspectives are valued.

Voluntary Participation: Participation in the study was entirely voluntary, and participants have the right to withdraw from the study at any stage without facing any negative consequences. They were informed of this right during the informed consent process.

Transparency in Research: The research process, including the methodology, data collection procedures, and analysis techniques, was transparently documented and reported. The research findings were reported accurately and objectively, avoiding any misrepresentation or manipulation of results.

Institutional Review: The research has undergone ethical review and approval by the relevant institutional review board or ethics committee of Addis Ababa University. The study was conducted in accordance with ethical guidelines and principles, ensuring the protection of participants' rights and welfare.

Potential Risks and Benefits: Any potential risks associated with participation in the study were carefully identified and minimized. Participants were informed about these potential risks during the informed consent process. Additionally, any potential benefits, such as contributing to knowledge advancement and potential improvements in employment outcomes, were communicated to participants.

By adhering to these ethical considerations, the research aims to protect the rights and well-being of the participants, ensure the integrity of the research process, and contribute to the responsible and ethical conduct of research in the field of digital job matching platforms in Ethiopia.

1.10. STRUCTURE OF THE STUDY

The research begins with an introduction that provides an overview of the significance and context of the study. It outlines the importance of examining the acceptance and adoption of digital job matching platforms in Ethiopia and presents the research problem and specific objectives. The research questions and hypothesis that guide the investigation and test the validity of Modified TAM model are also introduced, along with a brief overview of the methodology.

The literature review section offers a comprehensive synthesis of relevant literature on innovation adoption, and technology acceptance. Drawing from studies related to digital job matching platforms and technology adoption in similar contexts, it identifies gaps in knowledge and establishes the theoretical foundation for the study.

The theoretical framework section introduces the Modified TAM as the guiding theoretical framework. It elaborates on the key factors within Modified TAM that was explored in relation to the acceptance and adoption of digital job matching platforms in Ethiopia.

The research methodology section describes the research design, rationale for adopting a mixed-methods approach, and the sampling strategy. It explains the data collection methods, including the development of the survey questionnaire and interview protocol. Additionally, it outlines the procedures for data analysis, encompassing quantitative techniques such as regression analysis and structural equation modeling, as well as qualitative thematic analysis.

The findings and analysis section presents the findings from the quantitative surveys and qualitative interviews. It reports the results of the data analysis, addressing the research questions and examining the relationships between the identified factors and users' acceptance and adoption behavior. The findings are supported with tables and charts to ensure clarity and enhance the interpretation of the results.

The discussion and interpretation section interprets the findings in light of the research objectives, research questions and hypothesis. It relates the findings back to the existing literature, identifying similarities, differences, and new insights. Additionally, it discusses the implications of the findings for policymakers, platform developers, and other stakeholders. Any limitations or challenges encountered during the research process are also explored.

The conclusion section summarizes the key findings and their implications. It restates the research objectives and research questions, reflecting on the contributions of the study to the field. This section also highlights potential avenues for future research and concludes the research.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

The contemporary labor market has been reshaped by the emergence of digital job matching platforms, which utilize technology to efficiently connect job seekers with potential employers (Taherdoost et al., 2019). This chapter undertakes a comprehensive review of existing literature, focusing on the acceptance and adoption of digital job matching platforms. Special attention is given to understanding these dynamics within the unique context of Ethiopia. By delving into relevant studies, theoretical frameworks, and contextual considerations, this literature review aims to provide a thorough foundation for comprehending the key determinants influencing the utilization of digital job matching platforms.

2.2 THEORETICAL FRAMEWORKS

2.2.1 TECHNOLOGY ACCEPTANCE MODEL (TAM)

The TAM serves as a cornerstone for understanding users' attitudes and behaviors toward technology adoption (Davis, 1989; Venkatesh & Davis, 2000). TAM posits that perceived usefulness and perceived ease of use are pivotal factors shaping users' acceptance of technology. In the specific context of digital job matching platforms, an exploration of how these constructs influence users' perceptions becomes crucial for enhancing their effective utilization (Davis, 1989).

2.2.1.1 Origin of the Technology Acceptance Model

The inception of the TAM can be attributed to Davis in 1986 (Davis, 1986). This model was crafted to empirically assess emerging end-user information systems, aiming to comprehend the factors influencing users' acceptance of technology. Rooted in the psychological theories of reasoned action (TRA) and planned behavior (TPB), TAM posits a mediating function of two variables—perceived ease of use and perceived usefulness—in the association between system characteristics and the potential utilization of the system (Davis, 1986).

Since its introduction, TAM has emerged as a predominant model for investigating factors that impact users' acceptance of technology. Its widespread utilization and adaptation across diverse domains, such as healthcare, education, and business, underscores its significance (Marangunić &

Granić, 2014). TAM has undergone various modifications and applications, aimed at enhancing its predictive validity and adaptability across different contexts (Venkatesh et al., 2003).

2.2.1.2 The Historical Development of TAM Model

Davis (1986) played a crucial role in refining the foundational framework of the TAM. In this influential work, Davis introduced three variables, with attitude serving as a mediator. Perceived Usefulness and Perceived Ease of Use were identified as pivotal factors influencing users' motivations (Davis, 1986). The model posited that attitude, shaped by these variables, emerged as the primary determinant guiding the actual utilization or rejection of a system (Ibid). The beliefs forming user attitudes encompassed Perceived Usefulness, signifying the belief in performance enhancement, and Perceived Ease of Use, mirroring the conviction in the system's user-friendliness (Sharp, 2007). These beliefs were directly shaped by system design characteristics denoted as X1, X2, and X3 in the model.

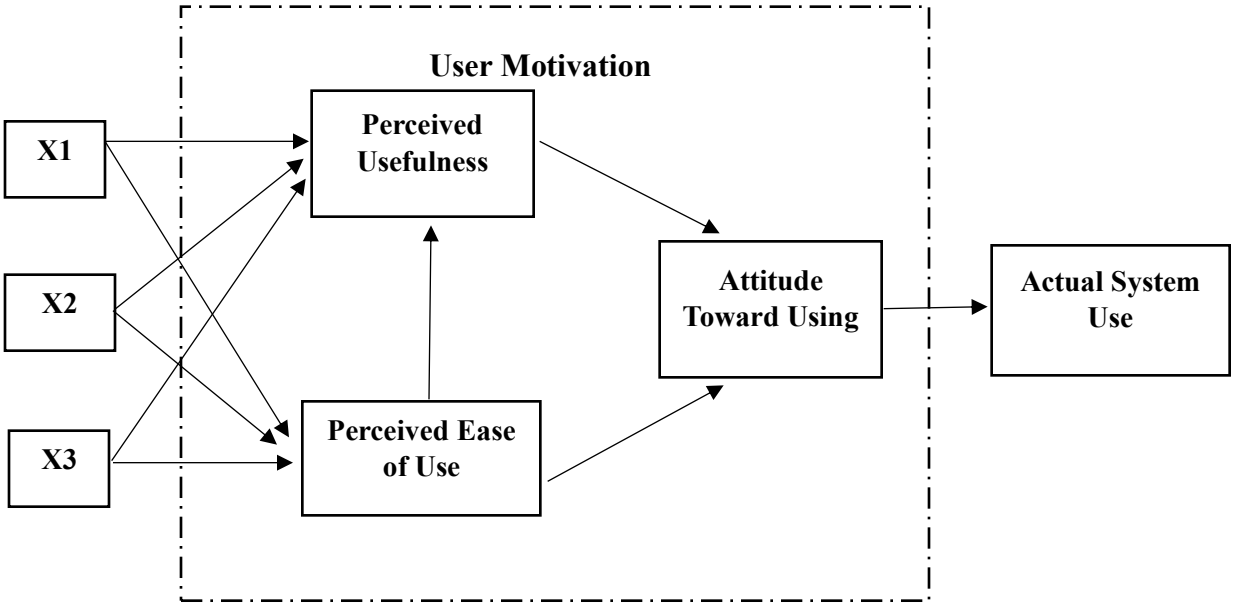


Figure 1: Original TAM Proposed by F Davis (1986)

A significant transformation occurred in the TAM model with the introduction of the Behavioral Intention variable by Davis, Bagozzi, and Warshaw (1989). Their research illuminated that attitude did not exclusively mediate Perceived Usefulness and Perceived Ease of Use, leading to the direct influence of Behavioral Intention by the perceived usefulness of the system (Ibid).

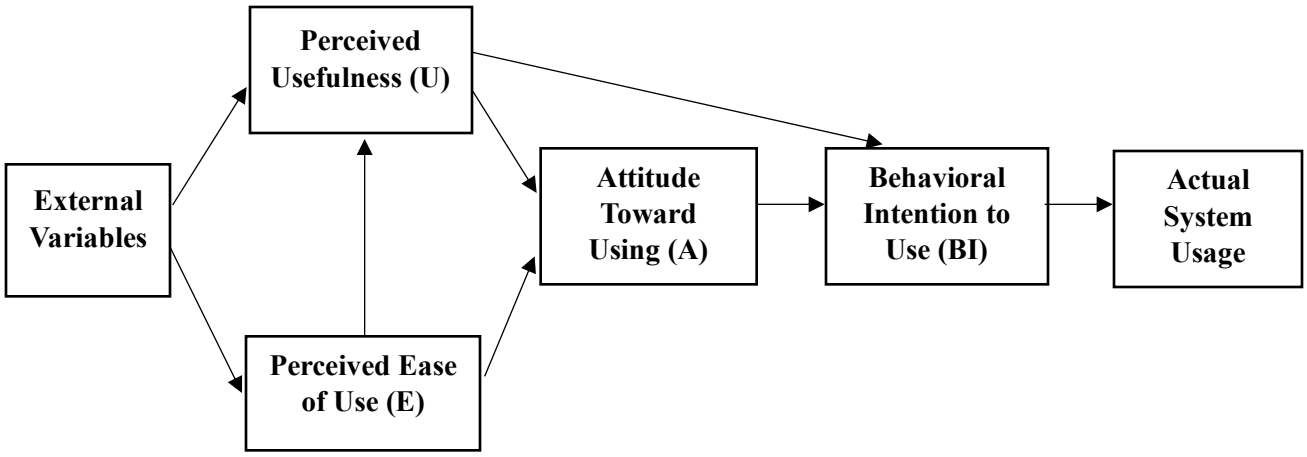


Figure 2: Modified TAM Davis, Bagozzi and Warshaw (1989)

Davis and Venkatesh (1996) proposed further refinements to the TAM model by eliminating the attitude variable, asserting its minor role in system usage behavior. External variables such as system characteristics, user training, user participation in design, and the nature of the implementation process were acknowledged as potential influencers of individuals' beliefs toward the system (Ibid).

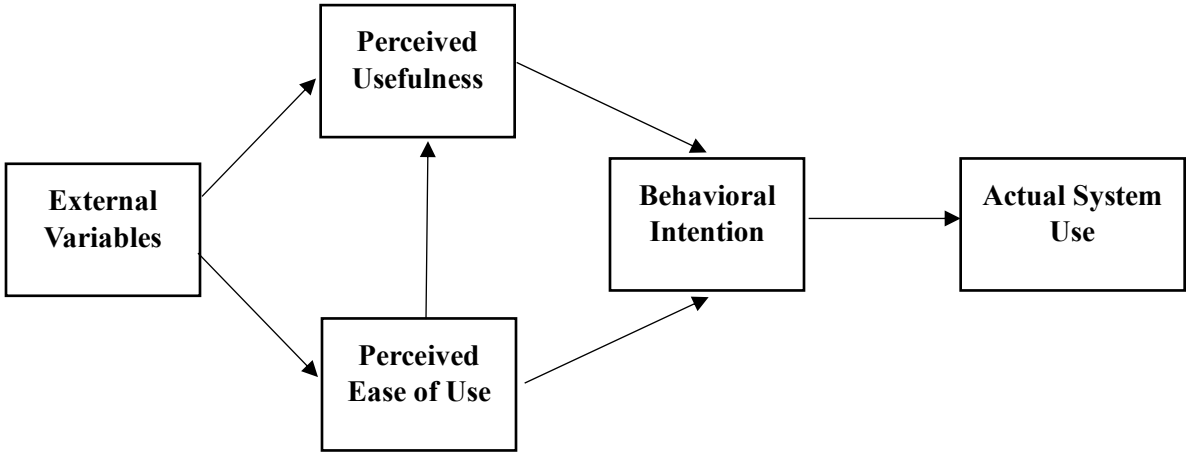


Figure 3: Final Version of TAM: Davis and Venkatesh (1996)

Continuing this trajectory, Venkatesh, and Davis (2000) identified perceived usefulness as the paramount determinant of the intention to use. This realization spurred the development of TAM2, introducing new antecedents to the perceived usefulness variable, including Subjective Norm, Image, Job Relevance, Output Quality, and Result Demonstrability (Ibid).

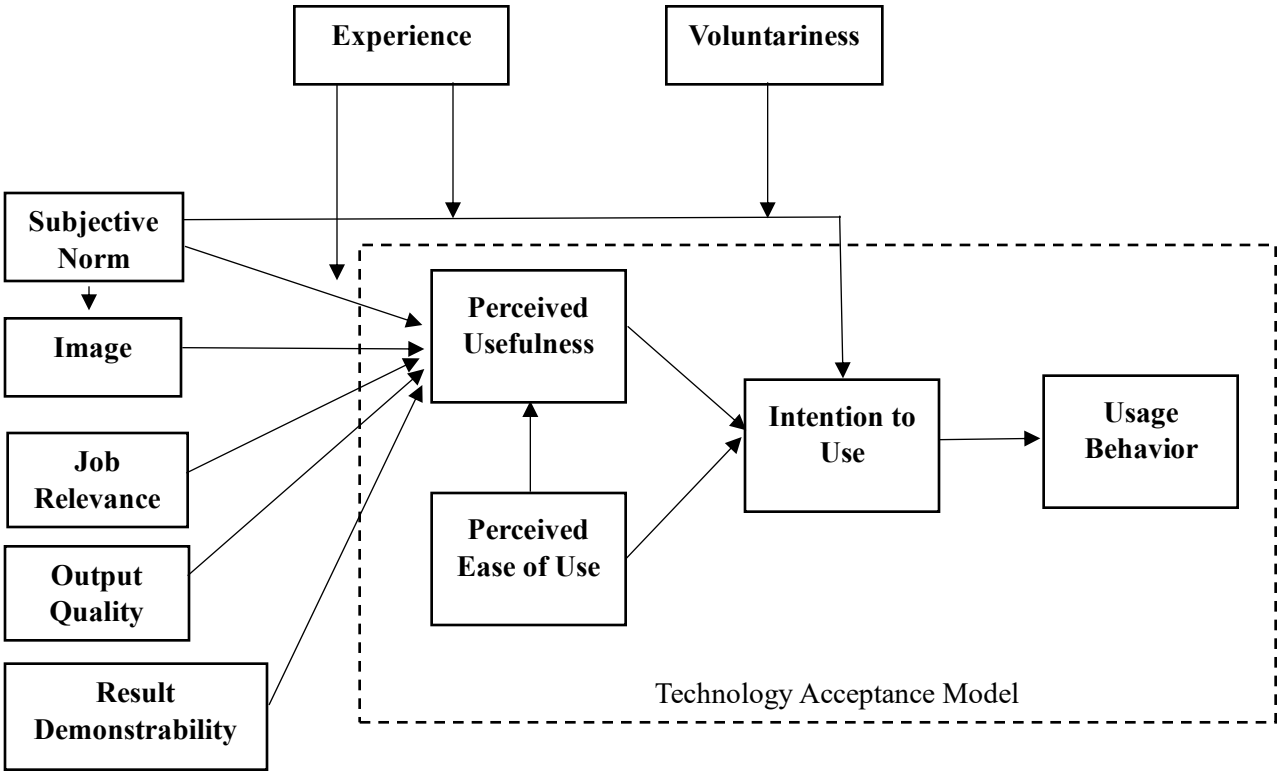


Figure 4: TAM2 (Venketesh and Davis 2000)

In the pursuit of comprehending the predictors of two groups of antecedents for perceived ease of use: anchors and adjustments. Anchors encapsulated general beliefs about computers and computer usage, while adjustments included perceived enjoyment and objective usability (Venkatesh, 2000).

This ongoing evolution and refinement have firmly established TAM as a widely adopted research model for understanding technology acceptance, contributing valuable insights into the factors shaping users' acceptance of information systems.

2.2.1.3 The Key Constructs of Modified TAM

The Modified TAM (Davis, Bagozzi and Warshaw, 1989) has emerged as a seminal theoretical framework widely acknowledged for its capacity to elucidate and forecast users' acceptance of technology. Originating in the seminal work of Davis in 1986 (Davis, 1986), TAM finds its theoretical roots in the psychological TRA and TPB. This model strategically integrates key constructs designed to comprehensively grasp the factors influencing users' behavioral intentions and subsequent actual usage of technology.

1. Perceived Usefulness (PU)

This pivotal construct encapsulates the user's subjective perception of the potential benefits of adopting a particular technology, emphasizing how it enhances job performance and facilitates task accomplishment (Davis, 1989).

2. Perceived Ease of Use (PEU)

Another foundational element, perceived ease of use, reflects the user's perception of the effort required to comprehend and utilize the technology. It encompasses beliefs concerning the simplicity of interacting with the system (Davis, 1989).

3. Attitude Toward Use (ATU)

The construct of attitude toward use delves into users' overall sentiments and evaluations regarding the utilization of technology. Shaped by perceived usefulness and ease of use, this construct plays a pivotal role in shaping users' behavioral intentions (Venkatesh et al., 2003).

4. Behavioral Intention (BI)

Behavioral intention, a direct precursor to actual system usage, represents users' readiness and willingness to engage in a specific technological behavior. Influenced by perceived usefulness, perceived ease of use, and attitude toward use, it serves as a crucial link in the TAM framework (Venkatesh et al., 2003).

5. Actual System Use (AU)

The tangible manifestation of technology acceptance, actual system use signifies users' real adoption and utilization of technology in their professional or daily activities. This construct is directly influenced by users' behavioral intentions, highlighting its significance within the TAM framework (Venkatesh et al., 2003).

These foundational constructs have undergone rigorous study and validation across diverse contexts, reinforcing their central role in understanding users' acceptance of technology (Davis, 1989; Venkatesh et al., 2003).

2.3 EMPIRICAL STUDIES

The empirical studies reviewed offer valuable insights into various factors influencing the acceptance and adoption of digital technologies, which are pertinent for understanding user behavior in the context of digital job matching platforms. Kejela and Porath (2020) focused on mobile banking acceptance among Ethiopian bank customers, emphasizing the significance of user-friendly platforms driven by attitude and perceived ease of use. Their study highlighted that customers were more likely to adopt mobile banking if they perceived it as easy to use and if they had a positive attitude towards it. However, they also noted that the study's limitation lies in its focus on banking platforms, potentially differing from job matching platforms in user expectations and interaction patterns. Thus, future research should address these differences to tailor strategies effectively for digital job matching platforms.

Similarly, Mulatu, Eshetie, and Gezahegn (2023) delved into variables impacting consumer intentions on online digital market platforms, identifying critical factors such as social influence and trust. They found that consumers' intentions to make purchases were influenced by factors such as the opinions of others, the ease of using the platform, the quality of the website, and the level of trust in the platform. However, their focus on purchase intentions rather than continuous usage or adoption limits the depth of understanding user behavior, indicating a need for future research to explore these aspects for digital job matching platforms.

Tariku et al. (2023) examined the acceptability and utilization of an electronic health information system among Health Extension Workers (HEWs) in Ethiopia, revealing an acceptance-use gap. They found that while the health workers showed high levels of acceptance towards the system, its actual utilization was low. This indicates a discrepancy between acceptance and usage, which is relevant for digital job matching platforms. However, the specificity of their focus on health workers necessitates further exploration across diverse user demographics to enhance generalizability for digital job matching platforms.

Moreover, Bramo, Desta, and Syedda (2022) highlighted the influence of cultural factors and social influence in technology acceptance through an ethnographic study. They conducted interviews and observations to understand how cultural norms and social dynamics influenced the acceptance of ICT-based health information services. Despite the richness of insights gained from

their ethnographic approach, its limited generalizability warrants future empirical studies using broader quantitative methods relevant to digital job matching platforms.

Teka (2020) and Kuhil and Temesgen (2019) investigated factors influencing the usage and adoption of electronic services in specific industries, banking, and aviation respectively. Teka's study focused on electronic banking services, identifying determinants such as perceived usefulness, ease of use, attitude, and perceived behavioral control. Similarly, Kuhil and Temesgen examined the adoption of e-ticketing in Ethiopian Airlines, identifying factors such as trust and perceived ease of use. While their findings on factors like perceived usefulness and ease of use are pertinent, their industry-specific focus necessitates adaptation to job matching contexts for comprehensive understanding and application.

Furthermore, studies by Hailu, Mammo, and Ketema (2016) and Kalayou, Endehabtu, and Tilahun (2020) examined technology acceptance within agricultural and health sectors, offering insights into factors like perceived usefulness and ease of use. Hailu, Mammo, and Ketema's study focused on internet acceptance and use in agricultural education and research, while Kalayou, Endehabtu, and Tilahun assessed the adoption of eHealth systems. Both studies emphasized the importance of ensuring perceived usefulness and ease of use for successful technology adoption. However, the sector-specific focus calls for validation across different technologies, including digital job matching platforms.

Similarly, Abab, Wakjira, and Negash (2020) and Mengistie and Worku (2020) explored acceptance and attitudes towards specific digital services, highlighting the importance of factors such as trust and compatibility. Abab et al.'s study investigated the operational success of the Land Registration Information System (NRLAIS), while Mengistie and Worku's study focused on internet banking adoption. Both studies underscored the significance of factors like perceived usefulness and ease of use for user acceptance. However, their narrow focus on particular services necessitates broader validation for digital job matching platforms.

Lastly, Hagos and Negash (2014) and Berhanu, Mehretu, and Ephraim (2017) investigated technology acceptance in educational and agricultural sectors, providing insights applicable to digital job matching platforms. Hagos and Negash examined factors influencing the acceptance of e-learning systems among undergraduate distance learners, while Berhanu et al. studied internet acceptance and use in agricultural education. Both studies emphasized the importance of ensuring

perceived usefulness and ease of use for successful technology adoption. However, future research should address differences in user engagement and contexts to develop targeted adoption strategies for digital job matching platforms.

2.4 DIGITAL JOB MATCHING PLATFORMS (DJM)

2.4.1. Global Trends in the Development and Expansion

The dynamic evolution of digital job matching platforms is a result of various influential factors, reflecting the shifting landscape of work and ongoing technological advancements. This section explores key trends and developments in global expansion, task diversification, technological integration, policy considerations, a focus on skills and training, and worker empowerment and advocacy.

Global Expansion:

Digital job matching platforms have witnessed significant global expansion, connecting workers and clients across international borders (ILO, 2018). This expansion plays a pivotal role in breaking down geographical barriers, fostering a more interconnected global workforce and creating a borderless employment landscape.

Diversification of Tasks:

Tasks available on digital job matching platforms have experienced substantial diversification, embracing activities such as data entry, content creation, transcription, image annotation, and localized market research (ILO, 2019). This diversification highlights the adaptability of these platforms to meet various client needs and align with the evolving nature of digital work.

Technological Integration:

Advancements in technology, including artificial intelligence, machine learning, and automation, have significantly influenced the development of digital job matching platforms (Benner & Sandvig, 2017). These platforms have seamlessly integrated technological tools to streamline task allocation, enhance worker-client matching, and improve overall task completion efficiency.

Policy and Regulatory Considerations:

The emergence of digital job matching platforms has triggered discussions on policy and regulatory frameworks to ensure decent work, fair compensation, and social protection for workers

engaged in digital labor (ILO, 2020). Policymakers and organizations are actively exploring strategies to address challenges and opportunities, creating an environment conducive to fair and ethical digital work practices.

Skills and Training:

The demand for specific skills on digital job matching platforms has led to a heightened focus on skills development and training programs (Lehdonvirta & Kässi, 2014). Workers actively seek opportunities to enhance their digital skills to remain competitive in the digital labor market, while clients are looking for workers with specialized capabilities to meet their task requirements.

Worker Empowerment and Advocacy:

The rise of digital job matching platforms has ignited discussions around worker empowerment, fair working conditions, and advocacy for the rights of digital workers (Wood et al., 2019). Initiatives and organizations have emerged to address issues related to worker rights, fair compensation, and ethical practices within the digital labor ecosystem.

In summary, these global trends and developments underscore the multifaceted nature of digital job matching platforms, reflecting the intersection of technology, work, policy, and human capital, shaping the future of work.

2.4.2. DEVELOPMENT OF DJM PLATFORMS IN SUB-SAHARAN AFRICA

Job matching platforms, often referred to as job-tech platforms, have become integral components of the modern labor market, transforming the way job seekers connect with employment opportunities and facilitating recruitment processes. This literature review explores the acceptance and adoption dynamics of job matching platforms in Sub-Saharan Africa, with a focus on trends, types, and future perspectives.

2.4.2.1. Trends in Job Matching Platforms

The rise of super apps, offering integrated services within a single platform, is a notable trend reshaping the job-tech landscape in Sub-Saharan Africa. These super apps provide comprehensive solutions for both job seekers and employers, enhancing the efficiency of recruitment processes. Additionally, the verticalization of startups addresses region-specific challenges, providing tailored infrastructure and tools for entrepreneurs. The growing importance of digital platforms in

addressing gig economy challenges, particularly in price-sensitive markets and the informal sector, underscores the dynamic nature of job matching platforms (Jobtech Alliance, 2023; ILO, 2021).

2.4.2.2. Types of Job Matching Platforms

A comprehensive categorization of job matching platforms reveals a diverse landscape, including skilled online freelancing, managed services/BPO, task-based microwork, X-to-earn/play-to-earn, platforms for creative content producers/influencers, and trading platforms for digital products. Each type caters to specific skills and services, reflecting the varied nature of employment opportunities in Sub-Saharan Africa. Jobtech Alliance (2023) and ILO (2021) categorized these platforms into Offline work mediated through digital platforms and digitally enabled work platforms.

- **Types of Offline Work Mediated through Digital Platforms**

Digital platforms have revolutionized work dynamics, giving rise to various categories of offline work facilitated or mediated online. The following types, based on the World Bank and the Jobtech Taxonomy, offer diverse services and opportunities for service providers and consumers alike.

1. **Taxi/Ride Hailing/Delivery/Logistics:**

This category involves platforms connecting passengers or package senders with drivers for transportation or delivery services. Examples include Uber, DoorDash, Ride, Feres, utilizing digital technology to match drivers with customers needing transportation or delivery services.

2. **Home Services/Technical Services:**

Platforms in this category facilitate home maintenance, repair, or technical services. They connect homeowners with service providers for tasks such as plumbing, electrical work, carpentry, and other technical services. E.g. GoodayOn.

3. **Cleaning/Domestic Work:**

Focused on connecting individuals or businesses with cleaning and domestic service providers, platforms in this category may offer services such as house cleaning, laundry, and other domestic tasks. E.g. TaskMoby.

4. **Care Services:**

Platforms in this category connect individuals in need of care services, such as childcare or eldercare, with caregivers or service providers, facilitating the matching of caregivers with families or individuals seeking care services. E.g. Mogzit.

5. **Job Boards/Recruitment Platforms:**

Job boards and recruitment platforms facilitate the matching of job seekers with potential employers. Employers can post job openings, and job seekers can search for and apply to available positions. E.g. LinkedIn, Ethiojobs.net, and HaHujobs.

6. **Distributed Manufacturing:**

Platforms in this category connect manufacturers, designers, and consumers for the production and distribution of physical goods. This may include facilitating custom manufacturing, 3D printing services, and distributed supply chain management.

Each category represents a distinct segment of offline work mediated through digital platforms, contributing to the evolution of the modern workforce.

❖ **Digitally Enabled Work Platforms**

Digitally enabled work refers to work facilitated or mediated through digital platforms, and the Jobtech Taxonomy outlines five subcategories of digitally enabled work platforms.

1. **Skilled Online Freelancing Platforms:**

These platforms connect businesses or individuals with skilled professionals for project-based work. Examples include Upwork and Freelancer, enabling businesses to hire freelancers for tasks such as web development, graphic design, and content creation.

2. **Managed Services/Business Process Outsourcing (BPO) Platforms:**

Platforms in this category provide businesses with access to managed services or outsourcing solutions, offering services like customer service, data entry, or other business process outsourcing services.

3. **Task-Based Microwork Platforms:**

These platforms offer small, discrete tasks that can be completed by a distributed workforce. Examples include Amazon Mechanical Turk and CrowdFlower, providing tasks such as data labeling, image annotation, and content moderation.

4. **X-to-Earn/Play-to-Earn Platforms:**

Platforms in this category allow users to earn money or rewards by completing tasks or playing games. Examples include Swagbucks and InboxDollars, offering opportunities to earn money through surveys, videos, or games.

5. **Platforms for Creative Content Producers/Influencers:**

These platforms connect content creators with brands or businesses for sponsored content or influencer marketing campaigns. Examples include Instagram and YouTube, allowing influencers to monetize their content through brand partnerships and sponsorships.

2.4.2.3. Future of Job Matching Platforms

The future trajectory of job matching platforms in Sub-Saharan Africa is anticipated to be influenced by the adoption of super apps, the continued verticalization of startups, and the ongoing evolution of the gig economy. These platforms are expected to play a central role in addressing challenges related to informal employment and creating new opportunities for both job seekers and employers. The potential for market creation through job matching platforms, especially in sectors where labor non-consumption transforms into consumption, emerges as a significant driver for economic growth (Jobtech Alliance, 2023; ILO 2021).

2.4.3. LABOR FORCE AND JOB MATCHING PLATFORMS IN ETHIOPIA

2.4.3.1. Labor Force and Job Creation Challenges

Estimates suggest that over 2 million youth enter the labor market in Ethiopia each year, necessitating the creation of 14 million jobs between 2020 and 2025 to accommodate the new labor market entrants and the existing backlog of unemployed individuals (Job Creation Commission, 2020). Women and youth face unique structural challenges when transitioning into the workforce and often encounter persistent barriers in accessing the labor market compared to males and adults. In January 2020, urban youth (ages 15–29) experienced an unemployment rate of 25.7%, while

urban females faced an even higher rate of 31.7%, contrasting with 18.8% for young urban men above 30 years of age (Federal Democratic Republic of Ethiopia, Central Statistical Agency, 2020).

However, the economy struggles to meet this demand. In Sub-Saharan Africa, it is estimated that around 96% of youth are affected by informal labor practices and unstable incomes (ILO, 2020). Labor markets in Ethiopia mirror these trends with high levels of subsistence employment, pervasive self-employment with minimal productivity, and low wage employment.

The state remains heavily involved in key economic sectors through state-owned enterprises (SOEs), including telecommunications, finance, energy, logistics, transport, and manufacturing (JCC, 2020). The private and public sectors have created similar numbers of wage employment opportunities, but the number of civil servants has doubled since 2009. This trajectory is unsustainable and risks exacerbating unemployment and poverty.

The COVID-19 pandemic has intensified these challenges by causing reduced employment and household incomes, along with heightened inactivity. Urban household incomes have declined significantly due to lower demand, impacting income generation from self-employment, wage-employment, and household enterprises (CSA, 2020). Women, comprising 80% of the workforce in hospitality, tourism, and industrial parks, face substantial economic hardship due to the pandemic (JCC, 2020). The pandemic's impact on youth has been profound, leading to disruptions in education, training, and employment, as well as income loss and difficulty securing quality jobs (ILO, 2020).

Ethiopia has achieved remarkable economic growth over the past decade, with an average growth rate of around 10% and a reduction in poverty from 55.5% in 2000 to 26.7% in 2016 (World Bank, 2020). Despite these achievements, the growth model is under stress due to a fragile macroeconomic situation, stagnant exports, and a less favorable global environment. Job creation is a critical challenge, particularly with over 20 million Ethiopians remaining in extreme poverty and the annual need to create productive jobs for the projected 2 million new entrants to the labor market.

To sustain economic growth and inclusivity, market constraints must be addressed to attract private sector investment while promoting poverty reduction and inclusivity. If new job opportunities are created, Ethiopia's youth can become a dynamic force for economic growth; otherwise, unemployment and poverty risks will escalate.

Ethiopia's demographic profile not only showcases its current large population but also projects substantial growth, creating a robust foundation for the digital gig economy (WB 2019; Youth Impact Labs Report, 2020; CSA, 2018). The youthful population, combined with a growing labor force, signifies a demographic dividend that digital gig platforms can leverage for expansion.

2.4.3.2. Digital Infrastructure

The digital gig economy has witnessed growth in Ethiopia, with mobile phone penetration estimated at 32%, and internet access reaching around 34% of the population in 2018 (WB, 2019; Youth Impact Labs Report, 2020; CSA, 2018). This growth, however, is not without challenges. The high cost of data, exceeding 5% of the average monthly GNI per capita, poses affordability concerns for potential gig workers. Additionally, the persistence of unreliable data connections, coupled with occasional internet shutdowns reported at least twice a year, hampers the seamless operation of gig work (Youth Impact Labs Report, 2020; CSA, 2018). These challenges highlight the need for continued efforts to enhance digital infrastructure and address connectivity issues.

2.4.3.3. Policy Environment, and Initiatives

Ethiopia has taken commendable steps to bolster the development of digital job matching platforms, recognizing their potential to bridge the gap between job seekers and employers. The Ethiopian Jobs Creation Commission (JCC), established in 2019, plays a pivotal role in coordinating nationwide job creation efforts (Ethiopian Jobs Creation Commission, 2019). While the specific focus on digital job matching platforms is not explicitly outlined in available sources, the JCC's broader mission implies a role in fostering various avenues for job creation, including digital platforms.

The Ethiopian Digital Jobs Initiative (EDJI), a collaborative effort by the International Labor Organization (ILO) and the Mastercard Foundation since 2013, aims to equip Ethiopian youth with digital skills and connect them with employment opportunities through digital platforms. This initiative is a significant contributor to the broader landscape of digital job matching in the country, addressing the crucial aspect of skill development.

The Digital Ethiopia 2025 strategy, launched by the Ethiopian government in 2019, outlines a comprehensive vision for transforming the country into a digital economy (ITU, 2019). While the strategy encompasses initiatives to enhance digital infrastructure, promote digital skills, and create

an enabling policy environment, the specific mention of digital job matching platforms is not explicitly provided. However, the overarching goals of the strategy align with creating an ecosystem conducive to the growth of various digital services, including job matching platforms.

Despite these initiatives, the development of digital job matching platforms in Ethiopia faces challenges that are not unique to the country. Digital literacy remains a significant hurdle, with only 11% of the population owning smartphones (Youth Impact Labs Report, 2020). This statistic underscores the need for targeted interventions to enhance digital literacy levels, ensuring broader access to digital platforms.

The prevalence of unreliable digital infrastructure, marked by periodic internet shutdowns reported at least twice a year, poses an additional challenge (Ibid). This issue may affect the seamless functioning of digital job matching platforms, necessitating efforts to address and mitigate such disruptions.

In conclusion, Ethiopia's initiatives to promote digital job matching platforms are embedded within broader strategies for economic transformation. While specific details on these platforms are not explicitly outlined in the available sources, the overarching goals and challenges resonate with global trends in the digital gig economy. Enhancing digital literacy and addressing infrastructure challenges are critical components to ensure the success and inclusivity of digital job matching platforms in Ethiopia.

2.4.3.4. Diversity of Gig Work

Various types of gig work contribute to the digital gig economy in Ethiopia, including ride-hailing, microtask work, delivery and collection services, and artisanal services. The entry of global players like Uber, coupled with the growth of local companies, has propelled this diversity. Much of the digital gig work is conducted in the informal sector, employing over 1.34 million people, nearly one-fifth of the urban workforce (Youth Impact Labs Report, 2020; CSA, 2018). The diversity in gig work types reflects the adaptability of the digital gig economy to cater to a range of services, contributing to its widespread impact on employment.

2.4.3.5. Challenges and Opportunities in Urban Areas

While the digital gig economy presents significant opportunities for growth, especially in urban areas, challenges such as the high cost of data and unreliable data connections persist. These

challenges necessitate continued efforts to enhance digital infrastructure and connectivity (WB, 2019; Youth Impact Labs Report, 2020; CSA, 2018). Urban areas, with their concentration of potential gig workers and service demand, become focal points for growth. However, addressing challenges related to digital access and reliability remains paramount for maximizing the potential impact in these urban centers.

2.4.4. Factors Affecting the Acceptance and Adoption of DJM Platforms

Digital Job Matching (DJM) platforms have gained global attention for their potential to transform the job search process, making it more efficient and effective. As technology becomes increasingly integrated into the recruitment landscape, understanding the factors influencing the acceptance and adoption of DJM platforms becomes crucial. This section explores key factors, delving into their implications on the efficiency, user experience, trust, and reputation of these platforms.

I. Efficiency and Effectiveness

Globally, DJM platforms have showcased their ability to revolutionize the efficiency and effectiveness of job searches (Taherdoost et al., 2019). Leveraging advanced algorithms and data analytics, these platforms intelligently match job opportunities with qualified candidates, creating a streamlined connection between job seekers and employers. The efficiency gains and increased effectiveness in matching the right talent with the right opportunities become fundamental aspects influencing the widespread acceptance of DJM platforms.

II. User Experience and Trust

Positive user experience and trust are recognized as pivotal determinants affecting the acceptance of technology (Fathema & Sutton, 2013). In the context of DJM platforms, user trust in the platform's capability to facilitate successful job matches and provide a positive overall experience emerges as a critical factor for adoption. User-centric design, intuitive interfaces, and transparent communication contribute to a positive user experience, fostering trust and influencing the decision of job seekers and employers to embrace DJM platforms.

III. Platform Reputation

The reputation of DJM platforms, perceived by both workers and clients, holds significant sway in their acceptance and adoption. A positive reputation enhances trust, impacting user confidence in the platform's ability to facilitate successful job matches. Platforms that consistently deliver

positive outcomes, showcase reliability, and prioritize user satisfaction build a strong reputation. Conversely, negative reviews or experiences can hinder adoption, highlighting the integral role of platform reputation in shaping the perceptions and decisions of potential users.

In summary, efficiency, user experience, trust, and platform reputation are interconnected factors influencing the acceptance and adoption of DJM platforms. Recognizing the importance of these elements is essential for the ongoing evolution and success of digital job matching in the global job market.

CHAPTER THREE

METHODOLOGY

This chapter outlines the research design and methodologies selected to address the research questions and achieve the specific objectives of studying the adoption and acceptance of the HaHuJobs and Afriwork digital job matching platforms in Addis Ababa, Ethiopia. By adopting a mixed-methods approach that combines quantitative surveys and qualitative responses collected through questionnaires, the study aims to provide a thorough understanding of users' perceptions and experiences with these platforms. This approach, grounded in the Modified Technology Acceptance Model (TAM), allows for a comprehensive analysis of the factors influencing platform adoption and usage, ensuring a nuanced understanding of the user-centric factors at play in this dynamic context.

3.1. RESEARCH DESIGN

The chosen research design adopts a mixed-methods approach, strategically selected to leverage the strengths of both quantitative and qualitative data collection techniques. This methodological fusion aligns with the principles of triangulation, a widely accepted strategy in research that aims to enhance the credibility and validity of findings (Creswell & Creswell, 2017). Triangulation involves the concurrent use of multiple data sources, methods, investigators, and theories to corroborate and validate research conclusions (Denzin, 1978).

The rationale behind this selection stems from the acknowledgment of the complementary nature of quantitative and qualitative methodologies. Quantitative data, through its numerical analysis, allows for the identification of patterns, correlations, and statistical relationships within the dataset (Creswell & Creswell, 2017). Conversely, qualitative data delves into the subjective experiences, perceptions, and attitudes of research participants, providing rich contextual insights into the phenomenon under investigation (Ibid).

The integration of these methodologies facilitates a comprehensive understanding of the research problem by capitalizing on the strengths of each approach (Johnson & Onwuegbuzie, 2004). By conducting mixed analysis, researchers gain the ability to compare, correlate, and synthesize quantitative and qualitative findings, thereby offering a holistic depiction of the phenomenon

(Creswell & Creswell, 2017). This integration enhances the depth and breadth of the research outcomes, enriching the interpretation and implications for theory and practice.

In summary, the adoption of a mixed-methods research design underscores a deliberate effort to capitalize on the synergies between quantitative and qualitative approaches, thereby augmenting the rigor, comprehensiveness, and validity of the study's outcomes.

3.2. SAMPLING STRATEGY

A meticulous sampling strategy was employed to ensure the robustness and relevance of findings in this case study, which focuses on two selected platforms, HaHuJobs and Afriwork, in Addis Ababa, Ethiopia. Drawing upon established sampling methodologies, a purposeful and convenient sample was utilized, guided by the principles outlined by Palinkas et al. (2015) and Etikan, Musa, & Alkassim (2016).

Purposeful sampling, as advocated by Palinkas et al. (2015), was guide the selection process, enabling the identification and inclusion of individuals who possess comprehensive knowledge and experience with digital job matching platforms. Specifically, registered job seekers who actively utilize Freelance-Afriwork, and HaHuJobs platforms for at least one year were purposefully selected. The researcher employed various recruitment methods, such as posting questionnaires on Telegram bots and sending emails, to engage with potential participants. These individuals were chosen based on their active engagement and familiarity with the platforms, ensuring the capture of nuanced insights into their acceptance and adoption behaviors.

Complementing purposeful sampling, a convenient sampling approach, as discussed by Etikan, Musa, & Alkassim (2016), will facilitate the recruitment of participants who are easily accessible and geographically proximate. This methodology is particularly advantageous for engaging a diverse pool of participants, including both job seekers and employers, across various demographic segments.

Furthermore, to promote inclusivity and representation across different demographic categories, quota allocation was applied based on participants' level of education and gender. This strategy aims to ensure that the sample reflects the diverse spectrum of users within the digital job matching landscape, enhancing the validity and comprehensiveness of findings.

The sample size determination was conducted using a statistical power calculation to ensure the study yields statistically significant and reliable results. A total of 304 potential research participants were surveyed. Quota allocation was used based on participants' demographic characteristics such as age, gender, education level, and employment status, further ensuring the inclusivity and representativeness of the sample.

In summary, the sampling strategy outlined integrates purposeful and convenient sampling methodologies, tailored to capture comprehensive data on the acceptance and adoption of digital job matching platforms. By carefully selecting participants and determining sample size, the study endeavors to offer insightful perspectives into users' acceptance and adoption behaviors within the digital employment landscape.

3.3. QUANTITATIVE DATA COLLECTION

Survey Questionnaire

The data collection instruments for this study consist of a survey questionnaire on users' acceptance and adoption of digital job matching platforms.

The survey questionnaire is structured based on the TAM electronic questionnaire, originally developed by Davis and Venkatesh in 1996. This questionnaire has undergone validation in various contexts by researchers such as Nair & Das in 2011. It comprises 25 questions presented in a 5-point Likert-type scale format, where respondents rate their agreement from 1 (strongly agree) to 5 (strongly disagree).

Included within the survey questionnaire is demographic information to provide context for the responses. The questionnaire then delves into five key constructs related to users' perceptions and behaviors concerning digital job matching platforms. These constructs include Perceived Ease of Use (PEU), Perceived Usefulness (PU), Attitude towards Use (ATU), Behavioral Intention (BI), and Actual Use (AU).

The PEU section consists of 5 questions aimed at assessing the ease of use of the specific digital job matching platform being evaluated. Following this, participants respond to 5 questions in the PU section, which seeks to understand the perceived usefulness of the platform in enhancing job searching, productivity, and efficiency. Subsequently, the ATU section comprises 5 questions aimed at understanding users' overall attitudes towards using the digital job matching platform.

Participants then answer 5 questions in the BI section to gauge their intention to continue using the platform in the future. Finally, the AU section includes 5 questions to assess participants' current usage patterns and engagement with the platform.

In addition to the structured survey questions, six open-ended questions are included to gather additional insights into users' experiences and perceptions of using the selected digital job matching platforms. These open-ended questions allow participants to provide detailed feedback, share specific challenges or positive experiences, and offer suggestions for improvement.

To establish the validity of the survey questions, feedback was sought from a diverse group of stakeholders, including 10 randomly selected active users of digital job matching platforms, job matching platform developers and owners, and Jobtech platform experts with experience in the Ethiopian ecosystem. Their input will help ensure that the survey questions effectively capture users' experiences and perceptions and align with the objectives of the study.

Instrument Development: The survey instrument's development is a thoughtful process involving the integration of established scales and validated instruments from previous studies. The survey has covered crucial factors, including perceived usefulness, perceived ease of use, perceived enjoyment, social influence, trust, perceived risk, and system quality. Demographic variables, such as age, gender, educational background, and prior technology experience, were incorporated to create a holistic dataset. **Table-1** (refer Annex) provides Chosen variables for investigating users' acceptance and adoption of digital job matching platforms based on the Modified TAM

3.4. DATA ANALYSIS

Quantitative Analysis

The collected data were exported into SPSS software (version-27) from Excel for data analysis. Furthermore, AMOS software (version-26) was used after exporting the SPSS data. The data analysis for this research study employed statistical factorial analyses to test the study's hypotheses. One of the forms of factorial analysis is Exploratory Factor Analysis (EFA) which we employed to identify the latent constructs in the data and ascertain the factorial validity of these constructs (Hair, Anderson, Tatham, & Black, 1998; Lee, Hsieh, & Chen, 2013). Because the latent constructs in social science are often interrelated, we used the maximum likelihood (ML) factor extraction method with Promax rotation to permit inter-factor correlation. Factors with an

eigenvalue exceeding one were selected for rotation (Field, 2000). A factor loading of 0.5 was used as a lower cut-off value for the selection of variables for each factor (Ibid). The latent factors identified through EFA were checked using Cronbach's alpha statistics. This statistic used to assess the internal consistency or reliability of a set of survey items that are supposed to measure the same underlying construct.

Following exploratory factor analysis (EFA), confirmatory factor analysis (CFA) was conducted using AMOS software to validate the measurement model derived from the theoretical framework. CFA was verified whether the observed variables reliably represent the latent constructs and assess the fit between the collected data and the hypothesized model (Bollen, 1989). By specifying the proposed model and estimating the relationships between observed variables and latent constructs, CFA was used for the evaluation of construct validity and measurement precision.

In addition, Simple and Multiple Linear Regression Analysis was conducted to identify the associated factors and statistical significance test was declared at P-value <0.05 and with 95% confidence interval.

Qualitative Analysis

While this study employed a qualitative approach, a semi-structured questionnaire could have enriched the data collection by examining user perceptions through the lens of the Modified Technology Acceptance Model (TAM). Open-ended questions would have explored user experiences with platform navigation (ease of use), the perceived usefulness of job matches for their skillsets, and overall satisfaction with the job search process facilitated by these platforms (behavioral intention to use). Additionally, the questionnaire could have delved into user perceptions of information clarity (perceived usefulness) and the effectiveness of these platforms in connecting them with relevant opportunities (perceived usefulness). By incorporating these TAM dimensions, the questionnaire would have provided a more comprehensive understanding of user perceptions towards digital job matching platforms.

The collected data would then be thematically analyzed to identify recurring themes and patterns in user responses. This analysis would be informed by the Technology Acceptance Model (TAM) framework (Davis, 1989), particularly focusing on perceived ease of use (PEU) and perceived usefulness (PU) as core factors influencing user adoption.

By using the Modified TAM as a lens, the analysis could explore how user perceptions of platform design, efficiency, and features like personalization align with these constructs and contribute to user adoption of digital job matching platforms.

3.5. EXPLANATION OF PLATFORM SELECTION

The researcher strategically opted to focus on newly emerging digital job matching platforms in Ethiopia, specifically targeting platforms like HaHuJobs and Freelance-Afriwork works connection platforms. This selection is underpinned by several key considerations aimed at enhancing the relevance, impact, and practical implications of the research.

- ***User Base and Target Users:*** These platforms were chosen due to their growing user base and strategic focus on connecting job seekers with employers. These platforms have gained prominence in recent times, attracting a diverse pool of users, especially among low and medium-skilled individuals and fresh graduates dominating the labor market in Addis Ababa, Ethiopia. By targeting platforms with a broad user base, the research aims to capture a representative sample that reflects the diverse demographics and experiences of job seekers and employers in the Ethiopian context.
- ***Package of Services and Accessibility:*** This study focused on HaHuJobs (https://hahu.jobs/) and Afriwork (https://afriworket.com/), leading digital job matching platforms in Addis Ababa, Ethiopia. These platforms cater to low- and medium-skilled job seekers, Micro and Small Enterprises (MSEs), and corporates. Their comprehensive service package includes mobile applications, web portals, Telegram bots, call centers, and service centers offering assisted in-person services. This multi-channel approach aimed to ensure accessibility to a broader segment of the target. By accommodating variations in technological literacy, internet accessibility, and personal preferences, the study design facilitated participation from a more diverse pool of users. This inclusivity aligns with the research's goal of understanding how different factors, including accessibility itself, influence users' acceptance and adoption of these specific digital job matching platforms.
- ***Dominance in the Labor Market:*** The platforms were chosen based on their relevance to the labor market dynamics in Addis Ababa, Ethiopia. They cater to the needs of low and medium-skilled workers and fresh graduates, who constitute a significant portion of the labor force in the city. Focusing on these platforms allows the research to provide insights

that are directly applicable to the dominant demographics in the local job market, enhancing the practical implications of the study.

- ***Previous Experiences of the Researcher:*** The researcher's previous experiences of working with these platforms contribute to the rationale for their selection. Familiarity with the operational nuances, challenges, and opportunities of these platforms positions the researcher to navigate the research process more effectively. The prior engagement also facilitates collaboration, as the researcher has established relationships with platform owners and has insight into the platforms' functionalities.
- ***Willingness of Platform Owners to Support Data Collection:*** The willingness of platform owners to support data collection is a crucial factor in platform selection. The researcher has established communication with the platform owners, and they have expressed a genuine interest in contributing to research that can inform improvements to their platforms. This collaborative approach ensures access to necessary data, insights, and possibly future support for the implementation of research recommendations.
- ***Interest in Research Findings for Decision Making:*** Platform owners' expressed interest in obtaining research findings for decision-making purposes further justifies their inclusion in the study. By aligning the research with the platforms' objectives for improvement and growth, the study becomes more impactful and resonant with the needs of the platforms themselves. This mutual interest enhances the likelihood of the research findings being actively utilized in refining platform strategies and functionalities.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1. RESULTS

4.1.1. QUANTITATIVE ANALYSIS

4.1.1.1. Socio-Economic and Demographic Characteristics of Respondents

A total of 303 respondents were participated in this study. However, after organizing the respondents' data, 224 responses were used for this study. Of these, 118 (52.7%) were in the age group less than 26 years and males constitute 179 (79.9%). Among the study participants 156 (69.6%) were living in urban areas and the rest were rural areas. One hundred eight six (83.0%) of the participants were single. One hundred sixty-nine (75.4%) have first degree and 24(10.7%) have second degree and above. One hundred fifty-two (67.9%) were unemployed. The majority of participants, 156 (69.6%), live with families of less than 7. Eighty-one (36.2%) of respondents have a monthly family income between 5,000 to 10,000 ETB. The majority of participants, 178 (79.5%) used HaHuJobs platform (***Table-1***).

Table 1: Socio-Economic and Demographic Characteristics of Respondents

Variables	Categories	Frequency	Per cent
Sex	Male	179	79.9
	Female	45	20.1
Age	≤25	118	52.7
	26-30	83	37.1
	≥31	23	10.3
Education	Diploma and below	31	13.8
	First degree	169	75.4
	Second degree and above	24	10.7
Marital status	Single	186	83.0
	Married	38	17.0
Place of residence	Urban (in Addis Ababa)	72	32.1
	Urban (outside Addis Ababa)	84	37.5
	Rural	68	30.4
Family size	≤6	156	69.6
	≥7	68	30.4
Occupation	Employed	67	29.9
	Unemployed	152	67.9
	Private	5	2.2
Family monthly income (in ETB)	<5,000	71	31.7
	5,001-10,000	81	36.2

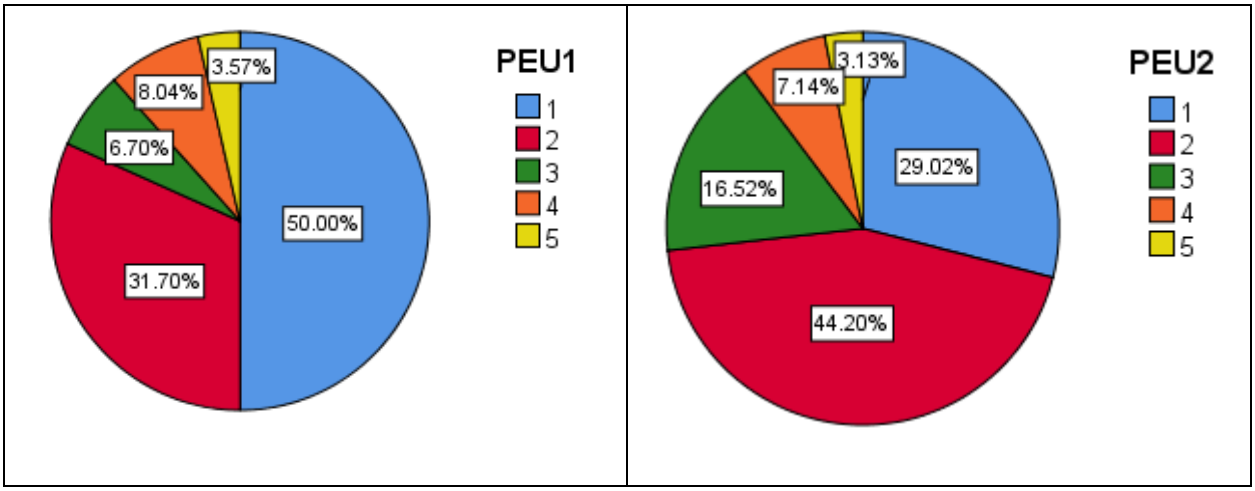
	10,001-15,000 15,001-20,000 >20,000	31 21 20	13.8 9.4 8.9
Work experience (in year)	<1 1-2 2-3 >3	106 43 23 52	47.3 19.2 10.3 23.2
Platforms	Afriwork HaHuJobs **Total**	46 178 224	20.5 79.5 100

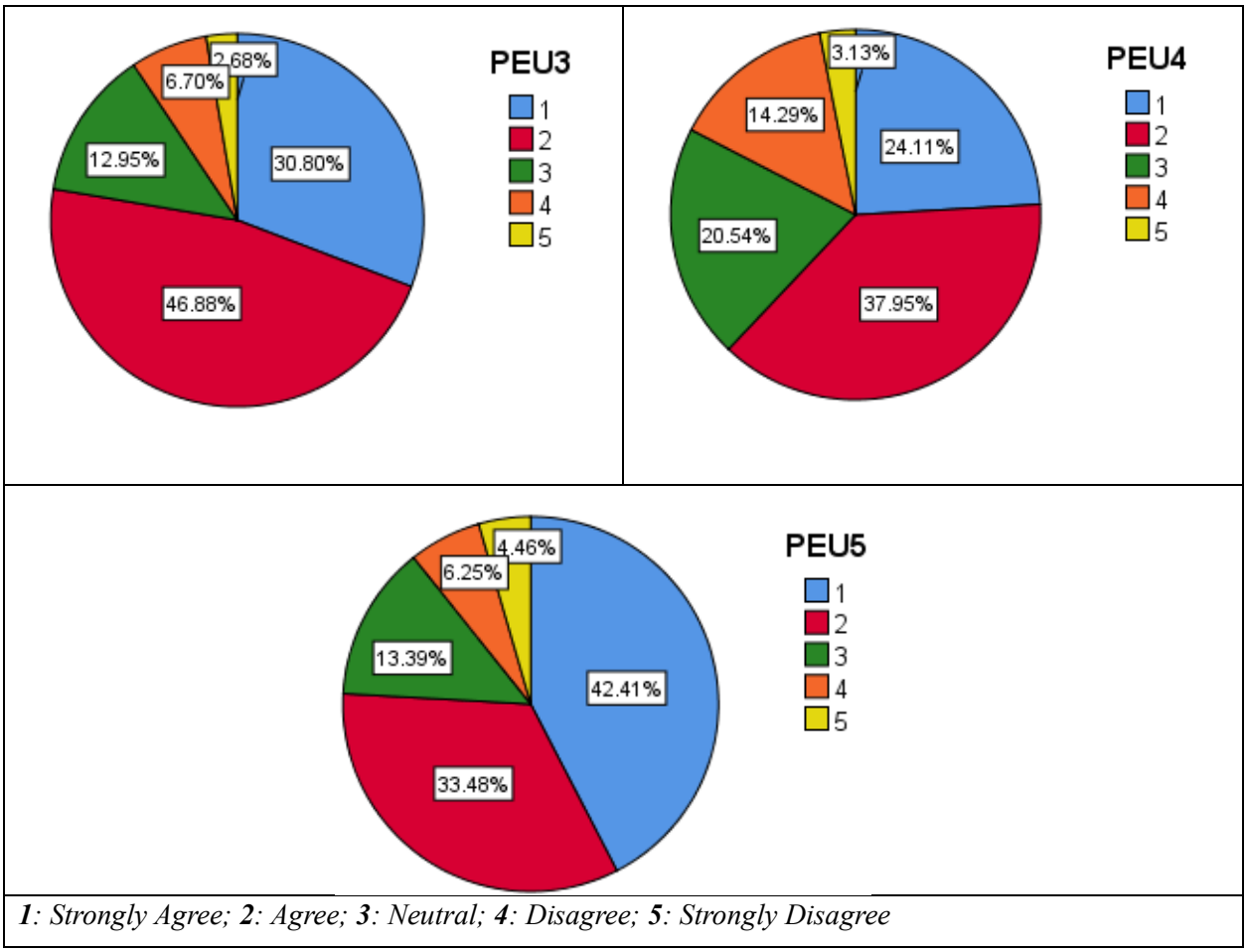
***ETB**: Ethiopian Birr*

4.1.1.2. Respondents' response for the variables PEU, PU ATU and BI

❖ **Respondents' response for the variable PEU**

The findings revealed that a significant proportion of respondents expressed strong agreement with the statements PEU1 (50.00%, n=112) and PEU5 (42.41%, n=95). Conversely, a majority of respondents indicated agreement with the questions PEU2 (44.20%, n=99), PEU3 (46.88%, n=105), and PEU4 (37.95%, n=95) (as shown in **Figure-5**). These results suggest varying levels of consensus among the respondents regarding the perceived ease of use of the system or product being evaluated, highlighting nuances in their attitudes and perceptions towards its usability.



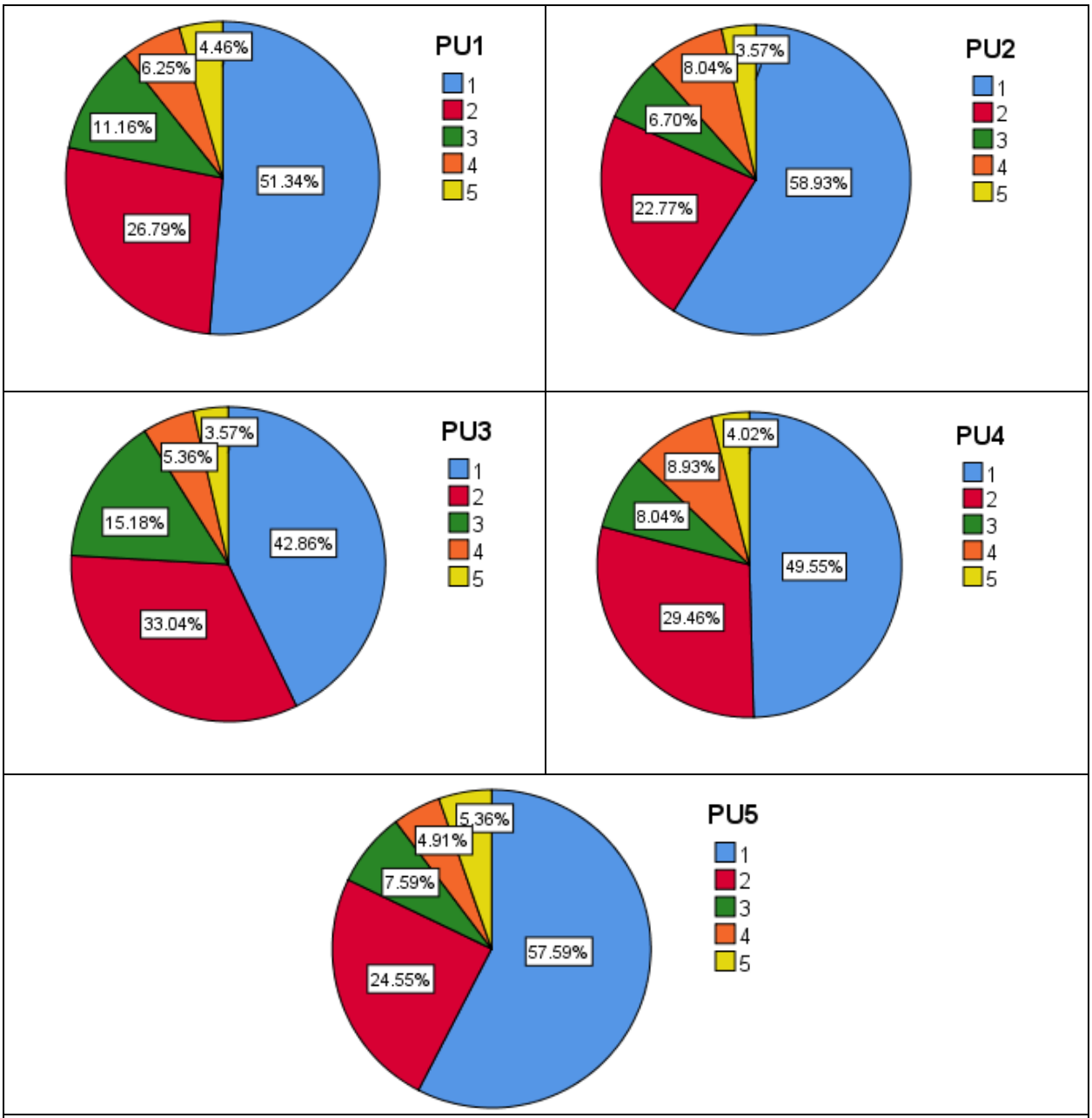


***1**: Strongly Agree; **2**: Agree; **3**: Neutral; **4**: Disagree; **5**: Strongly Disagree*

Figure 5: Respondents' response for the variable PEU

❖ **Respondents' response for the variables PU**

The analysis revealed that a significant number of respondents strongly agreed with the statements PU1 (51.34%, n=115), PU2 (58.93%, n=132), PU3 (42.86%, n=96), PU4 (49.55%, n=111), and PU5 (57.59%, n=129) (refer to **Figure-6**). These results indicate a strong endorsement from the respondents regarding the perceived usefulness of the system or product under scrutiny. The findings suggest a positive sentiment towards the utility of the system, highlighting a general consensus among respondents on its perceived efficacy and value in fulfilling their needs or requirements.



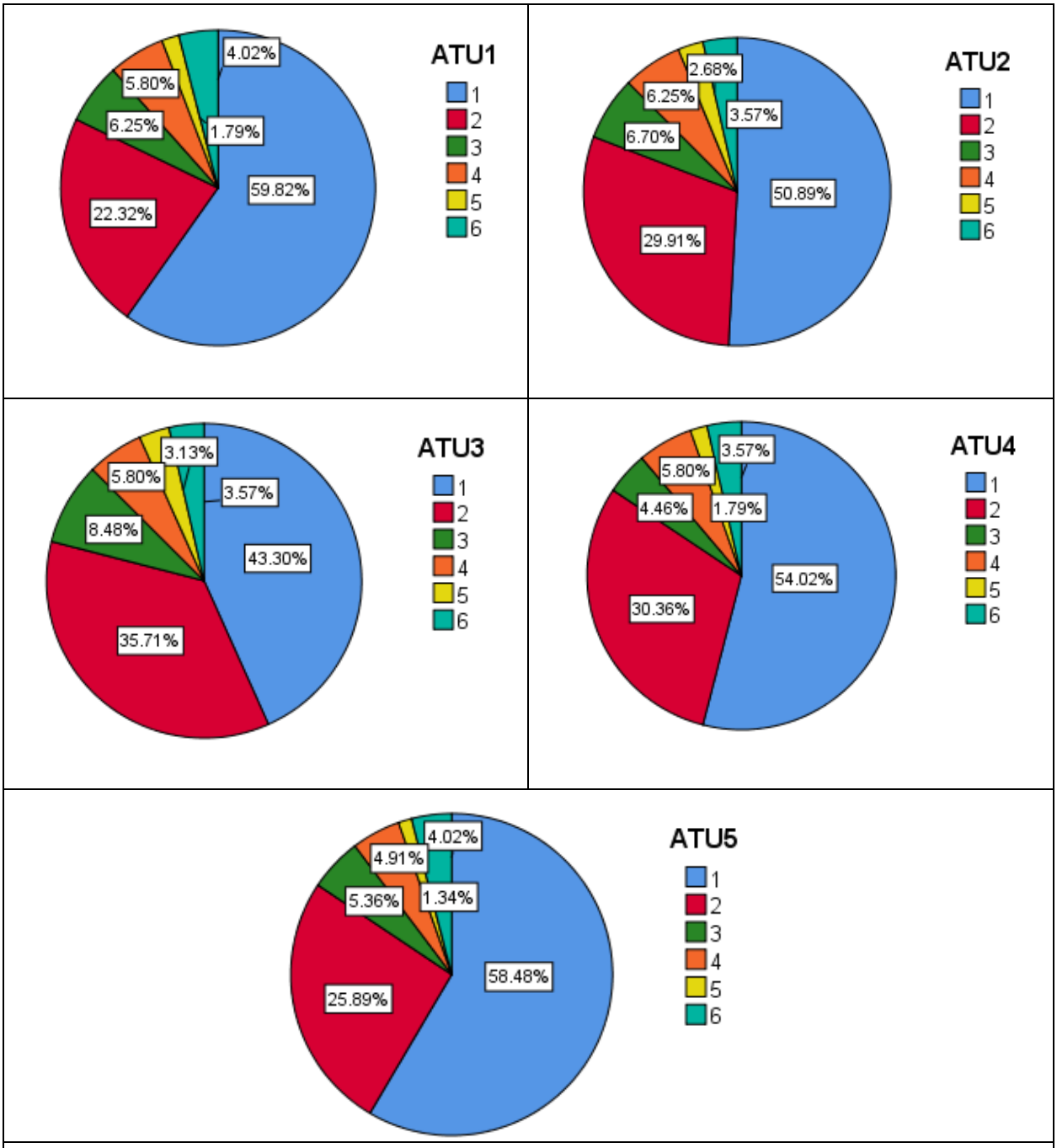
***1**: Strongly Agree; **2**: Agree; **3**: Neutral; **4**: Disagree; **5**: Strongly Disagree*

Figure 6: Respondents' response for the variable PU

❖ **Respondents' response for the variable ATU**

When examining respondents' reactions regarding their Attitude Towards Use (ATU), the analysis uncovers a prevalent trend of strong agreement across various questions. Notably, a significant majority of respondents strongly agreed with ATU1 (59.82%, n=134), ATU2 (50.89%, n=114), ATU3 (43.30%, n=97), ATU4 (54.02%, n=121), and ATU5 (58.48%, n=131), illustrating a consensus in their attitudes towards the use of the system or product at hand (as shown in **Figure-**

7). These findings allude to a positive stance held by the respondents concerning their disposition towards utilizing the system. The overwhelming agreement signifies a favorable perception of the system, indicating that users have a positive attitude and outlook on using it, which can potentially influence their engagement and satisfaction levels with the product.

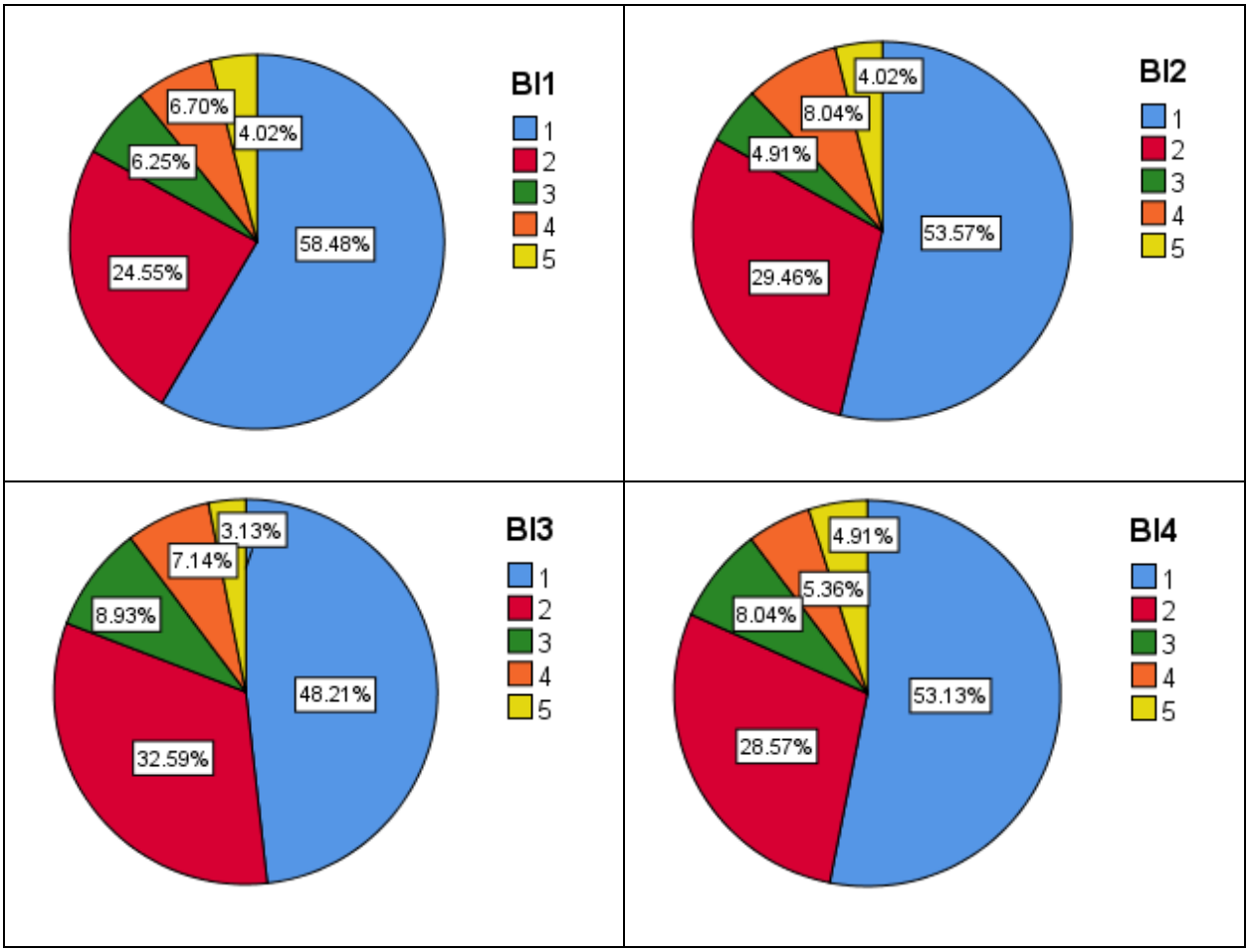


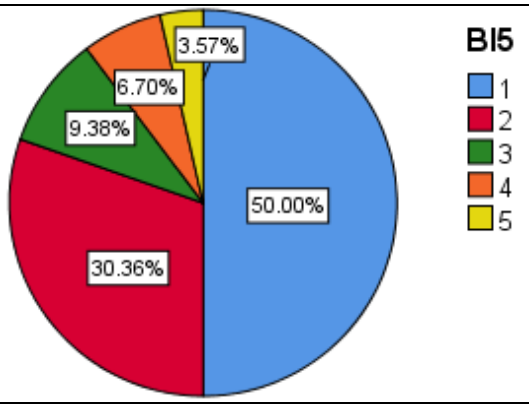
***1**: Strongly Agree; **2**: Agree; **3**: Neutral; **4**: Disagree; **5**: Strongly Disagree*

Figure 7: Respondents' response for the variable ATU

❖ **Respondents' response for the variable Behavioral Intention**

In examining the responses of the participants concerning Behavioral Intention (BI), it is evident that a substantial proportion of the respondents strongly agreed with the various questions presented. Notably, for BI1 (58.48%, n=131), BI2 (53.57%, n=120), BI3 (48.21%, n=108), BI4 (53.13%, n=119), and BI5 (50.00%, n=112) (as illustrated in **Figure-8**), a prevalent pattern of strong agreement was identified. These results indicate a positive inclination among respondents towards exhibiting certain behaviors or intentions related to the system or product under evaluation. The recurring theme of strong agreement suggests a high level of alignment regarding the intention to engage with or utilize the system, indicating a favorable propensity towards embracing the specified behaviors. This positive attitude towards intended actions could have implications for user engagement and adoption rates, emphasizing the importance of considering behavioral intentions in the context of system acceptance and use.





***1**: Strongly Agree; **2**: Agree; **3**: Neutral; **4**: Disagree; **5**: Strongly Disagree*

Figure 8: Respondents' response for the variable BI

4.1.1.3. Actual Use of Digital Job Matching Platform

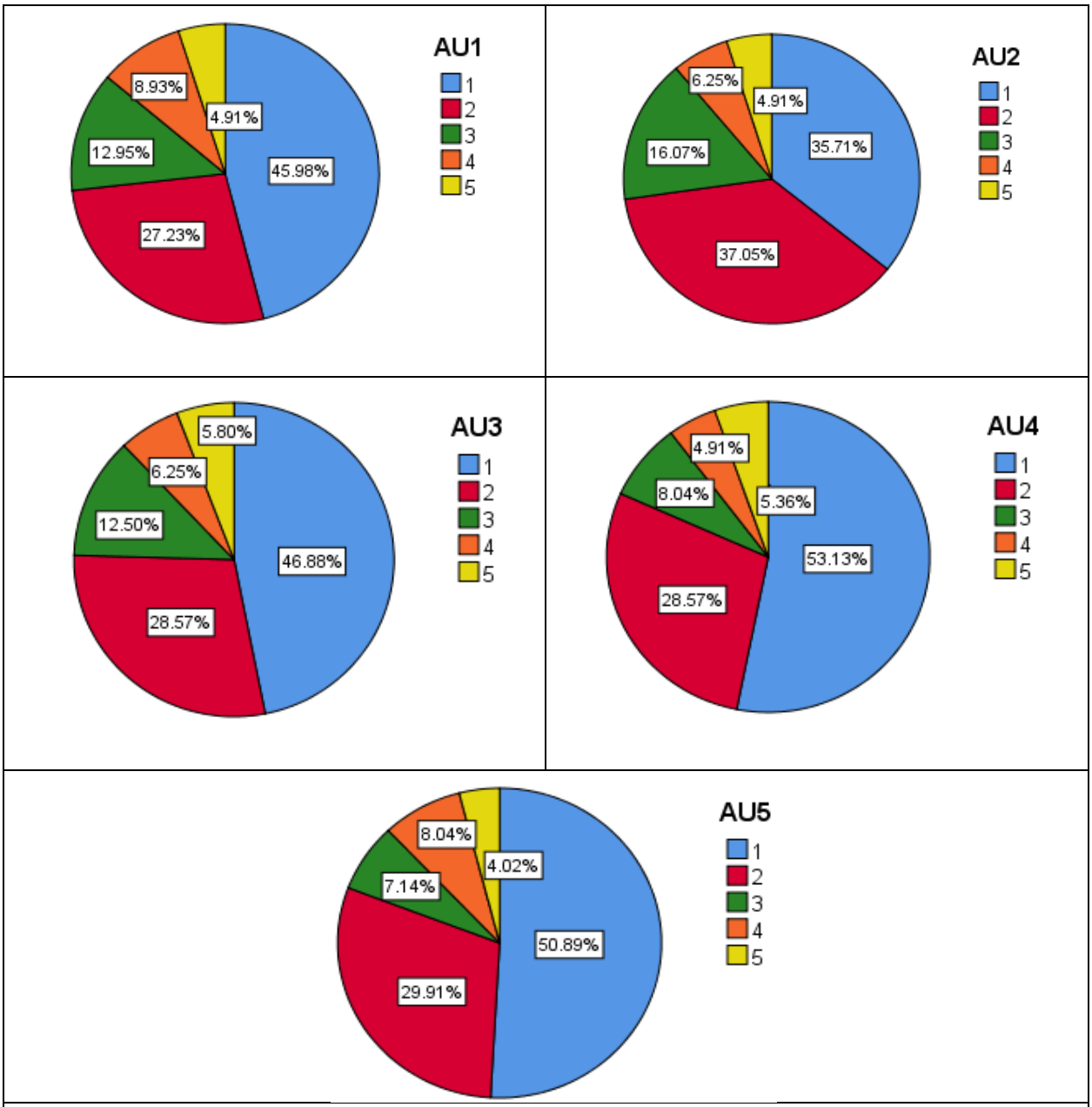
In reviewing the outcomes presented in **Table 2**, it is apparent that respondents exhibited a higher frequency of usage for AU2 on the digital job matching platform. Moreover, the analysis unveiled that *participants spend a considerable amount of time engaging with the digital job matching platform weekly, with an average of 2.08 (SD = 1.10)*. Similarly, for AU1, which pertains to the current daily usage of the digital job matching platform, the average frequency was recorded at 2.00, with a standard deviation of 1.18. These findings suggest *a notable level of activity and engagement among respondents with the digital job matching platform, particularly in terms of both frequency of use and time spent, underscoring the platform's significance in their daily routines.*

Table 2: Average frequency and standard deviation of AU by respondents (N = 224)

Actual System Use (AU)	Mean (*M*)	Standard deviation (*SD*)
AU1	2.00	1.18
AU2	2.08	1.10
AU3	1.96	1.17
AU4	1.81	1.12
AU5	1.84	1.12

In analyzing the participant responses towards the items related to the digital job matching platform, it is notable that a significant majority indicated strong agreement for queries AU1 (45.98%, n=103), AU3 (46.88%, n=105), AU4 (53.13%, n=119), and AU5 (50.59%, n=114) (as

depicted in **Figure-9**). Conversely, for the question concerning AU2, the prevailing trend among respondents was agreement, with the majority expressing agreement (37.05%, n=83). These findings reveal a positive outlook among respondents towards various aspects of the digital job matching platform, with a notable proportion showcasing strong agreement with specific attributes. The data underscores a positive perception and acceptance of the platform's features and functionalities, suggesting a favorable overall sentiment towards its usage and benefits.



***1**: Strongly Agree; **2**: Agree; **3**: Neutral; **4**: Disagree; **5**: Strongly Disagree*

Figure 9: Respondents' response for the variable AU

4.1.1.4. Reliability and Convergent Validity of the Factor Analysis

Reliability is the extent to which scores on an instrument are free from measurement error (APA, 1985). Reliability in the test construction arena focuses on three aspects: internal consistency, stability and equivalence. The Corobach's alpha coefficient test was used to check the reliability. The Cronbach's alpha shows how consistently individuals respond to the items within a scale or sub-scale (Nunnally & Bernstein, 1994) measured from the pilot data. Usage of information system showed was adequate (see **Table 3**) as the reliability alpha value exceeded the required level of 0.70 for any further analysis (Nunnally & Bernstein, 1994). All reliability values were exceed 0.7, and it was excellent. The reliability for the variables PU, ATU, BI, AU were excellent because the value is greater than 0.9. Also, the reliability PEU was good, its value greater than 0.8.

There are no hard and fast rules for justifying the validity and consistency, but there are rules of thumb for minimally required magnitude to accept the outcomes. According to Robinson, Shaver, and Wrightsman (1991), the convergent validity is achieved if the sub-scale inter-item correlations exceed 0.50 and item-rest correlations exceed 0.30. However, a recent study of Zijlmans, Tijmstra, Van der Ark, and Sijtsma (2018) showed that minimally required values of item-rest correlations are 0.20, 0.30, or 0.40 for maximum-performance tests. The results displayed in **Table-3** show that all of the sub-scales had adequate convergent validity. Following the initial criteria, we analyzed further data for an EFA to identify the latent factor structure in the data. In fact, EFA is used to get the unique and uncorrelated items from correlated items in the data set.

Table 3: Indicators of reliability and convergent validity

Scale	Items	Cronbach's α	Convergent validity	
			Inter-item correlation range	Item-rest correlation range
PEU	5	0.827	0.243 - 0.749	0.171 – 0.764
PU	5	0.939	0.672 - 0.831	0.210 – 0.812
ATU	5	0.965	0.815 - 0.891	0.264 – 0.818
BI	5	0.964	0.821 – 0.876	0.212 – 0.793
AU	5	0.937	0.654 - 0.911	0.423 – 0.821

4.1.1.5. Factorial Analysis for Likert Scale

An EFA was performed to answer the first research question (specific objective):

➔**H1**: Which, of a fairly large set of items (PEU, PU, ATU, BI, and AU), "hang together" as a group, or are answered most similarly by the participants?

✦ **Preliminary Analysis**

An EFA was performed using a maximum likelihood method and Promax kappa rotation to assess the underlying structure for the twenty-five items of the Modified Technology Acceptance Model Dimension Questionnaire. Five factors were requested, based on the fact that the items were designed to index five constructs: PEU, PU, ATU, BI, and AU.

From the preliminary analysis, the minimum factor loading criteria was set to 0.50. The communality of the scale, which indicates the amount of variance in each dimension, was also assessed to ensure acceptable levels of explanation. The results show that, without the variable **PEU4**, all communalities were over 0.50 (***APPENDIX-B***).

The **Kaiser–Meyer–Olkin** (KMO) test tells one whether or not enough items are predicted by each factor. The KMO statistic varies between 0 and 1. A value of 0 indicates that the sum of partial correlations is large relative to the sum of correlations, indicating diffusion in the pattern of correlations (hence, factor analysis is likely to be inappropriate). A value close to 1 indicates that patterns of correlations are relatively compact and so factor analysis should yield distinct and reliable factors. Kaiser (1974) recommends accepting values greater than 0.5 as acceptable (values below this should lead to either collect more data or rethink which variables to include). Furthermore, values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Hutcheson and Sofroniou, 1999). For these data the value is **0.973** (***Table-5***), which falls into the range of being superb: so, we should be confident that factor analysis is appropriate for these data.

An important step involved weighing the overall significance of the correlation matrix through **Bartlett's Test of Sphericity**, which provides a measure of the statistical probability that the correlation matrix has significant correlations among some of its components. For factor analysis to work we need some relationships between variables and if the correlation matrix were an identity matrix, then all correlation coefficients would be zero. Therefore, we want this test to be significant (i.e. have a significance value less than 0.05). A significant test tells us that the

correlation matrix is not an identity matrix; therefore, there are some relationships between the variables we hope to include in the analysis. For these data, the results were significant, $\boldsymbol{\chi^2(df = 300)\ 7015.089\ (p < 0.001)}$, this means that the variables are correlated highly enough to provide a reasonable basis for factor analysis (***Table-4***).

Table 4: The initial test of assumptions of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.973
Bartlett's Test of Sphericity	Approx. Chi-Square	7015.089
	df	300
	Sig.	.000

Sig*: Significance (p-value);* ***df****: Degree of freedom*

The factor solution derived from this analysis yielded three factors for the scale, which accounted for **74.49%** per cent of the variation in the data *(**APPENDIX-C**)*.

Nonetheless, in this initial EFA, three items (i.e. "**ATU1**: *I have a very positive attitude towards using the digital job matching platform*.", "**ATU5**: *I have a very favorable attitude towards using the digital job matching platform*.", and "**PEU4**: *Using the digital job matching platform requires little effort*.") failed to load on any dimension significantly *(**APPENDIX-D**)*. Hence, the three items were removed from further analysis.

Then we repeated the EFA without including these items (ATU1, ATU5, and PEU4). The results of this new analysis confirmed the three-dimensional structure. The **KMO** measure of sampling adequacy was **0.971** and the ***Bartlett's Test of sphericity*** proved to be significant, $\boldsymbol{\chi^2(df = 231)\ 6064.491\ (p < 0.001)}$ (***Table-5***).

Table 5: KMO and Bartlett's Test of Assumptions after removing the three variables (ATU1, ATU5, and PEU4)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.972
Bartlett's Test of Sphericity	Approx. Chi-Square	6064.491
	df	231
	Sig.	.000

Sig*: Significance (p-value);* ***df****: Degree of freedom*

✦ **Factor Extraction**

Table 7 displays the items and factor loadings for the rotated factors, with loadings less than 0.50 omitted to improve clarity.

After rotation, the first factor accounted for 67.69% of the variance, the second factor accounted for 3.41%, and the third factor accounted for 2.45%. Thus, the three dimensions explained a total

of 73.540 per cent of the variance among the items in the study. All communalities were over the required value of 0.50 (***Table-4***) *(**APPENDIX-E***).

The items of PEU1, PEU2, PEU3, and PEU5 were intended to reflect a **PEU**, so the fact that they all have strong loadings from the same factor (Factor-1) provides some support for their being conceptualized as pertaining to the same construct. On the other hand, items of PU1, PU2, and PU3 were intended to measure **PU** for job matching platform, but it is highly related to this same **PEU** factor.

Factor-2 gathers ten items from three different groups which are theoretical propositions in this research. Items BI1 to BI5, which represents **BI** and the fact that they all have strong loadings from the same factor provides some support for their being conceptualized as pertaining to the same construct. Items ATU2 to ATU4, which represents **ATU**. Items PU4 to PU5, which represents **PU**.

Factor-3 includes items AU1 to AU5, referring to **AU**, thus all have strong loadings from the same factor provides some support for their being conceptualized as pertaining to the same construct (***Table-6***).

For each factor, Cronbach's alpha (internal consistency) statistics was assessed. This statistic was used to assess the internal consistency or reliability of a set of survey items that are supposed to measure the same underlying construct. It essentially tells how well the items in our scale hold together and measure the same thing. For this data, Cronbach's alpha value for Factor-1, Factor-2, and Factor-3 were 0.39, 0.975, and 0.937 respectively. Thus, each factors have higher alpha (≥0.7). Therefore, it is considered a good indication of internal consistency. The items from each factor tend to measure the same underlying construct well.

Table 6: Factor Loadings for the Rotated Factors (Pattern Matrix)

Items	**Factor Loading**			**Communality**
	1	**2**	**3**	
PEU3: Understanding the features and functionalities of the digital job matching platform is easy.	.792			.683
PEU5: Overall, I find the digital job matching platform to be easy to use.	.744			.700
PU1: The digital job matching platform is extremely beneficial for enhancing job performance.	.717			.639
PU3: The digital job matching platform greatly facilitates task accomplishment.	.709			.727

PEU1: The digital job matching platform is extremely easy to use.	.601			.747
PU2: Using the digital job matching platform improves efficiency in the job search process.	.530			.822
PEU2: Interacting with the digital job matching platform is straightforward.	.527			.608
BI2: My intention to use the digital job matching platform in the future is very high.		.829		.876
ATU3: My overall evaluation of the digital job matching platform is positive.		.805		.765
BI4: I have a strong willingness to engage in using the digital job matching platform in the future.		.770		.877
BI5: Overall, I am extremely motivated to use the digital job matching platform in the future.		.763		.820
BI3: I am likely to continue using the digital job matching platform regularly.		.722		.775
ATU4: I believe that using the digital job matching platform is a good idea.		.656		.848
BI1: I am extremely likely to use the digital job matching platform in my job search activities in the future.		.633		.839
ATU2: I would strongly recommend the digital job matching platform to others seeking job opportunities.		.618		.780
PU4: I perceive significant benefits from using the digital job matching platform.		.586		.779
PU5: Overall, I find the digital job matching platform to be useful.		.555		.793
AU2: I spend a significant amount of time using the digital job matching platform each week.			.773	.541
AU5: Overall, I actively engage with the digital job matching platform in my professional endeavors.			.756	.898
AU1: I currently use the digital job matching platform on a daily basis.			.743	.668
AU4: I use the digital job matching platform frequently for finding job opportunities.			.736	.885
AU3: The digital job matching platform is an integral part of my job search activities.			.683	.785
Eigenvalues	15.835	1.083	1.01	
Per cent of variance	67.693	3.404	2.443	
Cronbach's Alpha	.939	.975	.937	

***Note**. Loadings < .50 are omitted.*

4.1.1.6. Discriminant Validity of the Factor Analysis

Discriminant validity is the extent to which the factors are distinct and uncorrelated. The methods of Pattern matrix (minimal cross-loadings) and Factor correlation matrix (correlations between factors less than 0.8) were used to determine discriminant validity (Gaskin & Lim, 2016).

The following **Table-7** shows the Factor correlation matrix between each pair of factors. The table displays the correlation coefficient between each pair of factors. Values range from -1 (perfect negative correlation) to +1 (perfect positive correlation), with 0 indicating no correlation. Each pair of factors have positively moderate correlations, and this suggested that some degree of shared variance between the factors. The table below indicates that the rotation done was an oblique rotation. Discriminant validity was achieved because the correlations between factors are not exceed 0.8.

Table 7: Factor Correlation Matrix between each pair of factors

Factor	1	2	3
1	1.000	.706	.725
2	.706	1.000	.717
3	.725	.717	1.000

Finally, I gave a new name for the content of the items that have high loadings from each factor to see if they fit together conceptually. Thus, the following new name was created for factor-1 and factor-2:

- ✓ **Factor 1**: **User Perception and Experience (UPE)** - This name encompasses the concepts of perceived ease of use (PEU) and perceived usefulness (PU) for the job matching platform. It reflects the users' overall perception and experience with the platform, including how easy it is to use and how useful it is.
- ✓ **Factor 2**: **Intentions and Attitudes Toward Platform Use (IATPU)** - This name combines the constructs of behavioral intentions (BI), attitudes toward use (ATU), and perceived usefulness (PU) for the job matching platform. It reflects the users' intentions to use the platform and their attitudes toward using it, including their perceived usefulness of the platform.

4.1.1.7. Simple and Multiple Linear Regression Analysis

The relationship between both perceived usefulness (PU) and perceived ease of use (PEU) (as independent variables) and attitude toward using (ATU) of digital job matching platform (as

dependent variable) for respondents were analyzed. The following table (**Table-8**) shows that, there was statistically significance relationship between PU and PEU, and ATU of digital job matching platform ($p - value < 0.05$). Thus, there was directly and positively relationship between those variables.

Table 8: Multiple linear regression analysis between PEU and PU, and ATU

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.439	.092		-4.744	.000
	PEU	.428	.074	.293	5.823	.000
	PU	.770	.060	.650	12.902	.000

The relationship between attitude toward using (ATU) (as independent variable) and behavioral intention (BI) to use of digital job matching platform (dependent variable) for respondents was analyzed. The following table (**Table-9**) shows that, there was statistically significance relationship between ATU and BI to use of digital job matching platform ($p - value < 0.05$). Thus, there was directly and positively relationship between those variables.

Table 9: Simple linear regression analysis between ATU and BI

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.323	.049		6.583	.000
	ATU	.796	.022	.923	35.701	.000

Furthermore, the relationship between behavioral intention to use (BI) (as independent variable) and actual system use (AU) of digital job matching platform (dependent variable) for respondents was analyzed. The following table (**Table-10**) shows that, there was statistically significance relationship between BI and AU of digital job matching platform ($p - value < 0.05$). Thus, there was directly and positively relationship between those variables.

Table 10: Simple linear regression analysis between BI and AU

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.404	.073		5.571	.000
	BI	.850	.035	.852	24.259	.000

❖ **Factors affecting the acceptance and adoption of digital job matching platforms**

➔ **H5**: What are the key factors that influence the acceptance and adoption of digital job matching platforms, as perceived by job seekers and employers?

After identifying the latent variables, both Simple and Multiple Linear Regression Analysis were conducted to identify factors associated with the outcome variable (AU).

The following table (***Table-11***) shows, the coefficient table of Simple and Multiple Linear Regression analysis between the factors and the outcome variable.

From simple linear regression analysis, only the variables Factor-1 (User Perception and Experience) and Factor-2 (Intentions and Attitudes Toward Platform Use) were statistically significance. Whereas, from multiple linear regression analysis, the variables occupation, Factor-1 and Factor-2 were statistically significance.

The B-coefficient value for occupation (private) is 0.857, and it is the mean score difference between employed and private respondents. This is equal to the average increase in actual use associated with a 1-unit increase in occupation: from employed (coded 0) to private (coded 1). Whereas, the B-coefficient value for occupation (unemployed) is -0.196, and it is the mean score difference between employed and unemployed respondents. This is equal to the average decrease in actual use associated with a 1-unit increase in occupation: from employed (coded 0) to unemployed (coded 1).

Table 11: Simple and Multiple Linear Regression analysis between the factors and the outcome variable

Variables	Categories	SLR		MLR			
						95% CI for B	
		B	Sig	B	Sig	Lower Bound	Upper Bound
Sex	Male	-.13	.43	-.16	.090	-.345	.026
	Female	ref					
Age	≤25	-.15	.945	.003	.987	-.349	.355
	26-30	.151	.512	.043	.790	-.274	.359
	≥31	ref					
Education	Diploma and below	.390	.140	.294	.071	-.025	.613
	First degree	.051	.811	.211	.128	-.061	.484
	Second degree and above	ref					

Marital status	Single Married	.140 ref	.421	.055	.642	-.180	.290
Place of Residence	Urban (in Addis Ababa) Urban (outside Addis Ababa) Rural	.217 .173 ref	.189 .277	.153 .042	.132 .635	-.046 -.133	.353 .218
Family size	≤6 ≥7	-.078 ref	.582	.009	.909	-.144	.162
Occupation	Employed Unemployed Private	ref -.09 .368	.515 .417	-.196 .857	.023* .002*	-.365 .316	-.027 1.398
Family monthly income (in ETB)	<5,000 5,001-10,000 10,001-15,000 15,001-20,000 >20,000	-.203 -.172 -.284 -.087 ref	.413 .483 .313 .776	-.011 .039 .148 .113	.940 .774 .341 .515	-.299 -.231 -.158 -.229	.277 .309 .453 .456
Work experience (in year)	<1 1-2 2-3 >3	.058 .079 .030 ref	.725 .697 .902	.023 .005 -.120	.818 .966 .392	-.172 -.221 -.397	.217 .231 .156
Platform	Afriwork HaHuJobs	-.143 ref	.376	.111	.234	-.073	.295
Factor-1		.778	.000*	.293	.000*	.146	.440
Factor-2		.821	.000*	.594	.000*	.451	.737

B**: Coefficients; **Sig**: Significance (P-value); **SLR**: Simple Linear Regression; **MLR**: Multiple Linear Regression; **CI**: Confidence Interval; **ref**: Reference group; **ETB**: Ethiopian birr; **: Statistically significance ($p - value < 0.05$)*

4.1.1.8. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis was analyzed, which is a statistical technique used to verify the factor structure of a set of observed variables. CFA allows us to test the hypothesis that a relationship between observed variables and their underlying latent constructs exists. The following **Figure-10** shows the acceptance and adoption of digital job matching platforms model using AMOS.

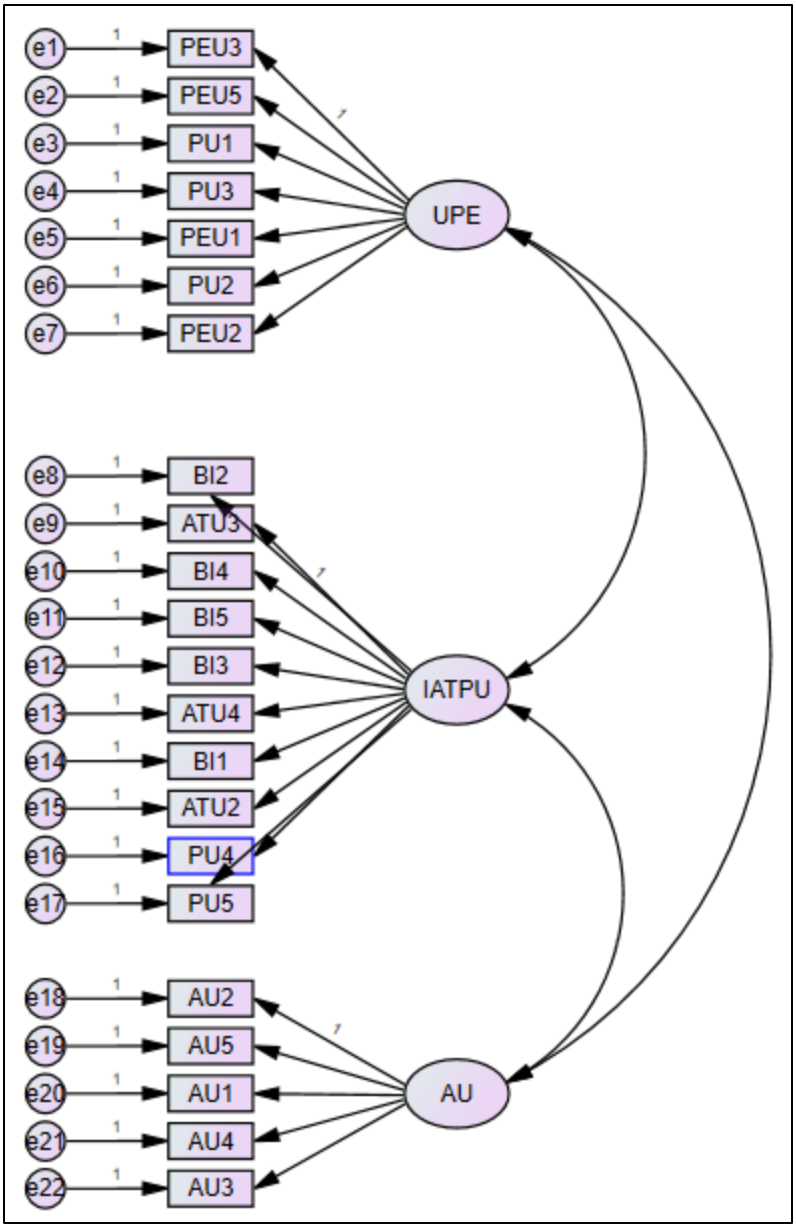


Figure 10: Acceptance and Adoption of Digital Job Matching Platforms Model using AMOS

The following discusses the findings from a Confirmatory Factor Analysis (CFA) conducted using Amos software. The analysis aimed to validate a modified Technology Acceptance Model (TAM) for understanding the factors influencing the acceptance and adoption of digital job matching platforms among job seekers in Ethiopia.

➔ Model Specification

The model consisted of several latent constructs (unobserved variables) measured by observed variables (survey questions). These constructs were:

- **Perceived Ease of Use (PEU):** Easiness of using the job matching platforms (e.g., PEU1, PEU2, PEU3, etc.)
- **Perceived Usefulness (PU):** Perceived benefits of using the platforms (e.g., PU1, PU2, PU3, etc.)
- **Intention to Use the Platform (IATPU):** Users' willingness to continue using the platforms (e.g., ATU1, ATU2, ATU3, etc.)
- **Behavioral Intention (BI):** Users' actual intention to use the platforms for job search (e.g., BI1, BI2, BI3, etc.)
- **Actual System Use (AU):** Reported frequency of platform usage (e.g., AU1, AU2, AU3, etc.)

➔ **Analysis Results:**

The analysis focused on assessing the model's goodness-of-fit, which indicates how well the proposed model structure aligns with the collected data. Unfortunately, specific fit indices are not provided (e.g., Chi-square, CFI, TLI, RMSEA).

However, based on the presence of error terms (e1, e2, e3, etc.) associated with each observed variable, we can infer that the model likely assessed the measurement properties of the observed variables in relation to their corresponding latent constructs. This analysis helps determine if the survey questions adequately capture the intended constructs.

➔ **Interpretation (with Limitations):**

Without access to the detailed fit indices and path coefficients (relationships between variables), a comprehensive interpretation is challenging. However, some general observations can be made based on the model structure:

- The model proposes that perceived ease of use (PEU) and perceived usefulness (PU) influence the intention to use the platform (IATPU).
- Intention to use (IATPU) and behavioral intention (BI) are potentially related, suggesting that users with a stronger inclination to use the platform are more likely to report a concrete intention to incorporate it in their job search.

- Finally, the model explores the relationship between behavioral intention (BI) and actual system use (AU). Ideally, users with a strong intention to use the platform would translate that intention into frequent platform usage.

4.1.2. QUALITATIVE ANALYSIS

4.1.2.1. A Modified TAM-Based Analysis with Qualitative Insights

Digital job matching platforms have revolutionized the way individuals search for employment. These platforms offer a centralized location for job seekers to access a vast array of opportunities, streamline their application process, and connect with potential employers. However, understanding user acceptance and adoption of these platforms is crucial for their continued success. This report delves into qualitative data from user responses, analyzing their perceptions through the lens of the Modified Technology Acceptance Model (TAM) [Davis, 1989].

The TAM, developed by Fred Davis in 1989, proposes that two primary factors influence user adoption of a new technology: perceived ease of use (PEU) and perceived usefulness (PU). PEU refers to the degree to which a potential user believes a technology will be effortless to learn and utilize, while PU reflects the user's perception of the technology's value in enhancing their work performance or achieving their goals (Ibid). Our qualitative analysis reveals strong correlations between these TAM constructs and the features users find most valuable in digital job matching platforms.

4.1.2.2. User-Centric Design and TAM Alignment:

A key theme emerging from the user responses is the platforms' user-friendly design. Users appreciate clear categorization of job postings, efficient search functionalities, and intuitive interfaces. This aligns directly with PEU. When users find a technology easy to use and navigate, they are more likely to adopt it and integrate it into their routines (King & He, 2006). Furthermore, the TAM literature suggests that PEU can positively influence PU (Taylor & Todd, 1995). A user-friendly platform reduces the initial learning curve and allows users to quickly experience the platform's benefits, fostering a positive perception of its usefulness.

4.1.2.3. Efficiency and Time Savings: A Core User Benefit:

A prominent theme in the user responses is the platforms' ability to save time and effort during the job search. Users value quick access to new job postings, the ability to apply online with ease, and the availability of recent listings. This focus on efficiency aligns perfectly with PU, as users recognize the platform's utility in streamlining their job search process. Empirical research by Venkatesh et al. [2003] supports this notion, highlighting that perceived time savings are a significant driver of technology adoption. Users who perceive a technology as saving them time are more likely to adopt and integrate it into their workflows. By streamlining the job search process, digital job matching platforms provide a valuable service that directly addresses a key pain point for users.

4.1.2.4. Beyond the Modified TAM: Unveiling Additional User Priorities:

While the Modified TAM provides a strong foundation for understanding user adoption, the qualitative analysis sheds light on additional user priorities. Features like advanced matching algorithms and personalized job recommendations are highly valued by users. This focus on personalization goes beyond the core Modified TAM constructs but aligns with Self-Determination Theory (SDT) (Deci & Ryan, 2000). SDT posits that individuals are motivated by a sense of autonomy, competence, and relatedness. Platforms that offer personalized recommendations cater to users' sense of autonomy (choice in job opportunities) and competence (feeling well-matched for positions). By providing personalized recommendations, these platforms enhance user experience and address the intrinsic desire for control and self-efficacy often associated with job searching.

4.1.2.5. Challenges and Considerations for Platform Improvement:

Despite the positive aspects, user responses also revealed challenges. Concerns regarding limited job listings, inaccurate information, and platform trustworthiness highlight areas for improvement. These challenges can negatively impact both PEU and PU. For instance, encountering outdated job postings or unclear application procedures can make the platform seem difficult to use (PEU). Similarly, concerns about platform trustworthiness can erode users' confidence in its ability to deliver valuable job opportunities (PU).

Addressing these issues is crucial for platform sustainability. Research by Shih et al. [2005] emphasizes the importance of information quality and system reliability in technology adoption. Platforms that prioritize accurate job postings and transparent communication channels can build trust and enhance user experience. By focusing on data quality and clear communication, platforms can not only address concerns about PEU but also foster a sense of trust that contributes to a positive perception of PU.

4.1.2.6. Conclusion: A User-Centric Future for Digital Job Matching Platforms

Digital job matching platforms offer a valuable service to job seekers, and their user-centric design plays a significant role in their adoption. The qualitative analysis, analyzed through the Modified TAM framework, reveals strong user alignment with PEU and PU. Additionally, the findings highlight the importance of personalization and platform trustworthiness. By addressing user concerns and implementing improvements focused on information quality, user experience, and clear communication, digital job matching platforms can solidify their role in the job market and continue to facilitate a more efficient and successful job search experience for users.

4.2. DISCUSSIONS

➔ The Ethiopian Job Market Goes Digital: Understanding User Adoption of JMPs

The Ethiopian job market is experiencing a rapid transformation driven by the surging accessibility of internet and mobile technologies (Meftu & Elias, 2017). This digital revolution has given rise to a new ecosystem of digital job matching platforms (JMPs), emerging as a game-changer for connecting job seekers with employers. These platforms hold immense potential to foster a more efficient, inclusive, and transparent job market in Ethiopia. However, ensuring the long-term success of these platforms hinges on understanding the factors influencing user acceptance and adoption by both job seekers and employers.

This study explored the Modified Technology Acceptance Model (TAM) as a framework to examine the determinants of user adoption within the Ethiopian context. TAM is a widely recognized model in information systems research that posits two primary factors influencing user adoption: perceived usefulness (PU) and perceived ease of use (PEU) (Davis, 1986). By understanding these factors, platform developers can tailor their features and functionalities to better cater to the specific needs of Ethiopian users.

➔ **Perceived Usefulness: A Shared Driver for User Adoption**

The findings from this research shed light on the dynamics of digital job matching platform adoption through the lens of Modified TAM. The importance of PU is highlighted, aligning with previous studies conducted in other contexts (King & He, 2006; Venkatesh et al., 2003). This signifies that users, including both job seekers and employers, are more likely to embrace platforms they perceive as valuable in achieving their goals. Similar studies in different contexts have supported these findings, emphasizing the universal importance of PU in technology adoption (Kejela & Porath, 2020; Mulatu, Eshetie, & Gezahegn, 2023).

➔ **Job Seekers: Efficiency, Convenience, and Expanding Opportunities**

For job seekers, the ability to find relevant job openings quickly and efficiently is a key driver of PU. Platforms offering advanced search functionalities with the ability to filter by industry, location, experience level, and desired company culture empower job seekers to target suitable positions. This aligns with TAM's focus on user perception of a technology's ability to enhance job performance or achieve goals (Davis, 1986). Similar findings were reported by Hagos and Negash (2014) in their study on e-learning systems, where the usefulness of the system in improving academic performance was a significant determinant of adoption.

The convenience of applying for jobs through online processes significantly enhances PU, resonating with empirical research by Venkatesh et al. (2003), which found that perceived time savings are a significant driver of technology adoption. Teka (2020) also noted the importance of convenience in the adoption of electronic banking services, suggesting that similar factors would drive the adoption of digital job platforms.

Additionally, platforms offering access to a wider range of job opportunities compared to traditional methods like newspaper advertisements are perceived as more useful by job seekers. This can have a significant impact on social mobility and empower individuals to find work that aligns with their skills and aspirations. Studies by Kuhil and Temesgen (2019) on e-ticketing adoption also highlighted the perceived advantage of broader access to services as a key driver of user adoption.

Platform developers should focus on creating user-friendly search interfaces with a wide range of filtering options. Incorporating skills-based assessments and building robust recommendation algorithms can personalize the job search experience for users.

➔ **Employers: Streamlining Recruitment, Attracting Top Talent, and Cost Reduction**

For employers, PU is driven by the platform's effectiveness in attracting qualified candidates. Platforms that utilize targeted advertising features, talent pool functionalities, and skills matching algorithms are perceived as more useful (Shih et al., 2005). This reduces time and resources spent on sourcing candidates through traditional methods, allowing employers to focus on attracting top talent. Similar conclusions were drawn by Abab, Wakjira, and Negash (2020) in their study on the Land Registration Information System, which highlighted the importance of perceived usefulness in operational success.

Streamlining the recruitment process by managing applications, scheduling interviews, and filtering candidates electronically enhances PU for employers, mirroring findings from previous research (e.g., Venkatesh et al., 2003). Platforms that facilitate efficient communication channels with candidates can streamline the hiring process further, allowing for faster decision-making and reducing the risk of losing top talent to competitors. This is supported by the findings of Kalayou, Endehabtu, and Tilahun (2020) on eHealth systems, where streamlined processes significantly enhanced perceived usefulness.

For employers, platforms should offer targeted advertising functionalities that allow them to reach a wider pool of qualified candidates. Integrating skills-based assessments within the platform can further ensure a strong talent pool. Additionally, features like built-in communication channels and interview scheduling tools can streamline the recruitment process and improve employer experience.

➔ **Perceived Ease of Use: Enhancing User Experience and Adoption**

Perceived ease of use (PEU) is a critical determinant of technology adoption, emphasizing the importance of user-friendly interfaces, mobile device compatibility, and language accessibility. Studies such as those by Kejela and Porath (2020) and Mulatu, Eshetie, and Gezahegn (2023) underline the significant impact of PEU on user attitudes and intentions to use technology.

➔ **User-Friendly Interfaces and Design**

A user-friendly interface is crucial for the adoption of digital platforms. Platforms that are intuitive and easy to navigate are more likely to be adopted by users. This is consistent with findings from Hailu, Mammo, and Ketema (2016), who identified perceived ease of use as a significant factor influencing internet acceptance and use in agricultural education. Similarly, Kalayou, Endehabtu, and Tilahun (2020) highlighted the importance of ease of use in the adoption of eHealth systems.

➔ **Mobile Device Compatibility**

In the Ethiopian context, where mobile device usage is widespread, ensuring that digital job matching platforms are compatible with mobile devices is essential. This aligns with the study by Teka (2020), which emphasized the importance of internet and network availability in the adoption of electronic banking services. Kuhil and Temesgen (2019) also noted the role of mobile compatibility in the adoption of e-ticketing services.

➔ **Language Accessibility**

Language accessibility is another critical factor, particularly in a multilingual country like Ethiopia. Platforms that offer services in multiple languages can cater to a broader audience, enhancing user experience and adoption. This was supported by the study of Atinafu et al. (2022), which highlighted the significance of language accessibility in mobile phone use for mental health support.

Platform developers should prioritize creating intuitive interfaces, ensuring mobile compatibility, and providing multilingual support to enhance user experience and adoption.

In summary, this study delves into the adoption of digital job matching platforms (JMPs) in Ethiopia, employing the Modified Technology Acceptance Model (TAM) to understand the factors influencing user acceptance. The findings highlight the critical roles of perceived usefulness (PU) and perceived ease of use (PEU) for both job seekers and employers. Job seekers value the efficiency, convenience, and expanded opportunities offered by JMPs, while employers appreciate the streamlined recruitment processes and access to qualified candidates. Empirical studies in similar contexts corroborate these findings, emphasizing the universal importance of PU and PEU in technology adoption. For JMPs to succeed, they must offer user-friendly interfaces, ensure

mobile compatibility, and provide multilingual support. By addressing these factors, digital job platforms can enhance their appeal, improve user experience, and contribute significantly to the Ethiopian job market's efficiency and inclusivity. The insights drawn from various empirical studies provide a comprehensive understanding, underscoring the need to bridge the acceptance-use gap and build trust to drive widespread adoption.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1. CONCLUSIONS

The Modified TAM provides a valuable framework for analyzing the acceptance and adoption of digital job matching platforms in Ethiopia. By focusing on user perception and experience and intentions and attitudes toward platform use, alongside the context-specific challenges and opportunities, researchers can gain valuable insights to inform the design, implementation, and promotion of these platforms. This will ultimately contribute to a more efficient and inclusive job market in Ethiopia.

This study revealed that the advanced TAM to be applicable to assess the acceptance and adoption of digital job matching platform. User perception and experience was found to be the strongest determinant factors for the acceptance and adoption of digital job matching platform. In addition, intentions and attitudes toward platform use were found to be the strongest determinant factor for the acceptance and adoption of digital job matching platform. There was statistically significance relationship between PU and PEU, and ATU of digital job matching platform. There was statistically significance relationship between ATU and BI to use of digital job matching platform. Also, there was statistically significance relationship between BI and AU of digital job matching platform.

This study also tried to validate a modified Technology Acceptance Model (TAM) to understand the factors influencing job seekers' acceptance and adoption of digital job matching platforms in Ethiopia. Confirmatory Factor Analysis (CFA) was conducted using Amos software to assess the model's structure and measurement properties. While detailed fit indices are unavailable for a comprehensive interpretation, the model suggests potential relationships between key constructs:

- Perceived Ease of Use (PEU) and Perceived Usefulness (PU) are hypothesized to influence the Intention to Use the Platform (IATPU).
- Intention to Use (IATPU) and Behavioral Intention (BI) might be linked, indicating that users with a stronger desire to use the platform are more likely to incorporate it into their job search.

- Finally, the model explores the connection between Behavioral Intention (BI) and Actual System Use (AU), suggesting that a strong intention to use the platform should ideally translate into frequent platform usage.

These findings provide a preliminary understanding of the factors potentially influencing job seeker adoption of digital job matching platforms in Ethiopia. However, further analysis with complete fit indices and path coefficients is needed to confirm the model's validity and strength of the relationships between constructs.

➔ User Needs at the Core: Building a Thriving Digital Job Market Ecosystem in Ethiopia

Digital job matching platforms have revolutionized the Ethiopian job market, creating a vibrant ecosystem that connects job seekers with employers with greater ease and efficiency. Gone are the days of relying solely on traditional job postings in newspapers or physical job boards. Now, job seekers can browse a wider range of opportunities, filter by specific criteria, and even apply for positions online – all from the comfort of their mobile devices or computers. However, for these platforms to flourish in the long term and truly unlock their full potential, a symbiotic relationship with user needs is paramount. This comprehensive research, combining qualitative and quantitative analysis alongside the TAM framework, offers valuable insights to inform platform development and foster a user-centric ecosystem that caters to the specific needs and preferences of both job seekers and employers in Ethiopia.

➔ Modified TAM Validation with a User-Centric Lens

The quantitative analysis, utilizing the Modified TAM framework, provided robust evidence for the importance of user perception and experience (encompassing PU and PEU) and user attitudes towards platform use. This statistically significant relationship underscores the applicability of TAM in the Ethiopian context. The TAM framework posits that perceived usefulness (PU), perceived ease of use (PEU), and attitudes towards using a technology all influence a user's intention to adopt and use that technology. In the context of digital job matching platforms, PU refers to the user's belief that the platform will help them achieve their job search goals, such as finding a suitable position that aligns with their skills and experience. PEU refers to the user's perception of how easy it is to navigate the platform, search for jobs, and complete the application process.

However, the research goes beyond a strict TAM focus. By analyzing user demographics and usage patterns, the study highlights the importance of considering context-specific factors that may not be fully captured by TAM alone. For instance, the prevalence of mobile internet access in remote areas necessitates prioritizing mobile device compatibility. This means ensuring the platform is optimized for smaller screens, has a fast-loading time, and potentially explores functionalities that can be used even with limited internet connectivity. Similarly, user data on search behavior can reveal a need for multilingual support to cater to Ethiopia's diverse linguistic landscape. Ultimately, this data-driven approach, informed by both TAM principles and user-specific needs, is crucial for platform optimization and wider user base adoption.

➔ Beyond the Modified TAM: Personalization, Trust, and Continuous Improvement

The qualitative analysis delved deeper, revealing user priorities that extend beyond the Modified TAM. Personalized job recommendations, for example, resonate with Self-Determination Theory, fulfilling user desires for autonomy and competence. Imagine a job seeker who is a skilled carpenter but unsure of the specific positions available that match their skillset. Platforms that leverage user data and skills assessments can personalize job recommendations, presenting the user with relevant opportunities that align with their qualifications and career aspirations. This empowers users to make informed decisions about their job search and ultimately fosters a sense of control and satisfaction with the platform.

Building trust is another crucial factor. User concerns regarding platform trustworthiness and information quality necessitate a focus on data accuracy, transparent communication channels, and robust security measures. This could involve implementing clear data privacy policies, providing users with control over their data settings, and establishing secure login procedures. Research by Shih et al. (2005) emphasizes the importance of these factors in building user trust, which ultimately contributes to a positive perception of PU within the TAM framework. Platforms that prioritize data security and implement clear communication strategies about how user data is collected and used can foster trust and encourage user adoption. Additionally, addressing user concerns head-on through readily available customer support channels demonstrates transparency and fosters a sense of security.

➔ A Roadmap for User-Centric Platforms

By integrating data-driven insights from both quantitative and qualitative analysis, digital job matching platforms in Ethiopia can continuously evolve to meet user needs. A user-centric approach is the key driver, translating to features that are user-friendly, efficient, and cater to user needs for personalization. User-friendly interfaces with clear navigation and intuitive functionalities are essential for minimizing the learning curve and ensuring a smooth user experience. Platforms should also prioritize efficient search functionalities with advanced filtering options that allow users to narrow down job opportunities based on specific criteria such as location, industry, job type, and salary range. This saves users valuable time and frustration by allowing them to focus on the most relevant positions. Additionally, fostering trust through transparent practices and leveraging data for personalized recommendations will be paramount.

The strategic selection of platforms for this study, with diverse user bases, service delivery mechanisms, and alignment with labor market dynamics, strengthens the generalizability of the research findings. By including platforms that cater to different segments of the Ethiopian workforce, from skilled professionals to entry-level job seekers, the research ensures the insights are relevant to a broader audience. Similarly, analyzing platforms with varying service delivery mechanisms, such as subscription-based models or freemium options, provides valuable insights into user preferences for different pricing structures. Finally, ensuring the platforms align with current labor market dynamics guarantees the research findings address the most pressing job search needs in Ethiopia. This bridge between academic inquiry and practical advancements signifies a valuable approach for propelling the digital job matching landscape in Ethiopia forward.

➔ A Symbiotic Relationship for Success

This research underscores the importance of a symbiotic relationship between user needs and digital job matching platforms in Ethiopia. By prioritizing a user-centric approach that incorporates the insights gleaned from both Modified TAM validation and qualitative analysis, platforms can establish themselves as essential tools within the job market ecosystem. This will not only enhance user experience and satisfaction but also contribute to a more efficient and inclusive job search process for both job seekers and employers. Ultimately, by fostering a user-centric environment where user needs are continuously met and surpassed, digital job matching platforms can play a pivotal role in building a thriving digital job market ecosystem in Ethiopia.

5.2. RECOMMENDATIONS

This research has identified several key findings regarding user-centric factors influencing the adoption of digital job matching platforms in Ethiopia. Based on these insights, the following recommendations are proposed to further enhance user adoption and platform effectiveness:

1. **Expand Stakeholder Engagement: A Multi-Perspective Approach**

- **Move beyond job seekers:** The current study focused primarily on job seeker perspectives. Future research and platform development efforts should incorporate the viewpoints of additional stakeholders, as emphasized by Venkatesh et al. (2003). Here's how to achieve this:
  - **Gather data from employers:** Conduct surveys, interviews, or focus groups with employers to understand their needs and expectations regarding candidate identification and recruitment processes. This could involve exploring their preferred functionalities for searching candidate profiles, filtering applicant pools, and scheduling interviews through the platform.
  - **Include technology developers and platform owners:** Engage these stakeholders in discussions to gain insights into the technical considerations and design choices that influence user experience. This might involve exploring technical limitations and functionalities under development, understanding user interface design philosophies, and prioritizing features based on feasibility and user impact.

By fostering a collaborative approach that integrates the perspectives of job seekers, employers, developers, and platform owners, a more holistic understanding of user needs and platform functionalities can be achieved. Imagine a roundtable discussion where a job seeker expresses frustration with a lack of filtering options, an employer emphasizes the need for skills-based candidate searches, and a developer explains the technical challenges of implementing those features. This collaborative environment can lead to the development of features that address job seeker pain points, streamline employer recruitment processes, and leverage technological capabilities effectively. This comprehensive approach will ultimately contribute to the development of platforms that are user-centric, efficient, and cater to the needs of all participants within the Ethiopian job market ecosystem.

2. **Refine Measurement and Explore Context-Specific Constructs:**

- **Refine "organizational support" measurement:** The study encountered challenges in measuring the "organizational support" variable. Drawing on Hair et al. (2019)'s emphasis on robust measurement scales, future research should refine the existing measurement instrument or explore alternative conceptualizations of "organizational support" that are specific to the Ethiopian context. This may involve conducting pilot testing with smaller samples to ensure the instrument's validity and reliability within the Ethiopian job market. Here are some specific steps to consider:
  - *Conduct a literature review to identify existing measurement scales for "organizational support" used in similar contexts.*
  - *Adapt these scales to the Ethiopian context by including questions that resonate with Ethiopian workplace dynamics. For example, instead of a generic question about "feeling supported by your manager," the scale could be adapted to inquire about access to training opportunities or mentorship programs specific to the Ethiopian job market.*
  - *Conduct pilot testing with a smaller sample of job seekers in Ethiopia to assess the clarity and relevance of the revised measurement instrument. This feedback can be used to further refine the scale before deploying it in a larger study.*

3. **Broaden the TAM Framework Scope: Unveiling a More Nuanced Picture**

- **Explore additional external variables:** The research focused on core Modified TAM constructs but acknowledges the potential influence of external variables on technology acceptance, as highlighted by King and He (2006). Future research can explore the impact of additional external factors such as:
  - *Government initiatives promoting digital literacy and internet accessibility: Analyze the reach and effectiveness of government programs aimed at equipping citizens with the digital skills needed to navigate job search platforms effectively. This could involve collaborating with government agencies to collect data on program participation rates and user feedback on the effectiveness of these initiatives in improving digital literacy.*
  - *Public-private partnerships aimed at bridging the digital divide in remote areas: Partner with telecommunication companies and internet service providers to explore the feasibility of expanding internet access and affordability in remote areas. This could involve*

investigating innovative solutions like mobile data subsidies or community Wi-Fi hotspots specifically targeted towards underserved regions.

- **Examine moderating variables:** Investigating potential moderating variables like user demographics (age, education level) or prior experience with similar platforms can provide deeper insights. Understanding how different user segments interact with these platforms can inform targeted interventions and platform design features that cater to specific user needs. Here are some specific examples:
  - *Analyze user data to identify differences in search behavior or platform usage patterns between younger and older job seekers. This might reveal a need for more in-app tutorials or targeted help resources for users unfamiliar with digital job search platforms.*
  - *Explore variations in platform adoption rates based on education level. This could inform the development of content and functionalities tailored towards job seekers with varying levels of formal education and digital literacy.*

4. Addressing Analysis Gaps

Based on the limitations of the current analysis, the following recommendations are suggested for future research:

- ***Obtain and report detailed fit indices:*** *Providing Chi-square, CFI, TLI, and RMSEA values would allow for a more robust assessment of how well the model fits the data.*
- ***Report path coefficients and significance levels:*** *Understanding the strength and direction of the relationships between variables (e.g., PEU and PU) is crucial for interpreting the model's effectiveness adequately even though it was done through regression analysis.*
- ***Consider model modifications:*** *Based on the initial analysis, the model structure might require adjustments to improve its fit. Examining modification indices suggested by AMOS software could be helpful.*
- ***Expand the study scope:*** *Future research could benefit from a larger sample size and potentially include additional factors like trust in the platform, user experience design, and cultural influences to create a more comprehensive picture of digital job matching platform adoption in Ethiopia.*

By addressing these recommendations and conducting further research, we can gain valuable insights to improve digital job matching platforms for Ethiopian job seekers, ultimately facilitating better job search outcomes.

5. **Prioritize User-Centric Design and Optimization: Putting Users First**

- **Focus on user experience:** Building on the importance of user needs identified throughout this research, platform design and development should prioritize user experience. This translates to features that are:
  - ***User-friendly:*** *Clear navigation with intuitive functionalities to minimize the learning curve. This could involve implementing a simple and uncluttered interface with clear labeling of menus and icons. Additionally, consider offering in-app tutorials or guided walkthroughs to familiarize new users with the platform's functionalities.*
  - ***Efficient:*** *Advanced search options with relevant filtering criteria for location, industry, job type, and salary range to save users time and frustration. Imagine a job seeker in Addis Ababa searching for marketing positions. By allowing them to filter their search based on these criteria, the platform can present them with a targeted list of relevant opportunities, saving them valuable time and effort compared to browsing through a large pool of unrelated jobs.*
  - ***Personalized:*** *Leverage user data and skills assessments to provide personalized job recommendations that align with user qualifications and career aspirations. This could involve developing algorithms that analyze a user's resume, skills assessments, and past search behavior to suggest relevant job openings. Additionally, consider allowing users to set up personalized job alerts based on their specific interests and career goals.*
- **Foster trust and transparency:** Building trust is crucial. Implement clear data privacy policies, provide user control over data settings, and establish secure login procedures. Address user concerns head-on through readily available customer support channels. These measures will foster transparency and a sense of security, encouraging user adoption. Here are some specific actions to consider:
  - *Develop clear and concise data privacy policies that explain how user data is collected, used, and protected. Make these policies easily accessible within the platform and avoid using overly technical language.*

- *Provide users with control over their data settings. Allow them to choose what information they share on the platform, manage their privacy preferences, and easily opt out of receiving communications if desired.*
- *Establish secure login procedures with strong password encryption and two-factor authentication options to safeguard user data.*
- *Implement readily available customer support channels such as live chat, email support, or a frequently asked questions (FAQ) section to address user concerns and inquiries promptly and efficiently.*

6. **Leverage Data-Driven Insights for Continuous Improvement: A Learning Ecosystem**

- **Integrate quantitative and qualitative data:** Continuously analyze data from both quantitative and qualitative sources to understand user needs and identify areas for improvement. This data-driven approach allows platforms to evolve and adapt to meet user needs over time. Here's how to achieve this:
  - *Analyze quantitative data such as user demographics, search behavior, and platform usage patterns to identify trends and common pain points.*
  - *Complement this analysis with qualitative data from user surveys, focus groups, or in-app feedback mechanisms to gain deeper insights into user experiences, frustrations, and suggestions for improvement.*
  - *Combine these quantitative and qualitative insights to prioritize platform development efforts and ensure that new features and functionalities address actual user needs.*

By implementing these recommendations, digital job matching platforms in Ethiopia can create a more user-centric environment, fostering trust, personalization, and ultimately contributing to a more efficient and inclusive job search experience for all users within the Ethiopian digital job market. This will play a pivotal role in building a thriving digital job market ecosystem that empowers both job seekers and employers in Ethiopia.

5.3. FUTURE RESEARCH IMPLICATIONS

The findings and limitations of this study offer valuable insights into the adoption and acceptance of digital job matching platforms in Addis Ababa, Ethiopia. These insights pave the way for future research endeavors aimed at enhancing our understanding of this evolving landscape and improving the effectiveness of digital platforms for job seekers and employers.

♂ *Addressing Generalizability and Sample Representation*

Future research should prioritize addressing the limitations related to sample selection and generalizability. Conducting similar studies in different regions across Ethiopia would allow for a more comprehensive understanding of the factors influencing platform adoption. As highlighted by Mulatu, Eshetie, and Gezahegn (2023), including diverse samples from various cities and demographic groups can provide insights into how cultural, social, and economic factors shape users' acceptance and adoption behaviors. Moreover, efforts should be made to ensure the representation of different stakeholder perspectives, including both job seekers and employers, as emphasized by Abab, Wakjira, and Negash (2020), to capture a holistic view of platform dynamics.

♂ *Exploring Additional External and Moderating Variables*

Expanding the scope of research to include a broader range of external and moderating variables can enrich our understanding of platform adoption processes. Future studies could explore the influence of external factors such as government policies, market competition, and technological infrastructure on platform usage patterns, as suggested by Tariku et al. (2023). Additionally, investigating moderating variables like user demographics, prior experience with digital platforms, and industry-specific needs, as discussed by Kuhil and Temesgen (2019), can provide deeper insights into user behaviors and preferences. By incorporating these variables into the research framework, scholars can develop more robust models for predicting and explaining platform adoption dynamics.

♂ *Enhancing Methodological Rigor and Measurement Instruments*

To address the limitations related to measurement challenges and self-reported data, future research should focus on enhancing methodological rigor and measurement instruments. As highlighted by Teka (2020), researchers can refine existing measurement scales and develop new instruments tailored to the Ethiopian context to ensure the validity and reliability of research findings. Employing mixed-methods approaches that combine quantitative surveys with qualitative data collection methods, as recommended by Bramo, Desta, and Syedda (2022), can provide a more comprehensive understanding of user perceptions and behaviors. Moreover, incorporating real-time data collection techniques and observational studies, as suggested by

Atinafu et al. (2022), can help mitigate biases associated with self-reported data and provide more accurate insights into user experiences.

♂ ***Longitudinal Studies and Comparative Analyses***

Longitudinal studies tracking users' behaviors and attitudes over time can offer valuable insights into the long-term effects of platform adoption. As highlighted by Hagos and Negash (2014), by examining how user perceptions and usage patterns evolve over different stages of platform maturity, researchers can identify key drivers of sustained engagement and areas for improvement. Furthermore, comparative analyses across different digital job matching platforms, as discussed by Kejela and Porath (2020), can shed light on the unique features and functionalities that contribute to user acceptance and adoption. Comparative studies can also facilitate benchmarking exercises and best practice sharing among platform developers, fostering innovation and improvement in the digital job matching ecosystem.

♂ ***Interdisciplinary Approaches and Industry Collaborations***

Collaborations between academia, industry stakeholders, and government agencies can facilitate interdisciplinary research efforts and knowledge exchange. As emphasized by Hailu, Mammo, and Ketema (2016), engaging with industry partners can provide researchers with access to proprietary data, real-world insights, and resources for conducting large-scale studies. By collaborating with platform developers, researchers can co-design studies that address practical challenges and contribute to the development of user-centered solutions. Furthermore, partnerships with government agencies, as discussed by Elias Worku (2020), can facilitate data sharing and policy dialogue, informing evidence-based decision-making and regulatory interventions to support the growth of the digital job matching sector.

In conclusion, future research should build upon the findings and limitations of this study to advance our understanding of digital job matching platform adoption in Ethiopia. By addressing methodological challenges, expanding the scope of inquiry, and fostering interdisciplinary collaborations, researchers can contribute to the development of more effective and inclusive platforms that meet the diverse needs of job seekers and employers in the Ethiopian context.

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APPENDIX

Table 1: Chosen variables for investigating users' acceptance and adoption of digital job matching platforms based on the Modified TAM

1. Latent Variables	**A. Perceived Ease of Use (PEU)** **B. Perceived Usefulness (PU)** **C. Attitude Toward Use (ATU)** **D. Behavioral Intention (BI)** **E. Actual Use (AU)**
2. Measurement Model	**A. PEU:** PEU1: The digital job matching platform is extremely easy to use. PEU2: Interacting with the digital job matching platform is straightforward. PEU3: Understanding the features and functionalities of the digital job matching platform is easy. PEU4: Using the digital job matching platform requires little effort. PEU5: Overall, I find the digital job matching platform to be easy to use.
	B. PU: **PU1:** The digital job matching platform is extremely beneficial for enhancing job performance. **PU2:** Using the digital job matching platform improves efficiency in the job search process. **PU3:** The digital job matching platform greatly facilitates task accomplishment. **PU4:** I perceive significant benefits from using the digital job matching platform. **PU5**: Overall, I find the digital job matching platform to be useful.
	C. ATU: **ATU1:** I have a very positive attitude towards using the digital job matching platform. **ATU2:** I would strongly recommend the digital job matching platform to others seeking job opportunities. **ATU3:** My overall evaluation of the digital job matching platform is positive. **ATU4**: I believe that using the digital job matching platform is a good idea. **ATU5:** I have a very favorable attitude towards using the digital job matching platform.
	D. BI: **BI1:** I am extremely likely to use the digital job matching platform in my job search activities in the future. **BI2:** My intention to use the digital job matching platform in the future is very high. **BI3:** I am likely to continue using the digital job matching platform regularly.

	BI4: I have a strong willingness to engage in using the digital job matching platform in the future. **BI5:** Overall, I am extremely motivated to use the digital job matching platform in the future.
	E. AU: **AU1:** I currently use the digital job matching platform on a daily basis. **AU2:** I spend a significant amount of time using the digital job matching platform each week. **AU3:** The digital job matching platform is an integral part of my job search activities. **AU4:** I use the digital job matching platform frequently for finding job opportunities. **AU5:** Overall, I actively engage with the digital job matching platform in my professional endeavors.

Appendix-A: Questionnaire

❖ English Version

Title: ***Examining the Acceptance and Adoption Of Digital Job Matching Platforms Using A Modified Technology Acceptance Model: A Case Study Of HaHuJobs And Afriwork in Addis Ababa, Ethiopia***

Dear participant,

Thank you for considering participating in this research study. Your input is valuable in helping to understand user acceptance and adoption of digital job matching platforms. This survey was conducted as part of a master's degree research project in Public Relations and Strategic Communication at Addis Ababa University School of Journalism.

Consent: By completing this survey, you agree to participate in a research study conducted by Mr. Tesfayesus Alemayheu to fulfill the requirements for a master's degree in Public Relations and Strategic Communication at Addis Ababa University School of Journalism. Your participation is voluntary, and all responses will be kept confidential. If you have any questions about the study or your participation, please contact [@0910193894/ tesfazoe1977@gmail.com]. Thank you for your cooperation.

OBJECTIVE OF THE STUDY: The objective of this study is to examine user acceptance and acceptance of digital job matching platforms. The study aims to examine attitudes and behaviors related to the use of these platforms, focusing on ease of use, perceived usefulness, attitude toward

use, behavioral intention, and actual use. By understanding users' experiences and preferences, the study seeks to provide insights that can inform strategies to improve the effectiveness and efficiency of digital job matching platforms. This study is one of the requirements for the master's degree in public relations and strategic communication at Addis Ababa University's School of Journalism.

Agree Yes ☐ No☐

Thank you for taking the time to complete the survey.

Part-I: Socio economic and demographic questions

1. Sex: A) Male B) Female

2. Age: _____

3. Education level

A) Primary school B) Secondary school

C) First Degree D) Second Degree

E) PhD

4. Marital status A) Married B) Single C) Divorced

5. Place of Birth A) Addis Ababa B) Sub Cities C) Rural Area

6. Family size A) 1-3 B) 4 - 6 C) 7 - 9 D) 10 - 12 E) 13 and above

7. Occupation status A) Employed B) Unemployed C) Private work

8. Monthly family income

A) 5000 below B) 5001 – 10,000 C) 10,001 – 15,000

D) 15,001 - 20,000 E) 20,000 Above

9. How long have you been using a digital job matching platform?

A) From 6 Months - 1 year

B) 1-2 Years

C) 2-3 Years

D) 3 Years and above

Part-II: Constructs of Technology Acceptance Model (Please rate the following statements based on your experience and understanding)

TAM (Variables)	Responses of items	Key: 1- Strongly agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Strongly disagree				
		1	2	3	4	5
Perceived Ease of Use (PEU)	The digital job matching platform is extremely easy to use.					
	Interacting with the digital job matching platform is straightforward.					
	Understanding the features and functionalities of the digital job matching platform is easy.					
	Using the digital job matching platform requires little effort.					
	Overall, I find the digital job matching platform to be easy to use.					
Perceived Usefulness (PU)	The digital job matching platform is extremely beneficial for enhancing job performance.					
	Using the digital job matching platform improves efficiency in the job search process.					
	The digital job matching platform greatly facilitates task accomplishment.					
	I perceive significant benefits from using the digital job matching platform.					
	Overall, I find the digital job matching platform to be useful.					
Attitude Toward Using (ATU)	I have a very positive attitude towards using the digital job matching platform.					
	I would strongly recommend the digital job matching platform to others seeking job opportunities.					
	My overall evaluation of the digital job matching platform is positive.					
	I believe that using the digital job matching platform is a good idea.					

	I have a very favorable attitude towards using the digital job matching platform.					
	I have a very positive attitude towards using the digital job matching platform.					
Behavioral Intention to Use (BI	I am extremely likely to use the digital job matching platform in my job search activities in the future.					
	My intention to use the digital job matching platform in the future is very high.					
	I am likely to continue using the digital job matching platform regularly.					
	I have a strong willingness to engage in using the digital job matching platform in the future.					
	Overall, I am extremely motivated to use the digital job matching platform in the future.					
Actual System Use (AU)	I currently use the digital job matching platform on a daily basis.					
	I spend a significant amount of time using the digital job matching platform each week.					
	The digital job matching platform is an integral part of my job search activities.					
	I use the digital job matching platform frequently for finding job opportunities.					
	Overall, I actively engage with the digital job matching platform in my professional endeavors.					

Your participation is greatly appreciated. Thank you for your time and valuable input.

❖ **Amharic Version (https://docs.google.com/forms/d/1k84AbB8Xr__-sD5o1rwxawPPVXBwsm1tQLXjTdaeq4g/edit)**

የዳሰሳ ጥናት መጠየቂያ ቅጽ (SURVEY QUESTIONNAIRE)

የጥናቱ ርእስ፡ በኢትዮጲያ የዲጂታል የሥራ ማዛመጃ ቲክኖሎጂዎች በተጠቃሚዎች አቀባበል እና አጠቃቀም ዙሪያ የቴክኖሎጂያዊ ተቀባይነት ሞዴል በመጠቀም የተደርገ ጥናት

(Title: Examining the Acceptance and Adoption of Digital Job Matching Platforms Using a Modified Technology Acceptance Model: A Case Study Of HaHuJobs And Afriwork in Addis Ababa, Ethiopia)

ውድ ተሳታፊ፣

በዚህ የምርምር ጥናት ላይ ለመሳተፍ ስላሰቡ እናመሰግናለን። የእርስዎ ግብአት የተጠቃሚዎችን ተቀባይነት እና የዲጂታል የሥራ ማዛመጃ መድረኮችን መቀበልን ለመረዳት በማገዝ ጠቃሚ ነው። ይህ የዳሰሳ ጥናት በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነት ትምህርት ቤት የህዝብ ግንኙነት እና ስትራቴጂክ ኮሙኒኬሽን የሁለተኛ ዲግሪ የምርምር ፕሮጀክት አካል ሆኖ የተካሄደ ነው።

ፈቃድ፡- ይህንን የዳሰሳ ጥናት በማጠናቀቅ በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነት ትምህርት ቤት በሕዝብ ግንኙነት እና ስትራቴጂክ ኮሙኒኬሽን የሁለተኛ ዲግሪ መስፈርቶችን ለማሟላት በአቶ ተስፋየሱስ አለማየሁ በተካሄደው የምርምር ጥናት ላይ ለመሳተፍ ተስማምተሃል (ሻለ)። የእርስዎ ተሳትፎ በፈቃደኝነት ነው፣ እና ሁሉም ምላሾች በሚስጥር ይቀመጣሉ። ስለ ጥናቱ ወይም ስለ ተሳትፎዎ ማንኛውም አይነት ጥያቄ ካሎት እባክዎን [@0910193894/tesfazoe1977@gmail.com] ያግኙ። ለትብብርዎ እናመሰግናለን፡፡

የጥናቱ ዓላማ፡ የዚህ ጥናት ዓላማ የተጠቃሚዎችን ተቀባይነት እና ዲጂታል የስራ ማዛመጃ መድረኮችን መፈተሽ ነው። ጥናቱ ዓላማው ለአጠቃቀም ምቹነት፣ ለታሰበው ጥቅም፣ ለአጠቃቀም ያለው አመለካከት፣ የባህርይ ዓላማ እና ትክክለኛ አጠቃቀም ላይ በማተኮር ከነዚህ መድረኮች አጠቃቀም ጋር የተያያዙ አመለካከቶችን እና ባህሪያትን ለመመርመር ነው። የተጠቃሚዎችን ተሞክሮ እና ምርጫዎች በመረዳት ጥናቱ የዲጂታል የሥራ ማዛመጃ መድረኮችን ውጤታማነት እና ቅልጥፍናን ለማሻሻል ስልቶችን ማሳወቅ የሚችሉ ግንዛቤዎችን ለማቅረብ ይፈልጋል። ይህ ጥናት በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነት ትምህርት ቤት የህዝብ ግንኙነት እና ስትራቴጂክ ኮሙኒኬሽን ሁለተኛ ዲግሪ ከሚያስፈልጉት መስፈርቶች አንዱ ነው።

ማጽደቅ፡ አዎ ☐ አይ☐

የዳሰሳ ጥናቱን ለማጠናቀቅ ጊዜ ስለወሰዱ እናመሰግናለን።

ክፍል 1፡ የሥነ ሕዝብ አወቃቀር መረጃ

1. ጾታ፡ ሀ) ወንድ ለ) ሴት

2. ዕድሜ፡- (ዕድሜዎን ያስገቡ)

3. የትምህርት ደረጃ፡-

ሀ) የመጀመሪያ ደረጃ ለ) ሁለተኛ ደረጃ

ሐ) የመጀመሪያ ዲግሪ መ) የማስተርስ ዲግሪ

ሠ) ዶክትሬት

4. የጋብቻ ሁኔታ ሀ) ያላገባ(ች) ለ) ያገባ(ች) ሐ) የተፋታ(ች)

5. የትውልድ/የእድገት ቦታ/አከባቢ ሀ) አዲስ አበባ ለ) የክልል ከተማ (ዋና ዋና ከተሞች) ሐ) ገጠር (ወረዳዎች)

6. የቤተሰብ መጠን (እርስዎን ጨምሮ) ሀ) 1-3 ለ) 4 - 6 ሐ) 7 - 9 መ) 10 - 12 ሠ) 13 እና ከዚያ በላይ

7. የሥራ ሁኔታ ሀ) ቅጥረኛ ለ) ሥራ ፈላጊ ሐ) የግል ተዳዳሪ

8. የቤተሰብ አማካይ ወርሃዊ ገቢ በብር

ሀ) ከ5000 ብር በታች ለ) 5001 – 10,000 ብር ሐ) 10,001 – 15,000 ብር

መ) 15,001 - 20,000 ብር ሠ) ከ20,000 ብር በላይ

9. የዲጂታል ሥራ ማዘመጃ መድረክን ምን ያህል ጊዜ ሲጠቀሙ ቆይተዋል?

ሀ) ከ 6 ወር እስከ 1 ዓመት

ለ) 1-2 ዓመታት

ሐ) 2-3 ዓመታት

መ) ከ 3 ዓመት በላይ

ክፍል 2፡ የቴክኖሎጂ ተቀባይነት ሞዴል ግንባታዎች (እባክዎ በእርስዎ ልምድ እና ግንዛቤ ላይ በመመስረት የሚከተሉትን መግለጫዎች ደረጃ ይስጡ)

TAM ግንባታ (ከዴቪስ እና ቬንካቴሽ፣ 1999 የተወሰደ)	የንጥሎች ምላሾች	ቁልፍ፡ 1- በጣም እስማማለሁ፣ 2- እስማማለሁ፣ 3- ገለልተኛ፣ 4፣ አልስማማም፣ 5- በጣም አልስማማም				
		1	2	3	4	5
የአጠቃቀም ቀላልነት (PEU)	የዲጂታል ሥራ ማዘመጃ መድረክ ለመጠቀም እጅግ በጣም ቀላል ነው።					
	ከዲጂታል ሥራ ማዘመጃ መድረክ ጋር መስተጋብር መፍጠር ቀጥተኛ ነው።					
	የዲጂታል ሥራ ማዘመጃ መድረክን ባህሪያት እና ተግባራት መረዳት ቀላል ነው።					
	የዲጂታል ሥራ ማዘመጃ መድረክን መጠቀም ትንሽ ጥረት ይጠይቃል።					
	በአጠቃላይ፣ የዲጂታል ሥራ ማዘመጃ መድረክ ለመጠቀም ቀላል ሆኖ አግኝቼዋለሁ።					
ጠቃሚነት (PU)	የዲጂታል ሥራ ማዘመጃ መድረክ የሥራ አፈጻጸምን ለማሻሻል እጅግ ጠቃሚ ነው።					
	የዲጂታል ሥራ ማዘመጃ መድረክን መጠቀም በሥራ ፍለጋ ሂደት ውስጥ ቅልጥፍናን ያሻሽላል።					
	የዲጂታል ሥራ ማዘመጃ መድረክ ተግባርን መፈጸምን በእጅጉ ያመቻቻል።					

	የዲጂታል ሥራ ማዛመጃ መድረክን በመጠቀም ጉልህ ጥቅሞችን እገነዘባለሁ።					
	በአጠቃላይ፣ የዲጂታል ሥራ ማዛመጃ መድረክ ጠቃሚ ሆኖ አግኝቼዋለሁ።					
የአጠቃቀም አመለካከት (AU)	የዲጂታል ሥራ ማዛመጃ መድረክን ለመጠቀም በጣም አዎንታዊ አመለካከት አለኝ።					
	የሥራ እድሎችን ለሚፈልጉ ሌሎች የዲጂታል ሥራ ማዛመጃ መድረክን አጥብቄ እመክራለሁ።					
	የዲጂታል ሥራ ማዛመጃ መድረክ አጠቃላይ ግምገማዬ አዎንታዊ ነው።					
	የዲጂታል ሥራ ማዛመጃ መድረክን መጠቀም ጥሩ ሀሳብ ነው ብዬ አምናለሁ።					
	የዲጂታል ሥራ ማዛመጃ መድረክን ለመጠቀም ጥሩ አመለካከት አለኝ።					
የባህርይ ፍላጎት (BI)	ለወደፊት ለስራ ፍለጋ እንቅስቃሴዬ የዲጂታል ሥራ ማዛመጃ መድረክን የመጠቀም እድላዬ ከፍተኛ ነው።					
	ወደፊት የዲጂታል ሥራ ማዛመጃ መድረክን ለመጠቀም ያለኝ ፍላጎት በጣም ከፍተኛ ነው።					
	የዲጂታል ሥራ ማዛመጃ መድረክን በመደበኛነት መጠቀም ልቀጥል ነው።					
	ለወደፊቱ ዲጂታል የሥራ ማዛመጃ መድረክን በመጠቀም ለመሳተፍ ከፍተኛ ፍላጎት አለኝ።					
	በአጠቃላይ፣ ወደፊት ዲጂታል የሥራ ማዛመጃ መድረክን ለመጠቀም በጣም ተነሳሳሁ።					
ትክክለኛ አጠቃቀም (AU)	በአሁኑ ጊዜ የዲጂታል ሥራ ማዛመጃ መድረክን በየቀኑ እጠቀማለሁ።					
	በየሳምንቱ ዲጂታል የሥራ ማዛመጃ መድረክን በመጠቀም ብዙ ጊዜ አሳልፋለሁ።					
	የዲጂታል ሥራ ማዛመጃ መድረክ የሥራ ፍለጋ እንቅስቃሴዬ ዋና አካል ነው።					
	የሥራ እድሎችን ለማግኘት የዲጂታል ሥራ ማዛመጃ መድረክን በተደጋጋሚ እጠቀማለሁ።					
	በአጠቃላይ፣ በሙያዊ ጥረቴ ውስጥ ከዲጂታል የሥራ ማዛመጃ መድረክ ጋር በንቃት እሳተፋለሁ።					

የእርስዎ ተሳትፎ በጣም የተመሰገነ ነው። ለጊዜዎ እና ጠቃሚ ግብዓትዎ እናመሠግናለን።

Appendix-B: Communalities

Communalities values before removing three variables (ATU1, ATU5, and PEU4).

Items	Initial	Extraction
PEU1	.769	.752
PEU2	.655	.610
PEU3	.686	.681
PEU4	.208	.062
PEU5	.720	.712
PU1	.677	.624
PU2	.834	.814
PU3	.770	.692
PU4	.799	.772
PU5	.835	.799
ATU1	.883	.864
ATU2	.825	.792
ATU3	.808	.775
ATU4	.879	.862
ATU5	.896	.871
BI1	.852	.838
BI2	.875	.869
BI3	.797	.770
BI4	.878	.874
BI5	.845	.816
AU1	.705	.666
AU2	.570	.539
AU3	.790	.784
AU4	.877	.887
AU5	.879	.899

Appendix-C: Total Variance Explained

Total Variance Explained before removing the three variables (ATU1, ATU5, and PEU4).

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	17.541	70.165	70.165	17.292	69.166	69.166	14.711
2	1.091	4.365	74.530	.780	3.119	72.285	15.973
3	1.001	4.003	78.533	.553	2.214	74.499	13.759
4	.793	3.170	81.703				
5	.539	2.157	83.859				
6	.437	1.750	85.609				
7	.366	1.466	87.074				

8	.349	1.394	88.469				
9	.328	1.313	89.782				
10	.300	1.200	90.982				
11	.274	1.098	92.080				
12	.229	.916	92.996				
13	.213	.854	93.849				
14	.204	.815	94.664				
15	.180	.719	95.383				
16	.173	.692	96.075				
17	.160	.639	96.714				
18	.151	.604	97.318				
19	.133	.534	97.852				
20	.114	.458	98.310				
21	.107	.427	98.737				
22	.093	.372	99.110				
23	.082	.326	99.436				
24	.076	.303	99.739				
25	.065	.261	100.000				

Appendix-D: Pattern Matrix

Pattern Matrix before removing three variables (ATU1, ATU5, and PEU4).

	Factor		
	1	**2**	**3**
PEU3	.808		
PEU5	.778		
PU1	.687		
PU3	.647		
PEU1	.628		
PEU2	.540		
PU2	.510		
PEU4			
BI2		.831	
ATU3		.818	
BI4		.773	
BI5		.768	
BI3		.731	
ATU4		.666	
BI1		.634	
ATU2		.625	
PU4		.601	
PU5		.559	
ATU1			
ATU5			
AU2			.772

AU5			.759
AU4			.743
AU1			.736
AU3			.683

Appendix-E: Total Variance Explained

Total Variance Explained after removing three variables (ATU1, ATU5, and PEU4).

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	15.835	68.848	68.848	15.569	67.693	67.693	13.119
2	1.085	4.718	73.566	.783	3.404	71.097	14.319
3	1.000	4.350	77.916	.562	2.443	73.540	12.490
4	.790	3.436	81.352				
5	.535	2.328	83.680				
6	.428	1.861	85.541				
7	.357	1.550	87.091				
8	.346	1.504	88.595				
9	.309	1.343	89.938				
10	.289	1.255	91.192				
11	.265	1.152	92.344				
12	.226	.981	93.325				
13	.212	.921	94.246				
14	.203	.881	95.126				
15	.175	.763	95.889				
16	.166	.720	96.609				
17	.149	.648	97.257				
18	.144	.628	97.886				
19	.121	.525	98.411				
20	.112	.487	98.898				
21	.096	.418	99.316				
22	.075	.324	100.000				

Adopted from Davis, 1989 Questionnaire

Table 1

Initial scale items for perceived usefulness (Davis, 1989, p. 324)

Item No.	Candidate item for measuring for perceived usefulness
1	My job would be difficult to perform without electronic mail.
2	Using electronic mail gives me greater control over my work.
3	Using electronic mail improves my job performance.
4	The electronic mail system addresses my job-related needs.
5	Using electronic mail saves me time.
6	Electronic mail enables me to accomplish tasks more quickly.
7	Electronic mail supports critical aspects of my job.
8	Using electronic mail allows me to accomplish more work than would otherwise be possible.
9	Using electronic mail reduces the time I spend on unproductive activities.
10	Using electronic mail enhances my effectiveness on the job.
11	Using electronic mail improves the quality of the work I do.
12	Using electronic mail increases my productivity.
13	Using electronic mail makes it easier to do my job.
14	Overall, I find the electronic mail system useful in my job.

Table 2

Initial scale items for perceived ease of use (Davis, 1989, p. 324)

Item No.	Candidate item for measuring perceived ease of use
1	I often become confused when I use the electronic mail system.
2	I make errors frequently when using electronic mail.
3	Interacting with the electronic mail system is often frustrating.
4	I need to consult the user manual often when using electronic mail.
5	Interacting with the electronic mail system requires a lot of my mental effort.
6	I find it easy to recover from errors encountered while using electronic mail.
7	The electronic mail system is rigid and inflexible to interact with.
8	I find it easy to get the electronic mail system to do what I want it to do.
9	The electronic mail system often behaves in unexpected ways.
10	I find it cumbersome to use the electronic mail system.
11	My interaction with the electronic mail system is easy for me to understand.
12	It is easy for me to remember how to perform tasks using the electronic mail system.
13	The electronic mail system provides helpful guidance in performing tasks.
14	Overall, I find the electronic mail system easy to use.