Prediction model for behavioral intention to use E-HRM through awareness in Jordanian five-star hotels

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Abstract

Using web-based technologies in various HR procedures is the concept of Electronic Human Resource Management or E-HRM. It makes a big difference to the efficiency of the business by providing several options for getting things done quickly. Nevertheless, there has been scant investigation into this field, and its maximum potential remains untapped, despite its meteoric rise. The present research also suggests adding the Technology Acceptance Model (TAM) to the E-HRM continuity model to find out what factors affect workers’ behavioral intention to use E-HRM systems, and how awareness plays a role in this. In order to help advance E-HRM as a field, this study aims to expand the theoretical bounds of existing research. 400 prospective employees were scouted from Jordanian five-star hotels as part of the convenience sampling procedure used to get the data. Starting in January 2022, the data was collected over one month. We used a Structural Equation Model (SEM) with Smart PLS on the dataset to evaluate our hypothesis. The study found that behavioral intention to use E-HRM is significantly influenced by perceived usefulness, perceived ease of use, trust, and subjective norms. The results only backed up two of the four hypotheses on the moderator effect. Hotel workers will be better able to handle high levels of stress and conduct their jobs more efficiently if the industry adopts E-HRM technology.

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Keywords: E-HRM, Perceived usefulness, Perceived ease of use, Subjective norms, Trust, Hotel, Organizational efficiency

1. Introduction

Technologies for the dissemination and reception of information are always evolving and permeating contemporary culture. In order to meet the ever-changing demands of the market, internal service providers like human resources are also adjusting to these new technologies from an industrial perspective [1]. Consequently, electronic human resource management is the practice of HR departments across different types of businesses making use of ICT to increase the efficiency of those businesses. By fostering a more knowledgeable workforce, E-function HRM hopes to boost the company’s social and intellectual capital [2]. Consequently, the administrative operations of the HR department might be greatly enhanced. An individual's strategic
contribution, personal credibility, and the timely delivery of HR services are all areas that might benefit from technological advancements. Human resources can play a key role in facilitating and accelerating organizational transformation by easing the transition to new ways of working for employees. Additionally, HR needs to make sure that everything is in line with the company's big-picture plan. Adopting and subsequently using suitable technology can accomplish all of the aforementioned tasks. The TAM provides useful insight into the process of technology adoption.

The project’s use of web-based HR apps suggests that E-HRM apps help with global human asset tracking and migration [3]. Training, performance management, and compensation and benefits administration are three areas where businesses are increasingly turning to innovative technology [4]. Companies in today’s cutthroat global market simply cannot afford the hassles associated with manual, paper-based HR processes [5]. Using E-HRM can help to simplify HR procedures by reducing the need for paperwork and manual labor. The HR department’s output can be enhanced by enhancing the precision of data. HR will also be able to devote more time to skill development and strategic contributions to administration with more accurate data. To plan and execute HR policies and procedures, hotels increasingly depend on IT [6].

Due to recent technical developments, E-HRM has just lately emerged as a distinct area of study [7, 8]. This topic has only recently garnered academic attention, and thus far, no substantial response has been observed [9]. Nonetheless, it is increasing, according to Thite [10]. A small number of studies have been conducted in Jordan [8, 13, 14], even though E-HRM research is still in its early stages globally. However, it is gaining popularity in the United States and certain European nations [11, 12]. Electronic human resource management (E-HRM) has received little attention in Jordanian research. To fill this information vacuum, Al-Harazneh and Sila [13] looked into HR professionals’ self-reported plans to adopt E-HRM tools. The TAM served as the theoretical framework for the research. Iqbal and Ahmad also looked at the HR functions and the use of E-HRM by line managers in commercial banks [14]. Predicting attitudes towards E-HRM adoption has been successful in previous studies. The behavioral intentions to use E-HRM in Jordanian five-star hotels, however, have received surprisingly little attention. Because of this knowledge vacuum, we set out to fill it by developing a more refined model of behavioral intention to utilize E-HRM in Jordan. Because of this, we need to investigate the elements specific to each circumstance that influence the desire to use E-HRM.

Several things make this study worthwhile. First, it fills a gap in our understanding by looking at how the TAM framework affects the desire to use E-HRM. The second part of the model is the awareness component, which acts as a mediator between the present models of perceived ease of use, perceived benefit, subjective norms, trust, and behavioral intention to utilize E-HRM. Meanwhile, the survey displays the fact that the five-star hotels in Jordan that took advantage of using E-HRM some time ago are offering a modern and open environment with good work standards and performance. To the theories’ formulation, the studies first explore the theory of the Technology Acceptance Model (TAM) and its relations to E-HRM. Norms, trust, awareness, and functionality are just a few of the important factors that we will also analyze.

### 1.1. Literature review and hypotheses development

In 1989, Davis introduced a special concept, called technology’s perceived usefulness (PU), which reflected its value as the extent to which a person believes that the use of a given innovative IT solution would enhance their efficiency at work. In other words, people are welcoming of services or technologies if they consider them useful. According to the survey done by [15], electronic filing adoption has a good relationship with perceived usefulness. Though other factors may have a variable influence on usage intention, PU is shown to be the driving force in the study. Moreover, reading the study by [16] implies that PU is a significant influencing factor in deciding whether or not Chinese customers will book their flights online. Natarajan and Balasubramanian found an increase in the adoption of online buying via web pages with an increase in brand attitudes in their study [17]. Based on the research by Patil and Tamilmani, India has experienced a rise in the use of mobile payments [18]. The researchers have found that there is a positive correlation between mobile payments and their share in the total value of transaction volumes. The studies that have been done previously on mobile service providers
already show a connection between the feelings of PU and the intention to do so. Along with the help of application systems [19], the methodology sheet also includes the tools and evaluation methods [20, 21]. Previous works have found PU to be of great influence on the intention of usage in various fields, such as information and communication systems [22]. The perceived ease of use (PEOU) was established as one of the critical PSOU components in the previous empirical studies (TAM) [23, 24]. PEOU is a measurement of how much the person sees the usage of the system as simple and easy [25]. The service industry stems from the usage of "perceived ease of use" which explains the extent of consumers' abilities to process services unconsciously. In the last few years, scientists have been exploring, describing, and debating the notion of acousmatic music as demonstrated by [21, 26, 27].

Research on the straight and less obvious PEOU-using intention relationship has attracted different scholars [28–32]. As evidenced by several studies [21,24,33–35], PEOU is the second most important factor in the adoption of technology; intention to use and PEOU are closely related. The phrase "subjective norm" was first introduced and referenced in Ajzen's theory of reasoned action [36, 37]. It represents a phenomenon through which the social context of a person's life, along with the pressures exerted on them, are responsible for determining their will and behavior. These studies [30, 38] show that social pressure which acts as a force impels many people to either accept or utilize technology. The role of subjective norms in behavioral intention has been an inconstant factor, a research outcome that has been seen on many occasions. Specific research has shown that the perceived norm has not been associated with any behavioral intention [39] [40], in contrast with some other studies that have found that it does [18] [41]. On the other hand, [41,42] also confirmed the existence of a strong positive linkage between subjective norms and the technical change in habit, which roughly translates to massive adoption of technological change by many. This leads providers of mobile services to focus on the subjective standard, which delivers the customers to be on the lookout and utilize the marketing services. The scientists supported that there was a significant relationship between perceived norms and behavioral intention as Wan and Shen assessed [43].

Online trust is essential, and studies have differentiated between two types of online trust; conversions depend on the extent of confidence people have in the e-service provider and how easily they can relate to or are familiar with the interfaces of the website [44–47]. There are three types of trust that experts have identified when discussing e-services: patients' trust in the medical provider, general trust in the internet, and e-service trust. Patil and Rana have done an analysis of this debate, distinguished into two sides; first is trust in mobile service providers and second is trust in the technology of mobile phones [48]. Authors Masele and Matama determined generative and specific trust as trust consistent with business-to-consumer e-commerce [49]. General trust as a case, institutions, and IT around it. Some examples of particular trust are commerce and pages on the internet. After the consumers have confidence in using a website, it means that people can securely interact with other people within it [21, 50]. Customers' trustworthiness in an e-service provider's honesty, competence, and kindness, [51–55] as well as their vulnerability to be the victim of behaviors engaged by the vendor which is based on the level of trust and confidence of the customer is all about the trust in an e-service provider. When customers cannot trust businesses on the Internet, it means there are no deals done [56, 57]. The investigation further examined the function of awareness as a moderating factor in E-HRM intention. Kapuge [58] indicates that awareness was the most essential element, having a considerable beneficial impact on behavioral intention to use. Consequently, higher awareness has a stronger influence on intent to use.

The moderating factor is a connecting term that appears when the connection between both dependent and independent variables is unexpectedly weak, inconsistent, or non-existent and the moderating variable is subsequently added to lessen or boost the connection [59, 60]. Qualitative moderator factors include gender, race, and level of awareness, as well as weight and pay.

In light of the above description and the gaps in earlier studies, it is evident that a moderating variable may be included to regulate the link between these concepts. Additionally, Venkatesh, Morris [61] identified various potentials for future scholars to advance our understanding of technology adoption and use. Although there is
little research that looks at the link between awareness and behavioral intention, the ones that have been examined revealed that awareness is a vital indicator of behavioral intention. In this regard, Chebaro, Fakhoury [62] experimentally explored the determinants driving e-government adoption in Lebanon's emerging market economy. Based on the investigation's findings, awareness had a substantial impact on behavioral intentions to utilize e-government.

Similarly, Zidan and Kudhair [63] empirically examined the adoption of e-government amongst users of the web in the Iraqi Ministry of the Interior. The study was carried out in two parts. The initial stage was to determine the behavioral intention to collect information, and then the behavioral intention to transact. In both cases, it was discovered that awareness has a crucial influence on behavioral intention. In terms of environmental management, Najmi, Kanapathy [64] introduced a factor known as "awareness of consequences" and evaluated its effect on behavioral intention to engage in end-of-life mobile phone recycling programs. They discovered that being aware of the consequences had a substantial awareness of behavioral intention.

Unlike prior research, awareness influenced the link between behavioral intention, an external variable, and genuine conduct, an endogenous variable. Omar and Ala’a [65] conclude that awareness completely moderates the association between the variables. Thus, the study indicates that awareness plays a pivotal role in moderating the relationship between Technology Acceptance Model (TAM) dimensions, namely perceived usefulness and perceived ease of use, subjective norms, trust, and behavioral intention to use Electronic Human Resource Management (E-HRM) in the context of five-star hotels in Jordan. The proposed investigational structure for this study is shown in Figure 1, which provides a high-level summary of the study's concept.

![Figure 1. Research framework](image)

**H1:** Perceived usefulness has a significant influence on behavioral intention to use E-HRM

**H2:** Perceived ease of use has a significant influence on behavioral intention to use E-HRM

**H3:** Subjective norms has a significant influence on behavioral intention to use E-HRM

**H4:** Trust has a significant influence on behavioral intention to use E-HRM

**H5:** Awareness has a moderating influence on the relationship between perceived usefulness and behavioral intention to use E-HRM.

**H6:** Awareness has a moderating influence on the relationship between perceived ease of use and behavioral intention to use E-HRM.

**H7:** Awareness has a moderating influence on the relationship between subjective norms and behavioral intention to use E-HRM.
**Hₘ: Awareness has a moderating influence on the relationship between trust and behavioral intention to use E-HRM.**

2. **Research methodology**

To measure the parameters impacting the acceptability of E-HRM services in Jordanian hotels, this research paper uses a quantitative methodological methodology. Respondents were asked to fill out a self-administered questionnaire and participate in an online survey. Using a closed-ended questionnaire allowed for a more thorough and comprehensible understanding of the results and their interpretation. Using a secure and economical method of data collecting, this study article gathered information from employees at five-star hotels in Jordan. Here, 430 questionnaires were given out to employees of five-star hotels in Jordan. After that, without being able to utilize probabilistic sample methods, the researcher examined 400 questionnaires. The samples were chosen using the convenience approach.

Likert scales with five points were used to measure the participants' responses: 1 for strongly disagree, 3 for neutral, and 5 for strongly agree. The validity of the constructs was confirmed by making minor adjustments to the survey's wording. Intention to behave, subjective norms, trust, awareness, perceived utility, and perceived ease of use are all factors to consider. The capacity to evaluate stringy and additive causal models with theoretical support is what makes Structural Equation Modeling (SEM) a second-generation multivariate data analysis tool that is extensively used in business research [66]. When conducting research, it might be helpful to address and measure hidden variables using Structural Equation Modeling (SEM) [67]. A second-generation multivariate analysis method, Partial Least Squares (PLS), a newly established route modeling tool, was also emphasized by Gye-Soo [68], who investigated the TAM model with external variables. This method does all tasks substantially better than other structural equation models [69]. Other models use hidden variables and a chain of cause-and-effect relationships. Therefore, the PLS method provides an adaptable and practical resource for building and forecasting statistical models [70]. Smart PLS route modeling was also used to develop structural and measurement models in this experiment.

3. **Data analysis**

In this study, we used SmartPLS (version 3.3.5), a statistical program, to evaluate measurement and structural models to test several hypotheses. Measurement models, including discriminant validity, convergent validity, and individual indicator reliability, were examined in this study. In Table 1 we can see the outcomes of the convergent validity and individual indicator reliability tests, with factor loadings ranging from 0.707 to 0.908 for each component. Items having loadings of 0.7 or higher were kept in accordance with the standards laid out by Hair and Risher [71]. Every construct met the study standards with composite reliability scores greater than 0.70 and Cronbach's alpha scores greater than 0.70 [72]. Average Variance Extracted (AVE) for all constructs was also greater than the suggested threshold of 0.50, as shown in Table 1 [72]. The outcomes of the evaluation of the measurement model are displayed in Figure 1.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Loadings</th>
<th>Cronbach's Alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supposed usefulness</td>
<td>PU1</td>
<td>0.856</td>
<td>0.930</td>
<td>0.945</td>
<td>0.741</td>
</tr>
<tr>
<td></td>
<td>PU2</td>
<td>0.803</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU3</td>
<td>0.847</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU4</td>
<td>0.907</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU5</td>
<td>0.908</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU6</td>
<td>0.839</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supposed ease of use</td>
<td>PEU1</td>
<td>0.813</td>
<td>0.805</td>
<td>0.872</td>
<td>0.630</td>
</tr>
</tbody>
</table>
The current investigation used the Heterotrait-Monotrait Ratio (HTMT) to evaluate discriminant validity. A number of issues with SmartPLS’s Fornell-Larcker criteria led to the introduction of the HTMT method. By utilizing the HTMT method, the shortcomings of the Fornell-Larcker criteria—such as its inadequate sensitivity and inability to detect non-discrimination—are circumvented [73]. All of the HTMT values for the various constructs were below 0.85, as shown in Table 2 [73]. The values varied between 0.076 and 0.690.

Table 2. Discriminant validity by HTMT

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Loadings</th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived usefulness</td>
<td>PEU2</td>
<td>0.810</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEU3</td>
<td>0.710</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEU4</td>
<td>0.837</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective norms</td>
<td>SN1</td>
<td>0.707</td>
<td>0.870</td>
<td>0.906</td>
<td>0.658</td>
</tr>
<tr>
<td></td>
<td>SN2</td>
<td>0.811</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN3</td>
<td>0.843</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN4</td>
<td>0.855</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN5</td>
<td>0.832</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust</td>
<td>Trust1</td>
<td>0.764</td>
<td>0.878</td>
<td>0.909</td>
<td>0.667</td>
</tr>
<tr>
<td></td>
<td>Trust2</td>
<td>0.852</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trust3</td>
<td>0.900</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trust4</td>
<td>0.810</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trust5</td>
<td>0.748</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>AW1</td>
<td>0.725</td>
<td>0.818</td>
<td>0.878</td>
<td>0.644</td>
</tr>
<tr>
<td></td>
<td>AW2</td>
<td>0.905</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AW3</td>
<td>0.835</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>AW4</td>
<td>0.731</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behavioral intention to use E-HRM</td>
<td>E-HRM1</td>
<td>0.834</td>
<td>0.931</td>
<td>0.944</td>
<td>0.707</td>
</tr>
<tr>
<td></td>
<td>E-HRM2</td>
<td>0.750</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-HRM3</td>
<td>0.872</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-HRM4</td>
<td>0.820</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-HRM5</td>
<td>0.863</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-HRM6</td>
<td>0.886</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-HRM7</td>
<td>0.855</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The predicted model was tested using the PLS-SEM technique with SmartPLS (version 3.3.5).
To get p-values and t-values, the coefficients for each route were examined using SmartPLS (version 3.3.5) bootstrapping processes and 5000 resamples. Examining route coefficients using bootstrapping, as suggested by [74], is gaining popularity.

Figure 1. The results of the measurement model assessment

Figure 2. The consequences of structural model assessment
With a path coefficient of 0.373, a t-value of 2.861, a p-value of 0.002, a 95% LL of 0.159, and a 95% UL of 0.574, as shown in Table 3, perceived usefulness significantly influences behavioral intention to use E-HRM. This led to the approval of H1. Furthermore, the results showed that the perceived simplicity of use of E-HRM significantly impacted behavioral intention to use the system (95% LL = 0.068; 95% UL = 0.508), leading to the authorization of H2. Additionally, behavioral intentions to employ E-HRM are significantly positively influenced by subjective norms. H3 was validated with the following results: Path Coefficient = 0.155, T-Value = 1.818, P-Value = 0.035; 95% LL = 0.010; 95% UL = 0.275).

### Table 3. Hypotheses testing

<table>
<thead>
<tr>
<th>No.</th>
<th>Hypotheses</th>
<th>Path coefficient</th>
<th>T-value</th>
<th>P-value</th>
<th>95% LL</th>
<th>95% UL</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PU→ E-HRM</td>
<td>0.373</td>
<td>2.861</td>
<td>0.002**</td>
<td>0.159</td>
<td>0.574</td>
<td>Supported</td>
</tr>
<tr>
<td>2</td>
<td>PEU→ E-HRM</td>
<td>0.294</td>
<td>2.163</td>
<td>0.015*</td>
<td>0.068</td>
<td>0.508</td>
<td>Supported</td>
</tr>
<tr>
<td>3</td>
<td>SN→ E-HRM</td>
<td>0.155</td>
<td>1.818</td>
<td>0.035*</td>
<td>0.010</td>
<td>0.275</td>
<td>Supported</td>
</tr>
<tr>
<td>4</td>
<td>Trust → E-HRM</td>
<td>0.184</td>
<td>2.395</td>
<td>0.008**</td>
<td>0.067</td>
<td>0.319</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Note: *: p<0.05; **: p<0.001

The test moderating effect is shown in Table 4. With an indirect effect of 0.332, a t-value of 1.980, a p-value of 0.024, a 95% confidence level of 0.030, and a 95% upper limit of 0.543, the study was able to corroborate H5. In addition, the results demonstrated that awareness did not affect the association between perceived ease of use and behavioral intention to use E-HRM (Indirect effect = 0.183; T-Value = 1.719; P-Value = 0.043; 95% LL= 0.388; 95% UL= 0.036). In addition, contrary to expectations, the data showed that knowledge did not affect the relationship between trust and behavioral intention to use E-HRM (Indirect influence = 0.071; T-Value = 0.919; P-Value = 0.179; 95% LL= 0.045; 95% UL= 0.212), thus rejecting H8.

### Table 4. Testing of the moderating effect

<table>
<thead>
<tr>
<th>No.</th>
<th>Hypotheses</th>
<th>Indirect effect</th>
<th>T-value</th>
<th>P-value</th>
<th>95% LL</th>
<th>95% UL</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>PU→ AW→ E-HRM</td>
<td>0.332</td>
<td>1.980</td>
<td>0.024*</td>
<td>0.030</td>
<td>0.543</td>
<td>Supported</td>
</tr>
<tr>
<td>6</td>
<td>PEU→ AW→ E-HRM</td>
<td>0.131</td>
<td>1.060</td>
<td>0.144</td>
<td>0.393</td>
<td>0.023</td>
<td>Not supported</td>
</tr>
<tr>
<td>7</td>
<td>SN→ AW→ E-HRM</td>
<td>0.183</td>
<td>1.719</td>
<td>0.043*</td>
<td>0.388</td>
<td>0.036</td>
<td>Supported</td>
</tr>
<tr>
<td>8</td>
<td>Trust → AW→ E-HRM</td>
<td>0.071</td>
<td>0.919</td>
<td>0.179</td>
<td>0.045</td>
<td>0.212</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

Note: *: p<0.05

### 4. Discussion

The research set out to answer the following question: "What is the relationship between perceived utility, perceived ease of use, subjective norms, trust, awareness, and behavioral intention to adopt E-HRM?" in the context of Jordan. In order to accomplish this, we used exploratory factor analysis and structural equation modeling to test eight hypotheses, six of which were shown to be correct. According to the study, the aforementioned characteristics are very important for E-HRM adoption in Jordan to be successful. According to the results, the variables are significantly related to each other, with a 95% confidence interval (β=0.373, t-value=2.861, p-value=0.002) and p<0.01, giving credence to hypothesis 1. This research confirms what other writers have found in their investigations [75–80] on a variety of topics pertaining to e-government, e-filing, online banking, online purchasing, and e-commerce. Perceived usefulness also significantly affects user behavior in Saudi Arabia, according to [81]. There was a strong positive correlation between PU and intent to
use, according to [82]. In sum, research shows that PU is one of the most important factors influencing the planned use of different technologies.

With a 95% confidence interval, the study's findings support the second hypothesis. The results show that there is a clear and positive correlation between how easy people think E-HRM is to use and their intention to utilize it. A t-value of 2.163 and a p-value of 0.015 support H2, while the beta value for this connection was 0.294. The perceived ease of use of new technology is a predictor of the intention to utilize it, according to a previous study [83] [84]. As a result, this study proves that the perceived emotional investment in a service (PEOU) is strongly related to the intention to use (ITU), which might be useful for improving service quality for Jordanian consumers.

The association was shown to be positive (β=0.155, p-values=0.035) when the aforementioned hypothesis was examined using SmartPLS route analysis (SEM). In other words, the third hypothesis holds water. The aforementioned finding on the link between perceived norms and behavioral intention supported by the TPB has also been documented in past studies [85–87]. Subjective norms are important in determining the propensity to use a new technology-based service, as shown in other studies [39] [42] [88,89] [43]. Therefore, this study proves that subjective norms significantly and positively correlate with the intention to use E-HRM in Jordanian five-star hotels.

Trust and the intention to implement E-HRM are positively and directly correlated, according to the study's fourth premise. This conclusion is in line with what other researchers have found [90-92]. Employees at five-star hotels are more likely to use E-HRM services frequently because they are very confident and trustworthy, according to the study. In Jordan, compassion, competence, and integrity are the basic determinants of trust. Hotel workers depend on accountability, precision, and prompts to make the most of HRM systems. This study shows that when employees are unaware of E-HRM, their behavioral intention to utilize it is most affected by how valuable they think it to be. Despite the fact that, when awareness is taken into account, the influence of perceived usefulness on behavioral intention to use E-HRM may be negligible, this study offers vital insights into how businesses might enhance the effectiveness of E-HRM. Further research might investigate ways to enhance employees' impression of E-HRM's utility, but these results imply that raising knowledge of the tool could be an important step in getting people to utilize it. Parameter estimations were found to be statistically significant (H5: p-values =0.024), providing support for hypothesis H5. Alzubi and Al-Dubai found that just getting the word out to employees is enough to make E-HRM more user-friendly and raise the rate of behavioral intention to use it [93]. A person's level of awareness affects the correlation between the perceived usefulness of new technology and their intention to use it.

According to the study's findings, the correlation between perceived ease of use and behavioral intent to use E-HRM is significantly affected by awareness. As a result, H6 is no longer valid. With p-values=0.144, the parameter estimate was produced by the statistical analysis of H6. There was a significant link between behavioral intention to use E-HRM and subjective standards when awareness was lacking. Subjective norms directly affected intention, with a statistically significant link, when awareness was introduced as a moderator. The results back up H7, which states that raising knowledge among workers can increase their inclination to use E-HRM by creating more subjective standards. The theoretical underpinning of this hypothesis is the idea that E-HRM faces numerous obstacles and that having different levels of awareness is important for addressing these challenges. After taking knowledge into account, however, the statistical correlation between E-HRM awareness and intent to use seems to be negligible. The research concluded that awareness had no moderating effect on the trust-intention relationship. Furthermore, as a dependent variable, intention had no discernible impact through awareness. Nonetheless, the results showed that awareness is involved in the relationship between purpose and trust. This result lends credence to hypothesis 8, which posits that consciousness affects the connection between purpose and confidence.

This study aimed to identify the factors that motivate five-star hotels in Jordan to use E-HRM systems. While several studies have examined E-HRM services, very few have examined what factors contribute to their
widespread use by HR professionals in the manufacturing sector. Therefore, this study addresses a gap in the literature by determining what factors affect the acceptability of E-HRM services. According to the statistics, the acceptability of E-HRM services is affected by all the factors. In order to comprehend the level of E-HRM service acceptance among Jordanian users in five-star hotels, this study developed and empirically tested a research paradigm. Especially when considering the application of behavioral intention. It would appear that this study is among the first to investigate the factors influencing E-HRM services with a focus on consumers in Jordan.

There has been little success with electronic human resource management services in Jordanian five-star hotels. In this way, the study adds to the existing body of knowledge by identifying and elucidating potential drivers of increased use of E-HRM in Jordan. In light of the findings, this study enlightens workers about the factors that impact E-HRM adoption and the areas that need improvement to improve E-HRM services. Prediction for behavioral intention to use E-HRM through awareness in Jordanian five-star hotels can be improved by cloud, IoT in addition to fog computing if implemented while keeping security issues [93-97].

5. Conclusion

The purpose of this research is to design and test a structural model of HRM adoption intent. Based on the technological acceptance model, this investigation's model incorporates relevant aspects obtained from information systems and studies on the acceptability of E-HRM. The result is a user-centric conceptual framework that shows how people intend to use electronic HRM. If you believe the TAM model, your level of awareness is the most important factor in determining whether or not you will employ E-HRM. The results are experimentally consistent with TAM's enlarged model. By delving into concepts connected to technological acceptability, particularly as they pertain to online behavior, this study deepened our comprehension of the concept. Researchers in this study employed TAM expansion to look at how user awareness and the criteria they picked (trust, perceived ease of use, and perceived utility) affected their intention to adopt E-HRM. Furthermore, TAM has contributed to the investigation of E-HRM's origins in Jordan. Further studies in Jordan could validate, dispute, or even challenge the findings of this study due to the paucity of research on this problem at present. No matter how you slice it, this study's conflicting results were the consequence of the rejection of many of its hypotheses. That is to say, there are contradictory results. Additional research of a comparable nature is necessary to resolve the inconsistencies. To sum up, the current analysis only looked at a small subset of the characteristics related to E-HRM. Additionally, our analysis did not take into account a few other important factors. Therefore, additional research is needed, taking into account factors that were not examined in this study.

Conflict of interest

The authors declare that they have no conflict of interest and all of the authors agree to publish this paper under academic ethics.

Author contributions

Ghaith Abdulraheem Ali Alsheikh: Conceptualization, methodology, data collection, analysis, interpretation, and writing of the manuscript. Ruba Risheed Al-Ghalabi: Data collection, analysis, interpretation, and writing of the manuscript. Abeer Altarawneh: Methodology, data analysis, interpretation, and critical review of the manuscript. Laith R. Al-Shamaileh: Data analysis, interpretation, and critical review of the manuscript.

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