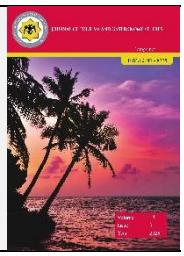
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The Mediating and Moderating Role of Digital Leadership on Qualitative Job Insecurity of Employees from The Perspective of the Technology Acceptance Model **

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Abstract

This research identifies qualitative job insecurity (QLJI) as a significant source of stress in hospitality businesses and suggests that it can negatively impact employees. QLJI can negatively affect employees' technology adoption. Furthermore, Digital Leadership (DL) is a leadership approach that can mitigate the negative impact of QLJI on employees' technology adoption. This research makes a unique contribution to the literature from three perspectives: Technology Acceptance Model (TAM), QLJI, and DL. The literature analysis reveals a gap in research evaluating consumer opinions on the subject using TAM factors. This research needs to evaluate TAM with additional factors and examine employee perspectives. The second contribution of the research concerns the QLJI literature. Most studies in the tourism sector have evaluated quantitative job insecurity (QNJI). QLJI has not been sufficiently researched. The research emphasizes the importance of digital leadership and digitalization in achieving success in digital transformation. Further investigation into the impact of DL on business processes is recommended. This study employed a rigorous research process, reaching 391 employees in 25 five-star accommodation facilities. The findings reveal that QLJI negatively impacts employees' perceptions of technology acceptance. Contrary to our expectations, DL did not have a moderating or mediating effect on the relationship between QLJI and technology usage behavior.

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