

ABSTRACT

The development of digital technology has changed the way individuals build and develop professional careers, including through self-branding practices on digital platforms. Professional platforms such as LinkedIn, and the like have become important means for individuals to increase visibility and develop career prospects. This study aims to analyze the relationship between Information Quality, System Quality, and Service Quality on Intention to Use, User Satisfaction, and Net Benefit in the context of self-branding on professional platforms, and to comprehensively collect how the variables in the DeLone & McLean Model can explain the success of professional platforms in supporting the development of individual career prospects through self-branding. The research method used is SEM/R Programming. Sampling was carried out through purposive sampling techniques involving 400 respondents. Data analysis includes a descriptive approach, a measurement evaluation model, and a structural evaluation model. The SEM results are expected to show specifically how the quality of the platform (system, information, services) directly affects the effectiveness of users' self-branding, which in turn will have a significant impact on improving their career prospects. These findings will provide practical implications for developers of digital professional platforms to improve service quality and support users in achieving their career goals through self-branding.

Keywords: *DeLone & McLean, digital professional platforms, self-branding, career prospect development, SEM/R Programming.*