

FACTORS INFLUENCING E-LEARNING ADOPTION INTENTION.

“THE MEDIATING ROLE OF STUDENTS’ ATTITUDE”

(WITH SPECIAL REFERENCE TO EASTERN UNIVERSITY, SRI LANKA)



BY

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ABSTRACT

During the recent biggest improvement of digitalization, e-learning methods have become one of the most influential phenomena at university education system. E-learning adoption intention has proved able to shift educational circumstances from the traditional face-to-face teaching environment to a flexible and sharable type of education. Hence, this study focuses on the factors influencing e-learning adoption intention with the mediating role of Students' attitude. Thus, the study has four objectives. The first objective to identify the levels of factors influencing e-learning (instructor quality, student interaction, students' satisfaction and course delivery), students' attitude and intention to use e-learning, second objective to identify the relationships among factors influencing e-learning, students' attitude and intention to use e-learning, and final objective is to identify whether students' attitude mediates the relationship between e-learning influencing and intention to use e-learning among the undergraduate students in Eastern University, Sri Lanka. The quantitative study conducted based on primary data which were collected among 372 undergraduate students by using online questionnaire, five-point Likert scale was assigned to measure the variables. In this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while to present model of this study found that, students' attitude partially mediates the relationship between factors influencing e-learning and intention to use e-learning. Moreover, according to the results relationships were measured by Pearson coefficients and linear regressions for further mediation analyses. And, the result shows significant positive associations among all the variables, by denoting a positive relationship between factors influencing e-learning and intention to use e-learning too. Consequently, these research findings have provided some useful insight and feedback to educators and policy makers to improve and understanding of undergraduate student's e-learning adoption intention.

Key words: Factors influencing e-learning, instructor quality, student interaction, students' satisfaction and course delivery, students' attitude and intention to use e-learning.

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