

## **Roles of interactivity and usage experience in E-learning acceptance**

### **Abstract**

The aim of this study is to investigate how interactivity with E-learning influence learners' consideration to use based on Malaysian settings and the effect relating to the learners' experiences in using e-learning over a period of time. This study uses a multiple regression for data analysis across a sample of 204 respondents. Based on the analysis, the interactivity factor such as two-way communication has significantly affected among Perceived Usefulness (PU), Perceived Ease of Use (PEOU) and Perceived Enjoyment (PE) while controllability and personalization affect towards PU and responsiveness on PEOU. Moreover, PE has directly affect the usage intention of e-learning system over time with increased usage experiences. The results could assist schools or universities enhancing the contents of e-learning system in order to encourage learners to strongly engage in utilizing the education materials that is provided, as well as improving the interactivity factors on the system.