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**FACTORS INFLUENCING THE INTENTION TO RE-USE E-LEARNING  
AMONG STUDENTS OF MALAYSIAN UNIVERSITIES WITH E-  
LEARNING FACILITIES**

By

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**UUM**  
Universiti Utara Malaysia

**Thesis Submitted to  
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in Partial Fulfillment of the Requirement for the Doctor of Business  
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**OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS  
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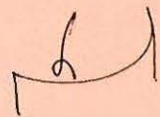
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## ABSTRACT

E-learning is regarded as a mandatory teaching and learning approach in higher education worldwide. The effectiveness of e-learning depends on the successful adoption by the student. E-learning is considered the most appropriate effective method of knowledge delivery to meet the current academic requirements. Hence, this study was essential to examine the factors affecting the intention to use e-learning among students in Malaysian higher education institutes. Based on the technology acceptance model (TAM) and the theory of planned behaviour (TPB) this study developed a comprehensive framework on students' intention to use e-learning. A quantitative research method that suited the research objective was adopted. This study used the random sampling technique, data was collected from 330 respondents who were enrolled in public and private universities with e-learning facilities in Malaysia. The result showed that Attitude, Perceived usefulness, and Perceived behavioural becomes a positive predictor of Intention to use e-learning. However, Subjective norms found no significant effect on Intention to use e-learning. The results revealed that all the constructed hypotheses were supported except for H3, which reported that the subjective norm did not have a significant positive influence on the intention to use e-learning. The obtained results have significant contributions to theory and practice in e-learning delivery. The findings of the study provide clear insight to researchers and practitioners on the usage of e-learning among distance-learning students as well as the variations in the intention to use e-learning between male and female learners. Besides, as a practical contribution, this study suggests that university managements should improve their e-learning facilities to benefit their stakeholders, especially the students.

**Keywords:** attitude, subjective norm, perceived ease of use, perceived behaviour control, perceived usefulness

## ABSTRAK

E-pembelajaran merupakan kaedah pengajaran dan pembelajaran yang wajib dilaksanakan dalam dunia pendidikan tinggi pada masa kini di seluruh dunia. Keberkesanan e-pembelajaran adalah bergantung kepada kejayaan penerapannya oleh para pelajar. E-pembelajaran adalah kaedah penyampaian pengetahuan yang berkesan yang memenuhi keperluan akademik semasa. Meskipun kaedah ini popular dan sangat penting tetapi isu berkaitan keberkesanan kaedah ini masih lagi dibincangkan. Oleh itu, kajian yang dijalankan ini adalah penting untuk mengkaji faktor yang mempengaruhi kecenderungan pelajar dalam menerapkan e-pembelajaran di institusi pengajian tinggi di Malaysia. Berdasarkan model penerimaan teknologi (TAM) dan teori tingkah laku terancang (TPB), kajian ini membangunkan kerangka kerja yang lengkap tentang niat pelajar untuk menggunakan e-pembelajaran. Satu kaedah kajian kuantitatif yang bersesuaian dengan objektif penyelidikan digunakan. Dengan menggunakan kaedah persampelan rawak mudah, data yang dikumpulkan adalah daripada 330 orang responden yang telah mendaftar di universiti awam dan swasta yang mempunyai kemudahan e-pembelajaran di Malaysia. Hasil kajian menunjukkan bahawa sikap, kebergunaan yang dirasakan dan tingkah laku yang dirasakan menjadi peramal positif terhadap niat untuk menggunakan e-pembelajaran. Hasil kajian menunjukkan bahawa kesemua hipotesis yang dibina adalah disokong kecuali H3 iaitu norma subjektif yang mempunyai pengaruh positif yang signifikan terhadap niat untuk menggunakan e-pembelajaran. Dapatan kajian yang diperoleh ini akan memberi sumbangan yang signifikan kepada teori dan amalan penyampaian e-pembelajaran. Dapatan kajian ini memberikan gambaran yang jelas kepada penyelidik dan pengamal terhadap penggunaan e-pembelajaran. Hasil kajian ini akan menggalakkan penggunaan e-pembelajaran dalam kalangan pelajar pembelajaran jarak jauh serta variasi kecenderungan penggunaan e-pembelajaran di antara pelajar lelaki dan wanita. Manakala daripada aspek sumbangan secara praktikal, kajian ini membantu pihak pengurusan universiti dalam usaha untuk meningkatkan kemudahan e-pembelajaran yang dapat memberikan manfaat kepada pemegang taruh mereka terutamanya para pelajar.


**Kata kunci:** sikap, norma subjektif, kemudahan penggunaan yang dirasakan, kawalan tingkah laku yang dirasakan, kebergunaan yang dirasakan

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of the Study

The rapid progress in information and communications technology (ICT) has reformed the landscape of education worldwide (Samsudeen & Mohamed, 2019). This progress has led to educational institutes implementing new technologies in the teaching and learning procedures. Higher education institutes have extensively transformed their administration and teaching methods due to technological innovations (Teo et al., 2019). Digital media, the Internet and online learning resources have a key role in students' learning process. Digital devices equipped with numerous applications have swiftly changed the communication and educational methods (Lew et al., 2019).

Electronic learning (e-learning) is defined "as the delivery of learning materials and methods online by using information technologies to learn, teach or acquire knowledge at any time and from anywhere" (Salloum et al., 2019). The e-learning process can be offline or online or both. E-learning provides convenience to students in terms of location and timing flexibility. E-learning has multiple platforms for disseminating knowledge, namely, web-based learning and mobile learning accessible via wireless digital devices, for example, tablets and mobile phones. Besides, computer-based online classes are included in the spectrum of e-learning, which provides a very conducive platform for educational institutes to educate geographically scattered students.

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## APPENDIX A



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Dear Sir/Madam,

My name is Siva Prakash a/l Ramasamy and I am a DBA student at University Utara Malaysia. For my DBA thesis I am examining the factors affecting intention to use e-learning among students of e-Learning providers. I approached you to seek your assistance in disseminating the survey to your fellow existing and past students. I am inviting your students as a suitable respondent to participate in this research study by completing the attached survey. The questionnaire will require approximately 15 mins to complete. There is no compensation for responding nor is there any known risk. **We ensure you that all information will remain confidential and your responses will not be used other than this study.** Participation is strictly voluntary, and you may refuse to participate at any time.

Thank you for taking the time to assist me in my educational endeavors.

If you require additional information or have any questions, please contact me at the email listed below.

Sincerely,

**Siva Prakash a/l Ramasamy**  
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University Utara Malaysia  
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Survey Mobile link: <https://www.surveymonkey.com/r/HCJN5TX>

Survey Web link: <https://www.surveymonkey.com/r/3ZHVKB7>

**C. SUBJECTIVE NORM**

SD SA  
1 2 3 4 5 6 7

1	People important to me support my use of e-learning							
2	People who influence me think that I should use e-learning							
3	People whose opinions I value prefer that I should use e-learning							

**SECTION A: DEMOGRAPHIC INFORMATION:**

These items ask for some personal information. We assure that your responses to these questions will be confidential.

Please provide your answers by using the tick (√) mark.

I	Gender	<input type="radio"/> Male	<input type="radio"/> Female					
II	Highest education achieved	<input type="radio"/> High school	<input type="radio"/> Diploma	<input type="radio"/> Degree	<input type="radio"/> Masters	<input type="radio"/> Doctorate	<input type="radio"/> Did not attend school	
III	Age	<input type="radio"/> 18-24	<input type="radio"/> 25-34	<input type="radio"/> 35-44	<input type="radio"/> 45-54	<input type="radio"/> 55-64	<input type="radio"/> 65-74	<input type="radio"/> 75 or older
IV	Experience using e-learning system	<input type="radio"/> 0-6 months	<input type="radio"/> >6 months-1 year	<input type="radio"/> >1 year -1 year 6 months	<input type="radio"/> >1 year 6 months-2 years	<input type="radio"/> >2 years-2 years 6 months	<input type="radio"/> >2 years 6 months -3 years	<input type="radio"/> >3 years

**SECTION B: QUESTIONNAIRE**

There are no right or wrong answers to these questions so please be as honest and thoughtful as possible in your responses.

All responses will be kept strictly confidential. Thank you for your cooperation!

To what extent do you agree or disagree with statements given below. Please answer each question by using the tick (√) mark between the range 1 to 7. The given scale represents the following values:

<b>1</b> Strongly Disagree (SD)	<b>2</b> Disagree (D)	<b>3</b> Somewhat Disagree (SWD)	<b>4</b> Neutral (N)	<b>5</b> Somewhat Agree (SWA)	<b>6</b> Agree (A)	<b>7</b> Strongly Agree (SA)
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**A. PERCEIVED USEFULNESS**

SD SA  
1 2 3 4 5 6 7

1	Using e-learning will allow me to accomplish learning tasks more quickly							
2	Using e-learning will improve my learning performance							
3	Using e-learning will make it easier to learn course content							
4	Using the e-learning will increase my learning productivity							
5	Using the e-learning will enhance my effectiveness in learning							

<b>B. ATTITUDE</b>		<b>SD</b>				<b>SA</b>		
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1	Using e-learning is a good idea							
2	I like using e-learning							
3	It is desirable to use e-learning							

<b>D. PERCEIVED BEHAVIOR CONTROL</b>		<b>SD</b>				<b>SA</b>		
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1	Using e-learning system was entirely within my control							
2	I had the resources, knowledge, and ability to use e-learning							
3	I would be able to use the e-learning system well for learning process							

<b>E. PERCEIVED EASE OF USE</b>		<b>SD</b>				<b>SA</b>		
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1	My interaction with e-learning is clear and understandable							
2	Interacting with e-learning does not require a lot of mental effort							
3	I find e-learning to be easy to use							
4	I find it easy to get e-learning to do what I want to do							

<b>F. INTENTION TO USE E-LEARNING</b>		<b>SD</b>				<b>SA</b>		
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
1	I will use the e-learning system on a regular basis in the future							
2	I will frequently use the e-learning system in the future							
3	I will strongly recommend that others to use it							

**SECTION C: THE END**

This is the end of the survey. Thank you for participating and contributing towards the research. Please provide your name and email address below to confirm you are a real person and not a robot. Your contact information will not be shared with third party and will be kept confidential.

Name:

Email: