

Behavioural Intention to Use E-Learning from student's perspective during COVID-19 Pandemic

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Abstract:

During the COVID-19 pandemic, E-learning resources played a critical role to help educators organize, prepare, implement and track the learning and teaching process in the higher education system. The purpose of this study is to determining the effect of the dimensions of the UTAUT2 model on the behavioral intention (BI) of Iraqi students to use e-learning, the UTAUT2 consists of performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), hedonic motivation (HM), price value (PV), and habit (HA) as proposed by the Unified Theory of Acceptance and use of Technology (UTAUT2) on Iraqi students' behavioral intention to use E-learning. This study employed quantitative methodology that utilized the deductive approach and the study variables were examined via hypothesis testing. The purposive sampling was applied for sample selection and questionnaire were distributed by using Google Forms among undergraduate students at Cihan university Erbil, Iraq. Overall, 213 valid responses were analyzed by using Structural Equation Modelling (SEM). The result indicated the positive and significant impact of PE, EE, FC and HA on behavioral intention to use E-learning among students. However, SI, HM and PV were insignificant. The decision Makers should enhance the performance of system at university to meet the expectation of students as well improve the facilitating at universities. The results of the study are useful for universities, teachers and educators, decision-makers at universities and higher education system in designing and implementing their online system, as well as in making appropriate decisions to allow an increased number of university students to embrace E-learning.

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