

**UNIVERSITI TEKNOLOGI MARA**

**EVALUATING STUDENTS'  
ACCEPTANCE IN E-LEARNING  
PORTAL: A CASE STUDY OF  
UNIVERSITI SELANGOR (UNISEL)**

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## ABSTRACT

UNISEL's E-Learning Portal is an open source system, which is Moodle, implemented at early of year 2014. UNISEL enforce the fully usage of the E-Learning Portal by all student on August 2014. UNISEL actually using blended learning, in which both face to face classroom and online learning use at the same time in delivering study lesson by lecturers to the students. This E-Learning Portal being establishes and maintain by *Pusat Pembelajaran Multimedia dan Digital (PPDM)*. At the time of the research, there is no evaluation of the user acceptance being done on the system toward the students yet. The aim of this research is to evaluate the students' acceptance on the E-Learning Portal in UNISEL. Technology Acceptance Model (TAM) was used as method of evaluation for this research. All the questionnaires' (Quantitative Analysis) were based on TAM. SPSS was use to analyze the data from the questionnaire. To identify students' acceptance factors for UNISEL's E-Learning Portal, Factor Analysis by Maximum Likelihood Estimation was used. From this analysis, there were four factors of students' acceptance for UNISEL's E-Learning Portal which is Perceived Usefulness is the first factor, while Perceived Ease of Use as the second factor, third is Intention to Use and last factor is Attitude to Use. To identify relationship between factors and students' intention to use UNISEL's E-Learning Portal, Spearman's Correlation Analysis was used. The results reveal that all the constructs have correlation and significant relationship between the constructs itself. Correlation between Attitude to Use and Intention to Use has the strongest correlation. The future recommendation for next researcher should do the user acceptance research by using other model and not limited to one model and conduct to other user than students such as the lecturers.

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