

**E-LEARNING TECHNOLOGY ACCEPTANCE AMONG STUDENTS  
AT THE FACULTY OF OFFICE MANAGEMENT AND TECHNOLOGY,  
UiTM PAHANG**

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## **ABSTRACT**

The technology acceptance model (TAM) proposes that perceived ease of use and perceived usefulness predict applications usage. E-learning has become an increasingly popular learning approach in higher education institutions due to the rapid growth of Internet technologies in Malaysia. It has been integrated in many university programs, and is one of the new learning trends that challenge the students. E-learning is not intended to replace the traditional classroom setting, but to provide new opportunities for interaction and communication between students and instructor or teacher. This study focuses on the students' (at the faculty of Office Management and Technology) acceptance investigation for the e-learning in UiTM Jengka Pahang as an effective learning tool.

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