



FACTORS OF USING E-LEARNING AMONG STUDENTS IN UiTM  
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## ABSTRACT

This study examines the factors of perceived usefulness, perceived ease of use and perceived enjoyment that influence intention to use E-learning. Questionnaire has been used as a research instruments were used to obtain data. A total of 100 questionnaires were distributed for the respondents at Universiti Teknologi MARA Cawangan Kampus Bandaraya, Melaka. There have four objectives in this study which is to examine relationship between perceived usefulness with intention to use E-learning, to determine relationship between perceived ease of use with intention to use E-learning, to investigate relationship between perceived enjoyment with intention to use E-learning and to measure the predictor of intention using the E-learning. The sample of study and data was then being analysed using the “Statistical Package for Social Science” (SPSS) Version 22. The tests involved are Descriptive Analysis, Reliability Analysis, Pearson Correlation and Multiple Regression Analysis. The researcher has found the result showed that there is significant relationship between perceived enjoyment with intention to use E-learning. The analysis also stated there is no relationship between perceived usefulness with intention to use E-learning and perceive ease of use with intention to use E-learning. The researcher also has suggested some recommendation in order to improve their perceived enjoyment to increase their intention to use E-learning.