

**UNIVERSITI TEKNOLOGI MARA**  
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**THE INFLUENCE OF TECHNOLOGY ADOPTION TOWARDS STUDENTS'**  
**BEHAVIORAL INTENTION TO USE E-LEARNING AMONG UiTM SEREMBAN 3**  
**STUDENTS**

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## ABSTRACT

The main purpose of this study is to identify factors that contribute to UiTM Seremban students' acceptance on e-learning based on the Technology of Acceptance Model (TAM), which contemplates respondents perceived of usefulness, perceives ease of use and attitudes. The study was conducted with 360 students from UiTM Seremban. However, out of 360 questionnaires delivered only 301 responses were received. Existing literature has proven that the TAM model was suitable used in identified several factors contribute directly to the respondent's acceptance on the e-learning. Though, the E-learning concept was still newly adopted within Malaysia education system and the transition was obvious when the pandemic outbreak occurs in early 2020. Moreover, most of the students were unprepared with the transition and there were technical issues like connectivity problems and inconducive environment especially students live in remote area. The research used quantitative methods and the information were obtained mainly from secondary sources, for instances academic journal, newspapers, online surveys, and reports. All three independent variables were tested and shows positive and significant relationship with students' behavioural intention in using e-learning system (Perceived of usefulness:  $r=0.739$ ,  $p=0.00$ ; Perceives ease of use:  $r=0.766$ ,  $p=0.00$ ; Attitudes:  $r=0.696$ ,  $p=0.00$ ). Finally, it was noted that the most relevant factors that influences UiTM Seremban students on e-learning was its perceived ease of use ( $\beta=0.46$ ,  $p=0.00$ ).

**Keywords:** e-learning, Technology Acceptance Model (TAM), Perceived of usefulness, Perceives ease of use, Attitudes

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