



**FACTORS INFLUENCING INTERNATIONAL BUSINESS STUDENT'S  
INTENTION TO USE E-LEARNING IN UiTM  
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## ABSTRACT

The outbreak of Covid-19 virus has impacted million number of students that resulted to all learning process to be conducted via online. As e-learning has become a major platform used by the students to continue their learning process especially during crises, the study was conducted to determine factors influencing the student's intention to use e-learning. There are five independent variables used for this research which are performance expectancy, effort expectancy, social influence and facilitating conditions. Through online survey questionnaire, a total of 198 students are chosen as the respondents for this research using the convenience sampling method. The data was then analyzed using the Statistical Package for Social Sciences Software (SPSS) software to make descriptive, reliability and regression analysis. The results of the study showed that all independent variables namely, performance expectancy, effort expectancy, social influence and facilitating conditions have significant relationship with the student's behavioral intention to use e-learning. Also, it was found that the most significant factor affecting the student's behavioral intention to use e-learning is effort expectancy, which means the easier the systems used for e-learning in minimizing one's effort, the more students are influenced to use the e-learning. The findings of this study would be helpful and beneficial for the educational purpose in the future which also highlight important roles towards educators and students. Thus, further discussion and limitations of the study will be discussed more in the research.

**Keywords:** *Behavioral Intention to Use E-Learning, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions.*