

University Students' Intention of Continuous Use of Zoom for e-Learning

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During the COVID-19 pandemic, many institutions find it difficult to maintain students' engagement with e-learning systems. However, successful use of an e-learning system is dependent on users' perceptions about the systems used for e-learning. Recognizing the factors influencing the intention of continuous use of the system is a major problem faced by universities and higher educational institutions that implement e-learning for conducting academic activities. There is a lack of knowledge on the essential issues and elements that influence the student intention for continuous use of e-learning systems during the COVID-19 pandemic. Thus, the purpose of this study is to investigate the factors that influence Sri Lankan university students' intention for continuous use of government introduced zoom applications for e-learning during the COVID-19 pandemic. The questionnaire survey approach was used to collect data and a sample of 200 was selected from undergraduates of the Faculty of Management and Finance, University of Ruhuna. In this study, an empirical analysis was done by using the SPSS 25 version. Results of the study found that performance expectancy, hedonic motivation, effort expectancy, work-life quality, and internet experience are the most influential factors that have an impact upon Sri Lankan university students' intention for continuous use of zoom applications in e-learning. The study's findings provide important recommendations for policymakers, designers, developers, and researchers, allowing them to get more familiar with the main factors that influence upon the continuation of the use of zoom for e-learning during the pandemic.

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