

# ADVANCEMENT IN E-LEARNING

AKRAM M. ZEKI  
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*Akram M. Zeki*

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# THE EFFECT OF THE EXTERNAL FACTORS ON THE STUDENTS' ACCEPTANCE OF VIRTUAL LEARNING

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## ABSTRACT

The rapidly growing popularity of E-Learning has introduced new terms to education, as virtual learning. The success of a virtual learning environment (VLE) depends on a considerable extent of student acceptance and use of such an e-learning system. The current study introduces an overview of the Technology Acceptance Model (TAM). Furthermore, it builds a conceptual model to explain the differences between individual students in the level of acceptance and use of a VLE. This model is an extension of TAM. The primary findings of the study show that perceived of peer encouragement (PPE) has direct influence on the students' attitude to use virtual learning. Computer self-efficacy (CSE) and enjoyment (EN) have direct effect on the students' intention to use virtual learning, whilst, the cultural factor (CF) has indirect effects mediated by TAM.

**Keywords:** Computer Self-Efficacy (CSE); Enjoyment (EN); Peer Encouragement (PPE); Technology Acceptance Model (TAM); Virtual Learning.

## INTRODUCTION

E-learning systems, or VLEs, are rapidly becoming an integral part of the teaching and learning process, the success of the VLS in the teaching process is not judging with the material or the learning styles that were introduced. However, the learners are the essential factor to determine whether it success or not, TAM model is used to explain the students' attitude, intention and actual use of VLE, therefore, the current study is provided an overview of the TAM model , meanwhile, proposes extent model to investigate the effect of cultural factor (CF), enjoyment(EN), computer self-efficacy(CSE) and perceive peer encouragement(PPE) on the students' acceptance of the virtual learning .

## TAM MODEL

TAM was originally proposed by Davis (Davis et al. 1989) history and the Information Technology (IT) to use adoption to describe. It has been an important principle to understand this phenomenon and the researchers is