A Study of the Relationdhip between Satisfaction and Intention of Use in E-Learning Learner's Computer Self-Efficacy-Ado

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ABSTRACT

With the dynamic development of Internet, together with the phenomenon that the advance of information technology has direct influence on educational ecology – which gives rise to new learning thinking, new reform in teaching methods comes up – namely, the advent of E-Learning. So far quite a few colleges and universities have constructed their own E-Learning platforms, so there is an increasing rate of using E-Learning among students. What E-Learning stresses is the facet of learners' active learning. And the feature of this type of learning is to build up a real social learning circumstance and environment through Internet. In this circumstance, each person is a learner, and each person is able to pursue particular and adaptive learning service and opportunity, without being subject to the limitation of time and space. Otherwise, every learner, towards E-Learning, has different learning styles, attributes, and computer self-efficacy (CSE), which has affect on individual inner mental quality as well as the ability and acceptability of using self-efficacy. This research is of the opinion that the flow experience in cyberspace should have its peculiarity. In cyberspace, users are totally absorbed in using it, and even integrate themselves into it. Both of the feeling provided by cyberspace – which is similar to the one in real world – and the lose of sense of space-time toward real life – caused by the integration previously mentioned – should be in important connection with the flow experience in the virtual world. The result of this research keeps showing that learners' flow experience fostered in E-Learning circumstance result in high-level learning satisfaction and intention of use. Hence, the system-developing crew must attach viiiimportance to learners' perceived control over E-Learning system platforms, allowing learners have high-level computer self-efficacy and flow experience – which will thus make learners more concentrated and pleased in learning, with a high-level of learning satisfaction and intention of continuously using E-Learning.

Keywords : E-Learning, Computer Self-Efficacy, Flow experience, Learning Satisfaction, Intention of Use.

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