

# Using Technology Acceptance Model to Explore E-Learning Based Learning Performance and Satisfaction

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## ABSTRACT

With the booming development of the Internet and information technology, the Internet has broken the limitation of time and space. In other words, the application of network has changed the living style of human beings. Even the direction of education is going toward digitization and internationalization. As can be seen, e-learning has brought a great impact on traditional education. To break through the limit of traditional education, web-based learning and e-learning has been the inevitable tendency, which is also the critical research task of current educational and academic authorities. The study aims to apply Technology Acceptance Model (TAM) to explore the relation among learners' learning attitudes, satisfaction and performance in the e-learning environment by analyzing factors such as learners' acceptance, cognition, learning attitudes, learning satisfaction and learning performance. The result of the study would be helpful in building a learner-oriented e-learning system. Data of the application of e-learning system to learners in learning different subjects are analyzed by Scheffe's post comparative analysis, One-way ANOVA and path analysis. The result shows that the external variances of e-learning system are the quality of the system, the quality of information, and features of the learning materials. The conclusions of the study are as follows: (1)The quality of information and features of the learning materials of e-learning system should be highly concerned. (2)The design of the e-learning system should be based on learners in learning different subjects. (3)The evaluation mode of the satisfaction and performance in e-learning. (4)The most efficient learning pattern was explored. (5)The exploration of satisfaction in e-learning based on items of learning attitudes. (6)The positively-correlated effect between satisfaction and performance in e-learning.

Keywords : e-learning ; Technology Acceptance Model ; Learning Attitude ; Learning Satisfaction ; Learning Performance

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