

Exploring the acceptance for e-learning in Vietnamese universities in the context of digital transformation

Nguyen Thi Tuong Anh

Faculty of International Economics, Foreign Trade University, Hanoi, Vietnam

Bui Dang Thanh

Faculty of International Economics, Foreign Trade University, Hanoi, Vietnam

Abstract: *This research aims to determine the factors affecting the student's intention of E-learning adoption in Vietnamese universities. An online survey was used to assess the proposed determinants of E-learning adoption. Exploratory factor analysis and structural equation modeling were conducted on the collected data (n=767) using the SPSS 25 and SmartPLS 3.0. The results of the thesis indicated that there was a significant positive relationship between the behavioral intention to use E-learning toward subjective norm, perceived usefulness, perceived ease of use and attitude.*

Keywords: E-learning, Behavioral Intention to use, Technology acceptance model