

**INVESTIGATING THE FACTORS THAT INFLUENCE THE SUCCESSFUL OF
E-LEARNING ADOPTION AMONG ADULT WORKERS IN JORDAN**

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ABSTRAK

Pembelajaran 'e-learning' telahpun diterima secara meluas kerana ia memberikan pelajar-pelajar capaian pendidikan yang mudah di mana dan pada bila-bila masa. Namun, hanya sedikit tumpuan diberi, dan terdapat kurangnya penggunaan pembelajaran 'e-learning' di kalangan pekerja dewasa di Jordan. Di samping itu, hanya sejumlah kecil sahaja kajian yang dilakukan dan telah menyiasat faktor-faktor yang mempengaruhi penggunaan pembelajaran 'e-learning' di kalangan pekerja dewasa di Jordan. Oleh itu, objektif utama kajian ini adalah untuk membentuk satu kerangka penggunaan pembelajaran 'e-learning' bagi pekerja-pekerja dewasa. Sejumlah 502 pekerja dewasa yang sedang melanjutkan pelajaran di Universiti Terbuka Arab (Arab Open University) telah dipilih sebagai sampel kajian ini. Soal-selidik tinjauan (Survey questionnaire) telah digunakan sebagai pendekatan pengumpulan data bagi kajian ini. Menggunakan 'logistic regression', kekuatan teknologi, organisasi dan institusi, dan faktor-faktor peribadi yang mempengaruhi keputusan untuk menggunakan pembelajaran 'e-learning' telah diperiksa. Hasil dapatan kajian telah mencadangkan bahawa kekuatan teknologi, organisasi dan institusi, dan faktor-faktor peribadi telah didapati memiliki kaitan yang signifikan dengan penggunaan pembelajaran 'e-learning.' Di samping itu, pekali korelasi (correlation coefficient) antara penggunaan pembelajaran 'e-learning' dan pengukuran hasil juga didapati signifikan. Kajian ini memberikan input kepada institusi-institusi pengajian Jordan bagi tujuan perancangan polisi masa hadapan bagi mempertingkatkan penggunaan pembelajaran 'e-learning' di Jordan.

Kata kunci: Pembelajaran 'e-learning,' Pembelajaran jarak jauh, Sistem pengurusan pembelajaran, Penggunaan inovasi, Pendidikan

ABSTRACT

E-learning has been widely acknowledged because it provides easy access to education for students anytime and anywhere. A lot of opportunities to improve the educational process have also been reasoned. However, there is little attention and lack of adoption of e-learning among adult workers in Jordan. Moreover, only few studies have investigated the factors influencing the adoption of e-learning among adult workers in Jordan. The main objective of this study is therefore to develop an adoption framework of e-learning for adult workers. A total of 502 adult workers currently pursuing their study at Arab Open University in Jordan were selected to be the sample for this study. Survey questionnaire was employed as the data collection approach for the present study. Using logistic regression, the technological, organizational, institution forces and personal factors influencing the decision to adopt e-learning were examined. The findings revealed that the technological, organizational, institution forces and personal factors were found to be significantly associated with e-learning adoption. Additionally, correlation coefficients between e-learning adoption and outcome measures were found to be significant. This study provided input to the Jordanian educational institutions for future policy planning purposes to enhance the adoption of e-learning in Jordan.

Keywords: E-learning, Distance learning, Learning management system, Adoption of innovations, Education

ملخص

تم الاعتراف بالتعلم الإلكتروني على نطاق واسع لأنه يوفر سهولة التعلم للطلاب عبر الإنترنت في أي وقت وفي أي مكان. هناك العديد من الفرص لتحسين العملية التعليمية ولكن هناك القليل من الاهتمام والتطبيق للتعلم الإلكتروني بين العمال البالغين في الأردن. علاوة على ذلك، القليل من الدراسات ركزت و تفحصت العوامل المؤثرة في اعتماد التعلم الإلكتروني بين العمال البالغين في الأردن. وبالتالي فإن الهدف الرئيسي من هذه الدراسة هو تقديم نموذج لإعتماد التعلم الإلكتروني للعمال البالغين في الأردن. في هذه الدراسة تم اختيار ما مجموعه ٥٠٢ من العمال البالغين الذين يدرسون حالياً في الجامعة العربية المفتوحة كعينة من الأردن. تم توزيع الاستبيان و جمع البيانات لهذه الدراسة في الجامعة العربية المفتوحة. باستخدام الانحدار اللوجستي تم التحقق عما إذا كانت التكنولوجيا، المنظمات و قوة المؤسسة بالإضافة إلى العوامل الشخصية تؤثر في قرار اعتماد التعلم الإلكتروني. كشفت النتائج بأن جميع العوامل مرتبطة بشكل كبير في اعتماد التعلم الإلكتروني. بالإضافة إلى ذلك، تم التثبت بأن معاملات الارتباط بين اعتماد التعلم الإلكتروني ومقاييس النتائج يؤثر إلى حد كبير. ساهمت هذه الدراسة مساهمة كبيرة في تعزيز خطط السياسات المستقبلية للمنظمات التعليمية في الأردن لتحسين اعتماد التعلم الإلكتروني.

كلمات البحث: التعلم الإلكتروني، التعلم عن بعد، نظام إدارة التعلم، اعتماد الابتكارات، التعليم

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LIST OF ABBREVIATIONS

AOUJ:	Arab Open University in Jordan
DOI:	Diffusion Of Innovation
E-L	Electronic Learning
ICT:	Learning Management System
IT:	Information Technology
LMS	Learning Management System
MoICT:	Ministry of Information and Communication Technology
SPSS:	Statistical Package for Social Science
TAM:	Technology Acceptance Model
TPB:	Theory of Planned Behavior
TRA:	Theory of Reasoned Action
MoHE	Ministry of Higher Education

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