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The Acceptance of Moodle: An Empirical Study Based on UTAUT

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ABSTRACT

This study aimed to investigate students' acceptance and use of Moodle employing the model of Unified Theory of Acceptance and Use of Technology (UTAUT) and further understand the four constructs of the model. Data, collected from 47 university students' questionnaire survey, revealed that performance expectancy, effort expectancy, and social influence were the major three keys of the UTAUT model to assess the acceptance of Moodle. Behavioral intention acted as a mediator to urge students to involve in the use of Moodle.

KEYWORDS

Moodle; UTAUT; Computer-mediated communication (CMC)

Cite this paper

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