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## Factors Impacting Online Learning Usage during Covid-19 Pandemic Among Sophomores in Sichuan Private Universities

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### Abstract

**Purpose:** This study examines factors impacting online learning usage among students in Sichuan private universities, China. The variables used to construct the conceptual framework are perceived ease of use, perceived usefulness, information quality, system quality, service quality, attitude toward using, satisfaction, behavioral intention and actual use. **Research design, data and methodology:** The quantitative approach (n=500) was conducted via online questionnaire, using judgmental sampling, quota sampling and convenience sampling. Before the data collection, index of item objective congruence (IOC) and Cronbach's Alpha reliability were accounted to validate content and pilot test (n=40). Afterwards, the data was analyzed in SPSS using descriptive statistics, confirmatory factor analysis (CFA) and structural equation modeling (SEM). **Results:** The results revealed that satisfaction had the strongest significant impact on behavioral intention. Other significant relationships were perceived ease of use and perceived usefulness on attitude toward using; information quality, service quality, attitude toward using on behavioral intention towards actual use. On the other hand, the relationship between system quality and behavioral intention was not significant. **Conclusions:** Academic practitioners were recommended to encourage online learning usage among students by developing better online learning system, technical support service and learning experience which led to successful adoption in higher education.

**Keywords :** Perceived Ease of Use, Perceived Usefulness, Information Quality, System Quality, Service Quality

**JEL Classification Code:** E44, F31, F37, G15

### 1. Introduction<sup>12</sup>

Even though online learning or e-learning had been used for over decades, it is the most recent format of distance education. Online education has taken place with the rise of internet which grants the better way of teaching and learning. Online learning offers many benefits for

instructors and learners to collaborate more actively and conveniently (Bouchrika, 2020). The COVID-19 pandemic forced rapid change in global higher education. Universities around the world, encountered with sudden restrictions on in-person classes and lectures, have rapidly expanded their existing online learning tools or adopted new ones. Many universities went completely online during the 2020 school year (Champagne & Granja, 2021).

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