Factors Affecting College Students' Intention to Use English U-learning in Sichuan, China

Xi Fan[1], Somsit Duang-Ek-Anong[2], Mengyu Xu[3]

Abstract

Purpose: This research aimed to evaluate the effects of perceived ease of use, social influence, service quality, perceived usefulness, satisfaction, and attitude toward using and intention to use English u-learning on college students.   **Research design, data and methodology:** This study was a quantitative study and the researcher obtained data for analysis by distributing questionnaires to the target population. the index of Item–Objective Congruence (IOC), pilot test, Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) were methods utilized to analyze the data and test research hypotheses proposed. **Results:** The results showed that perceived ease of use and perceived usefulness of English u-learning, social influence, service quality, and satisfaction had positive direct and/or indirect effect on college students' intention to use English u-learning. Satisfaction exerted the most significant influence on intention to use English u-learning. However, attitude showed no causal relationship with intention to use English u-learning. **Conclusions:** For English u-learning system developers, they should focus on improving perceived ease of use, perceived usefulness, and service quality of the system. For system promoters and management of education institutions, they ought to increase social influence of English u-learning and raise students' satisfaction to improve their intention to use English u-learning.

Keywords : Perceived Usefulness, Attitude toward using, Intention to Use, English U-Learning, China

JEL Classification Code: A23, I20, L86, M10

1. Introduction[i]

What is u-learning? U-learning referred to studying knowledge and practicing skills regardless of time or space. Usually, implementation of u-learning was based on advanced portable devices (Megan, 2020).

U was an abbreviation of the English word, ubiquitous, which came from Greek. The word ubiquitous first appeared in the United States. Mark Weiser, the chief technology expert of Xerox PARC (Xerox Palo Alto Research Center), first proposed the concept. In September 1991, he published his paper "Computers in the 21st century" in American journal Science, and put forward the concept of ubiquitous

computing for the first time. Since the concept of u was put forward, many countries have adjusted their national informatization strategic development plans (Xue, 2007).

U-learning was based on wireless sensor technology and wireless switching technology. By using the sensor and the switching equipment hidden in a variety of devices, the most significant point of u-learning lied in that it was able to track learners' learning situation at anytime and anywhere, and provided uninterrupted learning support services for learners in the changing environment (Xue, 2007).

Development of English learning in universities could be traced back to the year 1978 when college entrance examination was resumed and English became one of the

---

1 First Author, Ph.D. Candidate, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand. Email: 3977321@qq.com

2 Second Author and Corresponding Author, Program Director, Technology Education Management, Graduate School of Business and Advanced

Technology Management, Assumption University, Thailand. Email: somsitdng@au.edu

3 Third Author, Senior Product Manager, R&D Center, Troy Information Technology Co., Ltd, China. Email: gordonxmy@163.com