

Factors Affecting the Technology Acceptance Of E-Learning Through Google Meet, MS Team and Zoom.

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- **Abstract:** The study aims at the following. (1) To compare factors affecting the technology acceptance of e-Learning through Google Meet, MS Team, and Zoom. (2) To identify factors affecting the technology acceptance of e-Learning, attitudes and behaviour of using the application. The study's conceptual framework adapted from the rational action theory, technology acceptance model, the impacts of external network concepts, and two-sided marketing concepts. Data collecting by a top-notch sampling method. The samples groups are 1,005 students and higher education personnel experienced using these applications. The questionnaire is distributed, then analyzing data with a structural equation model. The study showed the following. (1) The samples groups of different ages are different in the technology acceptance of e-Learning. The samples groups with age over 25 have factors of security and ease of use, affecting their decision-making. Whereas the age under 25 have social norm factors affecting their usage behaviour. While the samples groups by the usage of applications having a factor of their attitude affecting the acceptance. The ease of use factor of MS Team is more appreciated than other applications, statistically significant. (2) Factors that affect the level of technology acceptance of e-Learning and the application's usage behaviour, including the perceived number of peers, perceived of performance, perceived ease of use, and perceived of the usage benefits. In addition, attitudes to technology usage behaviour, norms of a close friend and family, norms of the contact persons, norms of surrounding persons, intention to usage behaviour, and observed behaviour.
- **Keywords:** Google Meet, MS Team, and Zoom, Data collecting, external network concepts