

The Impact of Consumer Attitude Towards Use on Continued Intention to Adopt E-Learning, in Sri Lankan A/L Private Tuition Industry: Moderating Effect of Information System Success

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This article aims to analyze the impact of Consumer Attitude Towards Use (CATU) on Continued Intention (CI) for e-learning systems, with Information System Success (ISS) serving as a moderating variable within Sri Lanka's private tuition industry, specifically in the Western Province. The private tuition industry is a crucial area for research due to its established presence and the lack of statistical insights owing to limited research. Following the imposition of online education during the COVID-19 pandemic, many learners have continued with online classes even as conventional classes resumed. Online learning has thus become a new norm. The study examines how Continued Intention (CI) is influenced by Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Confirmation (C), considering the impact of Information Quality (IQ), System Quality (SYQ), and Service Quality (SQ) collectively as Information System Success (ISS). An integrative model was developed based on a literature review. Data were collected from 382 respondents through an online questionnaire, and SPSS version 22 was utilized to test the hypotheses. The findings indicate that the relationship between Consumer Attitude Towards Use (CATU) and Continued Intention (CI) is not particularly strong. Additionally, the moderator analysis revealed that Information System Success (ISS) does not significantly affect the relationship between consumer attitudes and their propensity to continue using e-learning systems.

Keywords: *Confirmation, Continued Intention, Information System Success, Perceived Usefulness, Perceived Ease of Use*