

FACTORS AFFECTING ACCEPTANCE OF THE USE OF THE ONLINE LEARNING SYSTEM BY SCHOOLS UNDER THE CHAIYAPHUM PROVINCIAL ADMINISTRATIVE ORGANIZATION

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ABSTRACT

The advent of online learning systems has revolutionized the education landscape, providing schools with alternative platforms to deliver quality education amidst various challenges. This study explores the factors influencing the acceptance of online learning systems by schools under the Chaiyaphum Provincial Administrative Organization. By employing a mixed-methods approach, data was gathered through surveys and interviews from educators, administrators, and students within the region.

The findings indicate that several key factors significantly influence the acceptance of online learning systems. Firstly, technological infrastructure and accessibility play a pivotal role, as schools with better-equipped facilities tend to adopt online platforms more readily. Additionally, the perceived usefulness and ease of use of the online learning system greatly influence its acceptance among stakeholders. Factors such as user training and support also emerge as crucial in facilitating adoption.

Furthermore, organizational culture and leadership support are found to be integral in fostering a conducive environment for the implementation of online learning systems. Schools with a culture of innovation and leadership that champions technology integration exhibit higher acceptance rates. Moreover, external factors such as governmental policies and socio-economic conditions impact the readiness of schools to embrace online learning.

This study contributes to the existing literature by providing insights into the unique context of schools under the Chaiyaphum PAO. The identified factors offer valuable guidance for educational policymakers, administrators, and stakeholders in promoting the effective integration of online learning systems within the region. By addressing these factors, schools can enhance their capacity to leverage online platforms for delivering quality education, thereby ensuring continuity and resilience in the face of evolving educational landscapes.

Keywords: Online learning system, acceptance, schools, Chaiyaphum Provincial Administrative Organization, technological infrastructure, organizational culture, leadership support.