

The effect of Users Satisfaction on Continuous Use Intention of E-learning in Social Security in Guilan

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The present study aimed to investigate the effect of user satisfaction with the intention of continuous use of e-learning in Social Security of Guilan province. Study in terms of purpose, as a method of data collection survey in nature-based descriptive causal and structural equation is considered. The data in this study is measuring a standard questionnaire. The study populations are the employees of Social Security of Guilan province. By using Cochran formula, 289 employees of the organization as statistical sample were determined. Using the formula for calculating sample, questionnaires were distributed among the population using simple random sampling was performed. In this study for testing the hypothesis software SPSS 20 and LISREL 8.54 was used. The results of the research indicate that technology readiness has a positive and meaningful impact on employee performance and users satisfaction. Result also showed that employee performance will affect their satisfaction with e-learning and user's satisfaction with e-learning has a positive and meaningful impact on e-learning continuous use intention.

Keywords : Technology readiness, Employee performance, User's satisfaction and E-Learning

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