WEB-BASED SURVEY MANAGEMENT SYSTEM (W-SMS): USEFULNESS AND EASE-OF-USE

Submitted by

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To my beloved Father and Mother

Being your son is the greatest thing ever happen in my life

To my respected supervisor

Thank you for everything.

KOLEJ SASTERA DAN SAINS
(College of Arts and Sciences)
Universiti Utara Malaysia

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(Name of Main Supervisor): **DR. ARIFFIN ABDUL MUTALIB**

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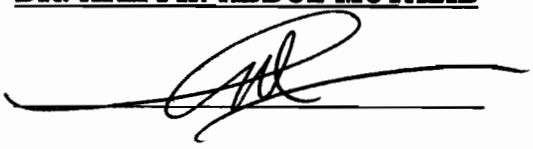
(Signature) : 

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ABSTRACT

Lecturers carry out research with different techniques of data collection. One of famous data collection techniques is survey. The survey has been proven to be effective in collecting large number of data.

Traditionally, the survey is done morally, via mail or face-to-face. In this digital age, the survey can be carried out online. In fact many online survey management systems have been develop with regards to online survey. Many of them have also been commercially available. However, when asked to real researches, they prefer to use in-house online survey management system rather then the commercial one. This leads to the following questions: (1) how to design an online survey management system so that it is perceived useful? And (2) how to design the interaction style so that the system perceived easy of use?

Answering the questions requires this study to develop a web-based survey management system (W-SMS). To accomplish that, three objectives are formulated: (1).To determine functional component of W-SMS, (2). To develop prototype of W-SMS, and (3).To evaluate the prototype of W-SMS in terms of usefulness and easy – of – use.

From the means gathered through Perceived Usefulness and Perceived Easy – of Use, the prototype of W-SMS was found useful and easy to use. The main contributions of this study are the concept of online survey management system and the prototype of online survey management system. Also, it adds new knowledge to the Information System.

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CHAPTER 1

INTRODUCTION

1.1 Background

Surveys provide a means of measuring a population's characteristics, self-reported and observed behaviors, awareness of programs, attitudes or opinions, and needs (Sekaran, 1992). Hair et al. (2006) adds that it is an ideal mechanism to gather and analyze large amounts of direct feedback about someone's members, prospects, and employees. In supports of gathering big amount of data, computer technology may be a good option. In fact, it is commonly experienced that surveys are distributed through emailing services. Also, there are Web-based systems developed for administering survey practices.

A web-based survey is the collection of data through a self-administered electronic set of questions on the Web (Thomas, 2003). Web-based surveys are able to conduct large-scale data collection. Web-based survey management system encompasses how the organizations organize, run and manage various types of surveys through the internet networks. It lets the user not only to build questionnaires but also to publish questionnaires to the respondents. This technology provides an inexpensive mechanism for conducting surveys online instead of through traditional survey methods. Also, it speeds up the distribution and response cycles. Web-based surveys are expected to be popularly used.

The contents of the thesis is for internal user only

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