MEASURING ACCEPTANCE LEVEL OF LEARNING ZONE AMONG UNIVERSITI UTARA MALAYSIA (UUM) STUDENTS: A STUDY OF THE ROLE INTENTION TO USE AS MEDIATOR IN THE RELATIONSHIP OF USEFULNESS AND EASE OF USE TOWARDS USER SATISFACTION

By

ROSLAN BIN RIDZUAN

Thesis Submitted to the College of Business, Universiti Utara Malaysia, in Fulfilment of the Requirement for the Degree of Master of Science (Management)

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ABSTRAK

ABSTRACT

Changes in technologies have changed our lives. Education field was not exempted from the current technology changes. Technology now plays an important role to improve accessibility in seeking knowledge and wisdom much faster and easier. The changes of Malaysia's education system and worldwide generally have taken steps to lead the field in using trusted online access to benefit the education sector. Public and private institutions in Malaysia have been taking advantage from ease of internet access to provide its students with more secure and reliable information more effectively. Therefore, this study exploits the technology acceptance model established by Davis (1989) to examine the level of acceptance using Learning Zone as a portal that helps learning process. Technology acceptance model (TAM) established by Davis (1989) has three basic instruments of perceived usefulness (PU), perceived ease of use (PEU) and user satisfaction (US). However, intention to Use (IU) had been inserted in this study as a mediator to examine whether perceived usefulness and perceived ease of use will have an impact on the intention to use to achieve satisfaction. Students of Universiti Utara Malaysia (UUM) which have access of using Learning Zone have been selected to participate in the study. A total of 391 usable data provide by the respondents is being used to achieve the objectives of the study. Therefore, correlation and multiple regression analysis were used to examine whether perceived usefulness and perceived ease of use will have the impact on user satisfaction. Generally, the correlation analysis shows that there is a significant and strong positive correlation between variables perceived usefulness towards user satisfaction; perceived ease of use towards user satisfaction; and intention to use towards user satisfaction.
DEDICATION

SPECIALY DEDICATED FOR:

My Parents,  
Ridzuan Lim bin Abdullah  
Salasiah binti Abdul Rashid  
For the love, faith, support, prayers, patience, sacrifices and kindness,

My sister,  
Norazlillah binti Ridzuan  
For the support, kindness, prayers and faith,

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For the prayers, wishes, being very supportive, understanding, and helpful also for the moments of up and down together...
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In the name of Allah, the Most Gracious and Most Merciful. Praise to Allah S.W.T. The Creator and Guardian of the universe. Praise and peace be upon Prophet Muhammad S.A.W, the last messenger of Allah, his family and his companions, from whom we gain the enlightenment.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter emphasizes on the explanation of the background of study where the general ideas on the scope of study is clarified. Then, the problem statement on this research is stated followed by the research questions, objectives of the study, significance of this study, limitations on conducting this study as well as the organization of the study.

1.1 Background of Study

Internet has become an important element in many aspects in our life routine, including learning process while in the university. With the increasing of internet users day by day, its power has become infinity and unlimited. Through globalization internet contribute usefulness and ease of use to users around the world in searching for business opportunities, information, weather analysis, news and etc.

As internet become so important nowadays, University Utara Malaysia also does not want to miss the opportunity to provide faster and easier learning process methods to its students by creating a portal called Learning Zone (LZ), previously Learn Care (LC) to gain competitive advantage among universities in Malaysia.
The contents of the thesis is for internal user only
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