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PERCEPTION OF STUDENT’S SATISFACTION TOWARDS ONLINE LEARNING: A STUDY AMONG SBMS’ STUDENTS IN UUM

By
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Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
In Partial Fulfillment of the Requirement for the Master of Sciences (Management)
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ABSTRACT

Online learning is one of the biggest concerns in Ministry of Higher Education in order to achieve Malaysia’s goal towards access, quality and efficiency. Online learning is known to be one of the medium in education that reduce the space, time and cost for students and at the same time provide a competitive advantage to the university. This study attempts to examine the perception of School of Business Management students in online learning satisfaction towards online learning system in Universiti Utara Malaysia. Factors used in this study to evaluate the satisfaction over online learning system are user interface design, online course design, perceived ease of use and perceived of usefulness. It is important to know the levels of student satisfaction towards online learning system from the perspective of student’s behaviour and the design of system in order to enhance the quality of online education. This study also examined the level of usage for online learning system used in Universiti Utara Malaysia among School of Business Management students. A total of 331 students participated in the research from four different courses; Marketing, Human Resource Management, Entrepreneurial and Business Administration. In order to test the hypotheses, SmartPLS version 2.0 was used and the findings of this study showed that the user interface design, online course design, perceived ease of use and perceived of usefulness have a significant relationship to student online learning satisfaction.

Keyword: user interface design, online course design, perceived ease of use, perceived of usefulness and online learning satisfaction
ABSTRAK

Kementerian Pengajian Tinggi memandang tinggi kepentingan pembelajaran dalam talian dalam usaha untuk mencapai matlamat Malaysia ke arah akses, kualiti dan kecekapan. Pembelajaran dalam talian merupakan salah satu medium dalam pendidikan yang mengurangkan ruang, masa dan kos untuk pelajar dan pada masa yang sama ia memberikan kelebihan daya saing terhadap universiti. Kajian ini bertujuan untuk mengkaji persepsi pelajar School of Business Management dalam kepuasan pembelajaran dalam talian ke arah sistem pembelajaran dalam talian yang terdapat di Universiti Utara Malaysia. Faktor-faktor yang digunakan dalam kajian ini adalah untuk menilai kepuasan ke atas sistem pembelajaran dalam talian ialah reka bentuk antara muka, reka bentuk kursus dalam talian, persepsi kemudahan penggunaan, persepsi tanggapan kebergunaan. Adalah penting untuk mengenal pasti tahap kepuasan pelajar terhadap sistem pembelajaran dalam talian dari perspektif tingkah laku pelajar dan reka bentuk sistem demi meningkatkan kualiti pendidikan dalam talian. Kajian ini turut mengkaji tahap penggunaan sistem pembelajaran dalam talian yang digunakan dalam kalangan pelajar School of Business Management di Universiti Utara Malaysia. Seramai 331 pelajar dari empat kursus berbeza; Pemasaran, Pengurusan Sumber Manusia, Usahawan dan Pentadbiran Perniagaan telah mengambil bahagian dalam penyelidikan ini. SmartPLS 2.0 digunakan untuk menguji hipotesis kajian dan hasil kajian menunjukkan bahawa reka bentuk antara muka, reka bentuk kursus dalam talian, persepsi kemudahan penggunaan, persepsi tanggapan kebergunaan mempunyai hubungan yang signifikan terhadap kepuasan pelajar dalam pembelajaran dalam talian.

Kata kunci: reka bentuk antara muka, reka bentuk kursus dalam talian, persepsi kemudahan penggunaan, persepsi tanggapan kebergunaan dan kepuasan penggunaan pembelajaran dalam talian.
ACKNOWLEDGEMENT

I would like to express my special appreciation and thanks to my helpful supervisor, Dr Khairol Anuar Bin Ishak. The supervision and support that he gave truly help the progression and smoothing of my research. The co-operation is much indeed appreciated.

I would especially like to thank the respondents and my friends for giving their time to help me in completing this research. Without your help I would not be able to finish the study according to what I have been planned for.

A special thanks to my family for their understanding and support throughout the research process. Your prayer for me was what had sustained me this far. Thank you for supporting me in everything I did.

Finally, I thank Allah s.w.t for letting me through all the difficulties. I have experienced your guidance day by day and with your blessing I was able to finish the research. I will keep on trusting you for my future.
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CHAPTER 1
INTRODUCTION

1.0 Introduction

The chapter of introduction will lead readers to understand about the research that will be conducted by the researcher. It provides the necessary background of the study, statement of problem and lead to the research objectives and research questions of the study. Besides that, significance of study and organization of the study will be highlighted. Various term used for online learning to describe the virtual learning experience that is widely used in today’s world. Online learning definitely is offering new exciting possibilities for instructors and students to collaboratively build a social constructivist learning environment (Renner, 2006).

1.1 Background of the study

Advanced in technology has changed the nature of learning nowadays and there is major development in providing a good quality of online learning for students in ensuring that they are able to study in a convenient way. Online learning is one of the facilities that have been provided by most universities to facilitate the learning process and improve learning experience among the students and instructors. Online education is defined as an approach to education that is facilitated by information communication technology and promoted by social learning that leads to the creation of a relationship between instruments and students through regular interaction (Lee, 2010).
The contents of the thesis is for internal user only
REFERENCES


