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



**MASTER OF SCIENCE (MANAGEMENT)**

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



By  
**AMIRA RAFHAN BINTI JAFRI**

**UUM**  
Universiti Utara Malaysia

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(Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

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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

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## Table of Contents

Title	
Certification of Research Paper	i
Permission to Use	ii
Abstract	iii
Abstrak	iv
Acknowledgement	v
Table of Content	vi
List of Tables	viii
List of Figures	ix
<b>CHAPTER 1: INTRODUCTION</b>	
1.0 Introduction	1
1.1 Background of the study	1
1.2 Statement of problem	5
1.3 Research questions	7
1.4 Research objectives	8
1.5 Significance of study	9
1.6 Organizational study	9
<b>CHAPTER 2: LITERATURE REVIEW</b>	
2.0 Introduction	10
2.1 Theory in online learning	10
2.1.1 Theory of Planned Behaviour	10
2.1.2 Technology Acceptance Model Theory	12
2.2 Online Learning	14
2.3 Online Learning Satisfaction	17
2.4 Perceived variables	19
2.4.1 Perceived Ease of Use	19
2.4.1 Perceived of Usefulness	20
2.5 System design	20
2.5.1 User Interface Design	21
2.5.2 Online Course Design	23
2.6 Research framework	25
2.6.1 Research model	25
2.6.2 Justification of variables	26
2.7 Hypotheses development	27
2.8 Summary	30

<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	
3.0 Introduction	31
3.1 Type of study	31
3.2 Research design	32
3.3 Population and sample	34
3.4 Data collection procedure	36
3.5 Questionnaire design	37
3.6 Pilot study	41
3.7 Statistical analysis	42
3.8 Summary	44
<b>CHAPTER 4: RESULTS AND DISCUSSION</b>	
4.0 Introduction	45
4.1 Response rate	45
4.2 Profile of respondents	46
4.3 Descriptive statistics	48
4.4 Frequency analysis	49
4.5 Open question and opinion analysis	50
4.6 Reliability analysis	51
4.7 Measurement structure model analysis	51
4.8 Discriminant variables of constructs	53
4.9 Hypotheses testing	53
4.10 Summary	56
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATION</b>	
5.0 Introduction	57
5.1 Discussion	57
5.2 Limitations	61
5.3 Recommendations	63
5.4 Conclusion	64
<b>REFERENCES</b>	65
<b>APPENDIX A: Questionnaire</b>	71
<b>APPENDIX B: SPSS and SmartPLS Output</b>	77

## LIST OF TABLES

Table 3.3.1	Statistics of SBMs' students	34
Table 3.3.2	Cross section of population for SBMs' students	35
Table 3.5	Constructs in the questionnaire	37
Table 3.6	Cronbach's Alpha for variables	41
Table 4.2	Demographic of respondents	47
Table 4.3	Descriptive statistics of variables	48
Table 4.4	Frequency of online learning UUM usage	49
Table 4.6	Reliability for variables	51
Table 4.7	Measurement model	52
Table 4.8	Discriminant validity of constructs	53
Table 4.9	Path coefficient and hypotheses testing	55



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## LIST OF FIGURES

Figure 2.1.1	Model of Theory of Planned Behaviour	11
Figure 2.1.2	Model of TAM Theory	13
Figure 2.6.1	Research model	25
Figure 4.1	Response rate of questionnaire from respondents	46
Figure 4.9	Results of the path analysis	54

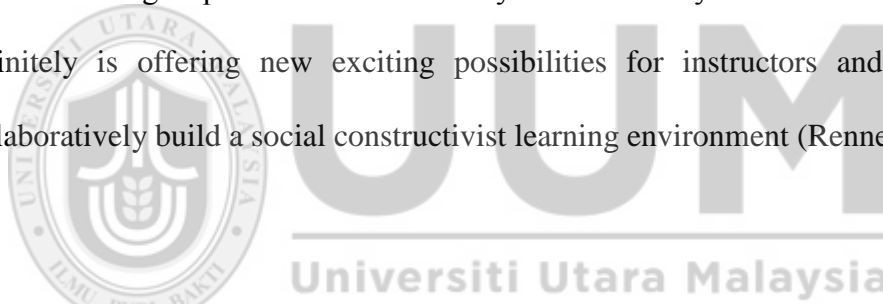


# CHAPTER 1

## 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).

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