

**E-LEARNER SATISFACTION TOWARDS E-LEARNING  
OF HIGHER EDUCATION IN MALAYSIA :  
A CASE STUDY AMONG STUDENTS AT UITM  
MELAKA CITY CAMPUS**

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## ABSTRACT

This study attempted to examine the e-Learner satisfaction towards e-Learning of higher education among the student in UiTM Melaka City Campus. The objectives of conducting this research are to identify the level of students' satisfaction toward e-Learning (i-Learn) of higher learning education, determine the relationship between perceived usefulness with the perceived e-Learner satisfaction of higher learning education, to determine the relationship between perceived ease of use with perceived e-Learner satisfaction of higher learning education and also to determine the alternative way to increase e-Learner satisfaction toward e-Learning of higher learning education. A questionnaire was used as the main instrument for the purpose of data collection. This questionnaire consists of four different sections; demographic information; perceived usefulness of design approach toward e-Learner satisfaction; perceived ease of use of design approach toward e-Learner satisfaction and perceived student satisfaction toward e-Learning. The items in the questionnaire were constructed according to research objectives and research questions. The respondents of this research consist of students from UiTM Melaka City Campus. The data analyzed using the SPSS version 20.0. The Pearson Correlation Coefficient was used to determine the relationship between perceived usefulness and perceived ease of use with perceived e-Learner satisfaction. The findings show a positive relationship between e-Learner satisfactions and e-Learning. The findings also show a positive effect of user interface with perceived usefulness and ease of use. As a conclusion, e-Learning system is important in the education medium and for the new generation students because they will get more benefit by using this system. The benefits students get by using this system include flexibility in terms of time and location.

Researchers suggested that the management of the organization to provide speed of internet connection to the student. Furthermore, the organization also should provide more facilities to the students such as equipment, support service and even commitment on part of teaching to make the e-Learner is satisfied with the system.

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## TABLE OF CONTENTS

	Page
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER 1	
INTRODUCTION .....	1
Background of the Study .....	1
Problem Statement .....	3
Research Objectives .....	5
Research Questions .....	6
Significance of the Study .....	6
Scope of Study .....	8
Limitation of the Study .....	9
Definition of Terms .....	10
CHAPTER 2	
LITERATURE REVIEW .....	11
Definition .....	13
Perceive Usefulness .....	15
Perceive Ease of Use .....	16
CHAPTER 3	
METHODOLOGY .....	19
Research Design .....	19
Sampling Frame .....	20
Population .....	20
Sampling Technique .....	21
Sampling Size .....	21
Unit of Analysis .....	23
Survey Instrument .....	23
Validity of Instrument.....	24
Data Collection Procedures .....	24
Data Analysis .....	25