

UNIVERSITI TEKNOLOGI MARA

RESEARCH OF STUDENT
MOTIVATION FOR ONLINE
LEARNING USING ARCS MODEL

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ABSTRACT

Motivation is the leading determinant of how student will do in their learning and their persistence to remain in the online learning. However the lack in the human interaction in online class an make their online experience feeling of isolation and disconnectedness with others. Hence this study aim to investigate the motivational instrument of attention, relevance, confidence, and satisfaction (ARCS) in an online learning environment among undergraduate students from Faculty of Business in UiTM Puncak Alam. The research model is tested using a set of questionnaire survey within 140 participants. Convenient sampling technique is used to evaluate the reliability and validity of the result. The SPSS Statistic method is used to validate the measurement and hypothesis. The finding support the validity of the four motivational elements in the ARCS model. The research result reveal that the motivation for the undergraduate of Faculty of Business students are moderate and it is recommended for future research to include the student population from different programme and different faculty.

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF ABBRVIATIONS / NOMENCLATURE	ix
CHAPTER 1: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statements	3
1.3 Research Questions	5
1.4 Research Objectives	6
1.5 Significant of Study	6
1.6 Limitation of Study	6
1.7 Outline of the Research	7
CHAPTER 2: LITERATURE REVIEW	8
2.1 Online Learning	8
2.2 Modes of Delivery	9
2.2.1 Asynchronous Communication	9
2.2.2 Synchronous Communication	10
2.3 Methods of Online Learning	11
2.4 Categories of Online Learning	12
2.1.4.1 Blended Learning	12
2.1.4.2 MOOC Learning	13
2.1.4.3 E-Learning	15
2.5 Challenges of Online Learning	17