

**UNIVERSITI TEKNOLOGI MARA**

**AN EVALUATION OF USER  
SATISFACTION TOWARDS ONLINE  
EXAMINATION SYSTEM**

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Thesis submitted in fulfilment  
of the requirements for the degree of  
**Master of Science in Information Technology**

**Faculty of Computer and Mathematical Sciences**

July 2016

## ABSTRACT

User satisfaction is crucial to the success of any services, including electronic service. Online examination is one of the electronic services being offered. Online examination is currently in use by various domains, including public and private sectors in their employee hiring process. Despite many researches done towards the quality of traditional service, which has proved user satisfaction to be the key outcome of service quality, little research is done focusing directly towards electronic services. There are some problems identified related to the current examination system. The three problems identified are there is difficulty in providing reliable results in online examination, candidates find that it is more difficult to take an online examination and they face problem of accessing the online examination system where the system get hanged and crashed. This research's objective is to identify factors contributing to user satisfaction towards online examination system and to develop an online examination satisfaction model. Quantitative approach was used in the research. In evaluating user satisfaction towards online examination system, this research has adopted SERVQUAL model, considering its five dimensions which are reliability, assurance, responsiveness, empathy and tangible. An online survey was conducted where questionnaires were distributed to 60 respondents through online group consisting of candidates who have experience taking online examination from local recruitment agency. The online group was consists of those who have taken online examination. The findings identified that all five dimensions of SERVQUAL which are reliability, assurance, responsiveness, empathy ad tangible have positive relationship with user satisfaction. It is observed that reliability and responsiveness have strong relationship with user satisfaction, while assurance, empathy and tangible have moderate relationship with user satisfaction. Moreover, the results of this study may be helpful to organizations and service providers in identifying factors of online services that can lead towards user satisfaction. Thus, decision can be made on enhancing service provided to improve satisfaction among users, based on the dimensions/factors identified. For future research, the study can be expanded to a larger number of populations, more and deeper study on user satisfaction with service quality should be carried out and user satisfaction can be assessed based on other dimensions of SERVQUAL that suit the research.

## ACKNOWLEDGEMENT

In the name of Allah the Most Gracious and the Most Merciful.

Alhamdulillah. Thank you to Allah, for the blessing and giving me strength and opportunity to pursue this research amidst many obstacles.

My gratitude and thanks go to my supervisor, Assoc. Prof. Dr. Haryani Haron. Thank you for the support, patience, and ideas in assisting me with this project. Without her support, I would not be able to complete this study according to the requirement.

I also would like to express my gratitude to the lecturers and classmates for their encouragement and support.

Not forgetting, the respondents who have willingly spent their time to answer the survey distributed to them.

Last but not least, I would like to express my deepest appreciation to my beloved husband, parents, and siblings for their endless support and unceasing encouragement.

# TABLE OF CONTENTS

	<b>Page</b>
<b>AUTHOR'S DECLARATION</b>	ii
<b>ABSTRACT</b>	iii
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	viii
<b>LIST OF TABLES</b>	viii
<b>LIST OF FIGURES</b>	ix
<b>LIST OF ABBREVIATIONS</b>	x
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Introduction	1
1.2 Research Background	1
1.3 Problem Background	3
1.4 Problem Statement	4
1.5 Research Question	5
1.6 Research Objective	5
1.7 Research Scope	5
1.8 Research Significance	5
1.9 Research Outline	6
<b>CHAPTER TWO: LITERATURE REVIEW</b>	8
2.1 Introduction	8
2.2 Online Examination	8
2.2.1 Online Examination Concept	8
2.2.2 The Aim of Online Examination System	10
2.2.3 Challenges of Online Examination System	10
2.3 User Satisfaction	11
2.4 Service Quality	12
2.4.1 Service Quality Determinants	13

2.5	Online Examination System Features	14
2.6	Online Examination System Architecture	15
2.7	Processes Involved in Online Examination System Execution	18
2.8	Online Examination System in Malaysia	20
2.8.1	Online Examination System Conducted by Suruhanjaya Perkhidmatan Awam (SPA)	20
2.8.2	Purpose of Conducting Examination	21
2.8.3	Examination Management	21
2.8.4	System Features	22
2.9	Related Method to Evaluate User Satisfaction	23
2.9.1	Technology Acceptance Model	23
2.9.2	SERVQUAL Model	26
2.9.3	E-SERVQUAL Model	28
2.9.4	Comparison of Related Method	30
2.9.5	Conceptual Model of Online Examination System	31
2.10	Related Study	33
2.10.1	National Open University of Nigeria, Maiduguri Study Centre Students Perception of E-Examination	33
2.10.2	An Exploration into Improving Examinees' Acceptance of Participation in an Online Exam	34

### **CHAPTER THREE: RESEARCH METHODOLOGY**

3.1	Introduction	36
3.2	Research Design	36
3.3	Research Framework	37
3.3.1	Planning Phase	37
3.3.2	Information Gathering Phase	37
3.3.2.1	Research Model	39
3.3.2.2	Research Hypotheses	40
3.3.2.3	Instrument	41
3.3.2.4	Population and Sampling	44
3.3.2.5	Analysis of Pilot Study	44