

UNIVERSITI TEKNOLOGI MARA

**SATISFACTION ON BLENDED LEARNING SYSTEM
USING E-CSI MODEL:
A STUDY ON UNIVERSITI TUN HUSSIEN ONN
MALAYSIA (UTHM)**

FAREZ BIN MAHMOOD

Report submitted in partial fulfillment of the requirements
for the degree of

Master of Science (Information Technology)

Faculty of Computer and Mathematical Science

July 2014

ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful. Efforts and the blessings and help of his I could finally finish my final project report successfully. As a final project report is a very important subject to me completing this module Master of Science degree in Information Technology at Universiti Teknologi MARA Shah Alam. More needs to be done to ensure that this project report really managed in accordance with a predetermined faculty.

With respect and humility first of all I would like to thank to my supervisor, who is respected and loved, Assoc. Prof. Mardziah Binti Hj. Hashim because she had a lot of mentoring and advising me to complete this final project. A lot of knowledge that she has poured out on me during class and also to supervise my project. I am extremely grateful for the contributions and she has guided me from start to finish no matter the time and place. Hopefully she and his family will be rewarded by Allah.

I would also like thanks to Dr. Wan Adillah Binti Wan Adnan because she also has to give all the guidance in the Research Methodology subject. She had a lot of advice and guidance to make this final project. Thank you also to Dr. Wan Abdul Rahim Bin Wan Mohd. Isa because he has provided encouragement and advice from the first semester to the last semester. Many of the assistance rendered during my studies and I will remember his kindness forever.

Last but not least I would like thanks to my family for the many useful spirit and encouragement for me to spend on my studies. Thanks goes to my brother and his wife for giving to help me continued to my study. Thanks to Allah my dream has come true. Not forgetting special to my wife because she helped me and also giving a spirit and encouragement to me during my studies.

Finally I would also like to express my deepest gratitude to our friends and all those who participated in helping me to complete my final project, especially my good friend who is also a former student Master of Science in Information Technology, Universiti Teknologi Mara (UiTM) Shah Alam. Finally, from my thanks to all and may Allah bless all of you.

ABSTRACT

Education sector experiencing rapid process very fast and impressive but in 1986 education sector is still using the old method. Then the education sector has experiencing changes from year to year which is started in 1995. At that time Malaysia has been using the Internet and learning methods are increasingly becoming easier, especially for information. As in 1995, the method of learning, e-learning is introduced. Once the education is getting their way more advanced and beyond the learning, Blended Learning is introduced. The concept of Blended Learning is learning traditional methods or approaches face to face and online learning or e-learning is known as consolidated into learning Blended Learning. This method has been implemented in several universities such as Universiti Teknologi Mara (UiTM), Universiti Pendidikan Sultan Idris (UPSI) Universiti Tun Hussein Onn Malaysia (UTHM), Universiti Putra Malaysia (UPM) and others. This study was selected and conducted at Universiti Tun Hussien Onn Malayisa (UTHM) at the Fakulti Sains Komputer dan Teknologi Maklumat (FSKTM). Based on this study there are several factors that have been identified to get total satisfaction of students using the learning method. These factors are learning communities, usability, advantages and disadvantages, shared, online learning, classroom learning, website interface, facilities, skills, learning communities, virtual technologies and appliance. This study was looking for the information and the decision whether a student can receive this method and how many students who are satisfied using this learning method. These studies also identify strengths and weaknesses in procedures and modules that conducted. This study was conducted using a questionnaire survey forms that was answered by the students of the Fakulti Sains Komputer dan Teknologi Maklumat (FSKTM). Some of the comments obtained from students asking to the AUTHOR learning portal to do some improvements in accordance with their learning needs. This study helps AUTHOR learning portal can be fully utilized by students. Thus learning portal administrator should take any initiative to improve the quality and level of student satisfaction in the future.

Keyword: University, online portal AUTHOR, Lecturer, students, e-CSI Model, satisfaction form survey, Fakulti Sains Komputer dan Teknologi Maklumat (FSKTM).

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	ii
ABSTRACT.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vi
LIST OF FIGURES.....	vii
CHAPTER 1: INTRODUCTION.....	1
1.1 Beginning of the Study.....	1
1.2 Research Background.....	2
1.3 Problem Statement.....	3
1.4 Research Question.....	3
1.5 Research Objective.....	4
1.6 Significant of Research.....	4
1.7 Scope and Limitation of Research.....	4
1.8 Summary.....	5
CHAPTER 2: LITERATURE REVIEW.....	6
2.1 Introduction.....	6
2.2 Blended learning in Malaysia and challenges.....	8
2.3 Factors that contribute to student satisfaction in blended learning.....	9
2.4 A summary of the functions and use of the AUTHOR learning portal.....	23
2.5 Challenges and barriers that affect student satisfaction.....	34
2.6 Student behaviour towards blended learning.....	35
2.7 Summary of published books related to blended learning.....	36
2.8 Summary.....	39
CHAPTER 3: RESEARCH METHODOLOGY.....	40
3.1 Research Approach.....	40
3.2 Features research approach.....	41
3.3 Research Framework.....	42
3.4 The e-CSI model.....	44
3.5 Electronic Service Quality (e-SQ).....	45
3.6 Trust in the AUTHOR learning portal.....	47

3.7	Perceived value in the AUTHOR learning portal	49
3.8	Overall CSI AUTHOR learning portal	50
3.9	Lecturer and student complaints in the AUTHOR learning portal	51
3.10	Student's loyalty in the AUTHOR learning portal.....	51
3.11	Comments and insights on the AUTHOR learning portal.....	51
3.12	Sampling Design.....	52
3.13	Data Collection.....	52
3.14	Data Analysis.....	54
3.15	t-Test Analysis.....	54
3.16	Kruskal-Wallis test	54
3.17	Spearman's Rho.....	54
3.18	The CSI score analysis.....	55
3.19	Importance - Performance matrix.....	55
3.20	Summary.....	55
CHAPTER 4: ANALYSIS AND FINDINGS.....		56
4.1	Analysis of survey respondents.....	56
4.2	Demographic profile of respondent.....	56
4.3	Reliability analysis for all variables (Cronbach's Alpha).....	58
4.4	Validity (Regression Analysis).....	60
4.5	Discriminant Validity Dimension (Correlations).....	60
4.6	Behavior of students in the use of AUTHOR learning portals.....	61
4.7	Comparative evaluation of learning portal with the belief AUTHOR learning portal.....	64
4.8	t-Test Analysis of the overall Customer Satisfaction Index (CSI) for the AUTHOR learning portal.....	65
4.9	Total 5 Likert scale for questions section B and C.....	66
4.10	Improving the quality of the AUTHOR learning portal.....	67
4.11	Summary.....	71
CHAPTER 5: CONCLUSION AND RECOMMENDATION.....		72
REFERENCES.....		77
APPENDIX A: SAMPLE QUESTIONNAIRE		83