

**UNIVERSITI TEKNOLOGI MARA**

**E-LEARNING SERVICE QUALITY**

**CASE STUDY: AL MADINAH INTERNATIONAL  
UNIVERSITY**

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## **ABSTRACT**

E-learning is computer based learning with communication technology that using Wide Area Networks (WAN) in supporting distance learning. E-learning service quality are ways to know user needs, the service meets their expectations and user satisfaction by fulfilling user requirements. Moreover, distinction between learning content and website content need to be parallel whereby both will influence each other and affect user perception and satisfaction. As been concluded, concern occurs on how the factors of e-learning service quality affects the quality of e-learning system in education. Moreover, knowing that user is a pillar of the e-learning system, this research is intended to find out whether the user satisfaction has any influence on e-learning system quality. Three dimensions in evaluate e-learning service quality that consist of system design, system delivery and system outcome have been used as platform in measuring the success of e-learning system. Three influencing factors have been chosen as attributes in collecting data through survey; User Satisfaction, System Quality, and Information Quality. Data have being analyzed using SPSS in determine the level of user satisfaction towards e-learning system. Results from the analysis have shown that respondents from Al Madinah University were satisfied with the student portal site.

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