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(IM246)**

**USER SATISFACTION ON I-LEARN AS LEARNING MANAGEMENT SYSTEM (LMS)
AMONG UITM SEGAMAT DEGREE STUDENT**

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ABSTRACT

This research is undertaken to study and identify the user satisfaction towards the usage of i-learn as learning management system implemented by UiTM among the UiTM Segamat degree students. In order to identify the user satisfaction, researcher is following the End User Computing Satisfaction (EUCS) model develops by Doll and Torkzadeh (1988). This model consists of 5 factors with 12 instruments. However, based on the literature on this area, researcher think that aside from the 5 factors of the EUCS model, it is wise to modified the existing model by adding two more new attributes to the model which are; organizational support and user's characteristics. This new attributes will then modified the model from 5 factors into 7 factors. A questionnaire was distributed among the UiTM Segamat Degree students in order to get the data for this research. This study reveals that the most influential factors that leads to user satisfaction is the content of the system and the EUCS models had correlation to the user satisfaction as the factors in the model will effects the user satisfaction. The results of this study can be used by UiTM Segamat for improvising and upgrading their learning management system following the factors the will generate and improve user satisfaction in order to facilitate the usage of the i-Leran system among its users.

CHAPTER ONE

1.0 CHAPTER OVERVIEW

This chapter provide an introduction to the research work presented in this thesis. It describes the research background, research planning, and provides an overview of the approach taken by the researcher in undertaking this research.

1.1 INTRODUCTION

1.1.1 e – LEARNING

The rapid developments of information and communication technologies specifically Internet technologies have created new opportunities for education (Lwoga; 2014). The Internet gave birth to online learning, also known as e - Learning (Dhaliwal, 1992). According to Sun (2006), e-Learning is the use of telecommunication technology to deliver information for education and training. Akeryord (2004) claimed that e-learning is an ill-defined concept, subject to wide variation in practice, but which nevertheless has become an established component of education delivery worldwide where at one extreme it implies the use of the web technology to facilitate the whole cycle of learning from initial sign-on to final certification, with a range of operations in between, and with no, or little, physical interaction with the host university, however, at the other extreme, and much more commonly, e-learning in many university and college contexts is a hybrid of “traditional” face-to-face teaching, with electronic delivery of content and services built on, and where appropriate, with administration and related tasks also being web based – so called blended learning, in a mixture of the old and new.