

UNIVERSITI TEKNOLOGI MARA

**FACTORS DETERMINING ONLINE
LEARNING USAGE AND ITS
IMPACT ON PERFORMANCE: AN
EMPIRICAL STUDY OF STUDENTS
IN YEMENI PUBLIC UNIVERSITIES**

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ABSTRACT

As information and communication technology (ICT) is making the leap to transform all aspects of life, online learning has become widely viewed as the future of education due to its ability to improve the quality of education with the least infrastructure and resources. As Yemen is lagging behind in the adoption of ICT, being faced with many challenges, limited resources, weak infrastructure, and a high student population, the aim of this study is to identify factors that affect online learning usage and its consequence among students of Yemeni public institutions of Higher Education and the role that online learning can play in countering the prescribed challenges. Education is one of the most vital sectors that have consequences for the future of mankind and is greatly transformed by technology. Many researchers have studied and proposed theories and models of technology adoption and usage. Based on Delone and Mclean Information system Success Model (DMISM), this study developed and validated a multi-dimensional model to better understand the factors that influence online learning usage among public universities students in Yemen and how it affects their performance. Questionnaire survey method was used to collect primary data from students in nine public universities in Yemen namely (Sana's, Aden, Taiz, Al-Hodeidah, Ibb, Thamar, Hadramout, Amran, Al-Beda) who have used or using online. Four hundred and forty-eight valid responses were received. Structural Equation Modelling (SEM) via AMOS software was utilized to determine the importance levels of associations and interactions between the factors tested. The research proposed model evidenced by the goodness of fit of the model to the data, explained 66% of the variance in performance impact of online learning. The findings of the multivariate analysis demonstrate four main results. First, overall quality, transformational leadership, self-efficacy, compatibility have a strong effect on user satisfaction and actual usage. Second, the results show that user satisfaction and actual usage influence cognitive absorption. Third, the findings indicate that user satisfaction, actual usage and cognitive absorption are significant predictors of performance impact of online learning. Fourth, cognitive absorption significantly mediates the relationship between user satisfaction and actual usage in one side and performance impact of online learning on the other. The results of this current study will be able to provide insights into what are the factors that affect the adoption and use of online learning among students in public universities in Yemen. The finding of this study can also be used as a guideline for the Yemeni Centre for Information Technology in Higher Education (YCIT-HE) which was established to be an authority that enable services of information technology in Yemeni universities for students, academic and management staff, by highlighting the important factors and the positive effect of new technology in solving the many problems facing the higher education sector. It encourages and supports the execution of the higher education master plan at both organizational and national level (Al-Madhagy, 2013).

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter exhibits an overview of the entire thesis. This incorporates the background of the study, the research problem and the justification of its objectives. This chapter likewise acquaints the reader with the knowledge gap, research Objectives and questions, in addition to the scope and significance of the study, and subsequently, the definition of terms followed by the Structure of the thesis.

1.2 Background of the Study

It has become widely agreed that technology has a vital role within the high education institutions. Specifically in the teaching and learning processes, in the supportive and managerial aspects alike. Innovations and technology have gained its importance due to the increased usage and number of the internet and mobile gadgets including laptops, smartphones, and electronic tabs.

Mobile gadgets and the internet are now increasingly considered as educational tools that are efficient in terms of use of time as well as making educational materials easily accessible for students and staff. More universities are now engaged in many forms of mobile technology such as management learning systems (MLS). The ongoing information and communication technology (ICT) revolution has not only benefited the collaboration between students and lecturers but also the educational organization performance as well (Abu-Al-Aish, 2014).

Benjamin Franklin once said that “An investment in knowledge pays the best interest”. Today’s universities are no different to profit-seeking organizations. They strive to improve their performance and utilizing the latest technologies is one way to achieve that. Public universities alike which are considered not-for-profit organizations must achieve operating surpluses if they are to continue to serve the purpose which society sees them as fulfilling, from its different activities like teaching, research