

UNIVERSITI TEKNOLOGI MARA

**Retaining E-Learners: A Case Study of
e-PJJ Program Universiti Teknologi
MARA, Shah Alam Main Campus**

Lenora Bt Jailan Zainal

Thesis submitted in fulfillment of the requirements for
Bachelor of Science (Hons) Business Computing
Faculty of Information Technology And
Quantitative Science

May 2007

APPROVAL

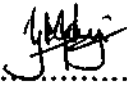
RETAINING E-LEARNERS: A CASE STUDY OF E-PJJ PROGRAM IN UNIVERSITI TEKNOLOGI MARA, SHAH ALAM MAIN CAMPUS

BY

LENORA BT JAILAN ZAINAL

This thesis was prepared under the supervised of thesis coordinator, Puan Rogayah Abdul Majid, Department of System Science. It was submitted to the Faculty of Information Technology and Quantitative Science and was accepted in partial fulfillment of the requirement for the degree of Bachelor of Science.

Approved by:

.....

Associate Professor Yap May Lin
Thesis Supervisor

Date: May 7th 2007

DECLARATION

I certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline

A handwritten signature in black ink, appearing to read 'Lenora BT Jailan Zainal', is written over a horizontal dotted line. The signature is fluid and cursive.

May 7th 2007

LENORA BT JAILAN ZAINAL

2004107306

ABSTRACT

In this era of science and technology where the world seems to have no boundaries, the term e-learning has brought a new significance to education. Defined as acquisition and use of knowledge distributed and facilitated primarily by electronic means, Malaysia does not want to be left behind with this emergence of new technology. University Teknologi MARA is one of the universities in Malaysia who has been practicing this new learning method. However, even though this new means of delivering education has been getting good responds, there still exist problems which lead to a high number of students' attritions. This research seeks to determine what are the factors of attrition and also retention among students of e-PJJ. A research model has developed to conduct the research. A total of 200 questionnaires have been distributed among targeted respondents which are the current and former e-PJJ students who have dropped out. A total of 157 answered questionnaires have been retrieved back. An exploratory factor analysis has been run in analyzing the data in order to seek what are the most significant factors of attrition or retention. After the exploratory factor analysis has been run through the data, it is found out that the most significant factors of attrition or retention are individual background, academic integration and social integration. Thus, the objectives have been achieved. Recommendations have been provided as proposed means solutions to alleviate the problems.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vi
LIST OF FIGURES	viii
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Research background	4
1.3 Problem statement	6
1.4 Research objectives	6
1.5 Scope	6
1.6 Significance of research	6
1.7 Research approach and methodology	8
1.8 Research limitation	9
1.9 Overview of the research	10
CHAPTER 2: REVIEW OF LITERATURE	
2.1 Introduction	12
2.2 Definitions and terminologies	13
2.3 Types of e-learning	18
2.4 Benefits of e-learning	30