



ACCEPTANCE & USE OF i-LEARN FOR ACADEMIC PURPOSES  
AMONG STUDENTS IN UNIVERSITI TEKNOLOGI MARA (UiTM)  
CAWANGAN MELAKA

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BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA (UiTM)  
BANDARAYA MELAKA

JANUARY 2018

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STUDENTS IN UiTM CAWANGAN MELAKA**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours  
(International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**JANUARY 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Faizan Bin Mahadi, (940906-11-5569)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:.....

Date:.....

## LETTER OF SUBMISSION

11 JANUARY 2018

The Head of Programme

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

73500 Melaka

Dear Sir/ Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper entitled “**ACCEPTANCE & USE OF i-LEARN FOR ACADEMIC PURPOSES AMONG STUDENTS IN UiTM CAWANGAN MELAKA**” to fulfil the requirement as need by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MUHAMMAD FAIZAN BIN MAHADI

2015872638

Bachelor of Business Administration

With Honours (International Business)

## **ABSTRACT**

The usage of i-Learn is common for Universiti Teknologi Mara (UiTM) students as a platform of e-learning. However, there are still students who are unaware of the usage of i-Learn for academic purposes and its other useful features. This study thus aims to investigate the relationship between four acceptance factors towards the acceptance & use of I-Learn for academic purposes among students in UiTM Cawangan Melaka. In this study, the researcher used four acceptance factors, which are performance expectancy, effort expectancy, social influence and facilitating condition, as proposed in the Unified Theory of Acceptance and Use of Technology. The study put to use questionnaire as the research instrument and were distributed to 370 students from three different campuses in UiTM Cawangan Melaka which is Kampus Bandaraya, Kampus Alor Gajah, and Kampus Jasin. The findings is then analysed and showed that all of the variables proposed are related to the dependent variable. This study also resolved that facilitating condition is the most significant factor that contribute to the acceptance and use of i-Learn for academic purposes among students in UiTM Cawangan Melaka.