



**THE EFFECTIVENESS OF E-LEARNING IMPLEMENTATION TOWARDS
STUDENTS IN HIGHER LEARNING INSTITUTIONS IN MALACCA CITY**

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2015103903

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (HUMAN RESOURCE MANAGEMENT)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours
(Human Resource Management)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Merrinie Tiong Anak Saliong, (I/C Number: 950731-13-5750)

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: merrinie

Date: 28 / 11/ 2018

LETTER OF SUBMISSION

Madam Afzan Nor Binti Talib,

Faculty of Business and Management,

Universiti Teknologi MARA (UiTM),

Cawangan Melaka,

Kampus Bandaraya Melaka,

75300 Bandaraya Melaka Bersejarah.

Dear Madam,

SUBMISSION OF PROJECT PAPER (BM243)

Attached is the project paper title **“THE EFFECTIVENESS OF E-LEARNING IMPLEMENTATION TOWARDS STUDENTS IN HIGHER LEARNING INSTITUTIONS IN MALACCA CITY”** for your kind evaluation as required by the Faculty of Business and Management Universiti Teknologi MARA (UiTM), Cawangan Melaka, Kampus Bandaraya Melaka.

Your kindness in evaluating and accepting this project paper is very much appreciated.

Thank you

Your sincerely,

merrinie

MERRINIE TIONG ANAK SALIONG

2015103903

ABSTRACT

This study is aim to identify the factors that could affect the effectiveness of e-learning implementation towards students in higher learning institutions in Malacca City. It is important for higher learning institutions to provide better learning experience towards the students as it can affect the academic achievements and performance for both university and students. Thus, this present study plans to explore the reasons that can affect the effectiveness of e-learning implementation in higher learning institutions in Malacca City. Effective e-learning can help students to develop their skills in using technology as learning platform as well as give value added to them when applying for job in the future. The information for this study was gathered using primary and secondary sources. Meanwhile, convenient sampling was used to collect data from 200 respondents. The objective of this study is to measures the relationship between students' interaction, computer efficacy and social presence with effectiveness of e-learning implementation towards students in higher learning institutions in Malacca City. The findings of this study will be measures using the Statistical Package for Social Science (SPSS) with frequency analysis, descriptive analysis, reliability analysis, Pearson correlation analysis and multiple regression analysis.