



**Faculty of Administrative Science
& Policy Studies
Universiti Teknologi MARA**

Bachelor of Administrative Science

**Factors that contribute toward student's satisfaction on blended
learning in UiTM Kedah**

Name of Student

**Zur Ain Syahira binti Ghazaly 2016707039
NurHidayah binti Jamaluddin 2016343207**

December 2018

PERPUSTAKAAN SULIAN BADLISHAM
UiTM Kampus Merbok
Cawangan Kedah
08400 Merbok Kedah.

ACKNOWLEDGEMENT

Completing this research was a challenging proposal for us. However, fortunately we had the help of many parties that made this proposal less difficult. Our lectures motivated and on course during all those moments things were not going as planned. Keeping this in view, we commence with the Holy name of almighty God benevolence and beneficence who granted us with great health, good mind, prosperity and opulence that we are able to achieve our mission and objective of the for this research proposal.

First of all, we would like to express my special thanks and gratitude to our supervisor Sir Adnan Aminuddin and our lecturer Sir Mohamed SamsudeenSajahan who gave us opportunity to do this wonderful research topic 'Factor contributing toward student satisfaction on blended learning in UiTM Sungai Petani, Kedah', which also helped us in doing a lot of research and we came to know about so many things we really thankful to them.

Secondly we would also like to thank our parents and friends who helped us a lot in finalizing this proposal within the limited timeframe.

Thank you.

Zur Ain Syahira binti Ghazaly

NurHidayah binti Jamaluddin

Bachelor of Administrative Science (Honours)
Faculty of Administrative Science & Policy Studies
UniversitiTeknologi MARA (UiTM) Kedah

ABSTRACT

The research was conducted to study the factors that contribute toward student's satisfaction on blended learning in UiTM Kedah. This study conducted to determine the level of student's satisfaction on blended learning in UiTM Kedah and to identify the relationship between perceived usefulness, perceived ease of use and perceived enjoyment. This research applies a quantitative design in which the researcher relies on primary data gather through questionnaire. The entire questionnaire was administered at Universiti Teknologi MARA (UiTM) Kedah between 10th and 12th week of semester September-January 2018. The application of questionnaires used to distribute among the diploma and bachelor degree students in UiTM Kedah. The total sample size used in this study is 363 respondents. The analysis of finding in this study are manage to answer all the objective stated. The finding of this study indicate the level of student's satisfaction on blended learning is at the average level. All independent variable which are perceived usefulness, perceived ease of use and perceived enjoyment have significant relationship with student's satisfaction on blended learning. The most significant factor that contribute toward student's satisfaction on blended learning is perceived usefulness with the highest beta value. Therefore, to conclude there is a relationship between perceived usefulness, perceived ease of use, and perceived enjoyment, thus all the objective in this study is achieved.

Keywords: student's satisfaction, blended learning, perceived usefulness, perceived ease of use, perceived enjoyment

Table of contents

PAGES

Clearance for submission of research proposal by supervisor	i
Declaration	ii
Acknowledgement	iii
Abstract	iv
Table of content	v
List of figure	vii
List of table	viii
Chapter 1: Introduction	
1.1 Introduction	1
1.2 Problem statement	3
1.3 Research questions	5
1.4 Research objectives	6
1.5 Scope of the study	6
1.6 Significance of the study	7
1.7 Definition of terms/concepts	8
Chapter 2: Literature Review & Conceptual Framework	
2.1 Introduction	13
2.2 Dependent Variable	13
2.3 Underlying Theory	17
2.4 Factors that lead to dependent variable	18
2.5 Variables related to this study	20
2.6 Conceptual Framework	28
Relationship between independent variables and dependent	
2.7 variables	29
2.8 Conclusion	31
Chapter 3: Research Method	
3.1 Introduction	32
3.2 Research design	32
3.3 Unit of Analysis	34
3.4 Sample size	34
3.5 Sampling technique	35
3.6 Measurement/Instrumentation	37
3.7 Data collection	46
3.8 Data analysis	46

Chapter 4: Research Findings

4.1	Introduction	55
4.2	Demographic profile	55
4.3	Interpretation of key finding	
4.3.1	Level of student's satisfaction on blended learning in UiTM Kedah	58
4.3.2	Relationship between perceived usefulness and student's satisfaction on blended learning	60
4.3.3	Relationship between perceived ease of use and student's satisfaction on blended learning	62
4.3.4	Relationship between perceived enjoyment and student's satisfaction on blended learning	63
4.3.5	Multiple regression	65
4.4	Conclusion	67

Chapter 5: Discussion and conclusion

5.1	Introduction	68
5.2	Discussion on finding	
5.2.1	Level of student's satisfaction on blended learning in UiTM Kedah	69
5.2.2	Relationship between perceived usefulness and student's satisfaction on blended learning	70
5.2.3	Relationship between perceived ease of use and student's satisfaction on blended learning	71
5.2.4	Relationship between perceived enjoyment and student's satisfaction on blended learning	72
5.2.5	The most dominant factor that contribute student's satisfaction	73
5.3	Limitation of this study and future recommendation	
5.3.1	Limitation of this study	74
5.3.1	Future recommendation	75
5.4	Recommendation	76
5.5	Conclusion	77
	References	78
	Appendices	83