FACTORS THAT INFLUENCE STUDENT SATISFACTION IN UiTM PERLIS: A CASE STUDY OF ENT600 STUDENTS

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ABSTRACT

This study is about the student satisfaction among ENT600 students that have an issue which is student need to improve their satisfied to perform well during learning process. The aim of this research is to identifying about factor influence student satisfaction among ENT600 students in UiTM Perlis. The dependent variable for this study is student satisfaction and the independent variable for these studies are social presence, cognitive presence, teaching presence and enrollment. Community of inquiry has been use in performing this study. In this study, the questionnaire have been develop and have been distribute to the 330 ENT600 students and the measurement that have been use are 6-point Likert scale. SPSS version 25 have been use to analysis the data from the respondent that have been collect from ENT600 student to develop frequencies, reliability, correlations, and regression. Results from this study have shown that there have been three significant from four variables which is the component in community of inquiry which are social presence, cognitive presence and teaching presence. This study have a theory contribution to the development of community of inquiry by using the social presence, cognitive and teaching presence with one additional variable which is enrollment to be a reference for future research. Student must having an open minded thinking to finish the subject and having intention on ENT600 subject because this two factors are the variables that not significant which is subjective norms and perceived behavioral control. The institution must know the type are the variables that influence in order to improve the student satisfaction.

Keyword: Student satisfaction, social presence, cognitive presence, teaching presence, enrollment, community of inquiry.

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

The use of technology in education have become more popular nowadays and increase in demand in higher education sector (Peterson, 2013). It is also known as important factor as the primary source of e-learning application. According to Ching Lam (2016) education is a key role for financial growth, generally based on greater schooling. University student satisfaction has become a significant element of quality assurance with the higher education industry becoming progressively competitive.

In addition, Thomas & Galambos (2004) also noted that teachers are regarded to be consumers of higher education. University students' satisfaction is important for institutional success in that efficient universities have satisfied clients as this satisfaction supports additional students or clients who are registered. Student satisfaction ratings are becoming more transparent and are already available. As a result, most institutions around the world are constantly examining how students ' satisfaction behavior at their institution can be improved. Students are one of the major strategic organizations of a university that also depends on a university. In a competitive setting, satisfying them is essential to attract more learners to future programs (Khan, Ahmed, & Nawaz, 2011).

Blended learning, incorporating both face-to-face learning and e-learning methods, was increasingly embraced in the 2000s as it solves pure e-learning issues (Cheung, Lam,