

# STUDENTS' PERCEPTION ON DISTANCE LEARNING AT OPEN UNIVERSITY MALAYSIA (OUM), SABAH REGIONAL CENTRE

JOVIANA BIATI JUMPER 2808767118

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH

DECEMBER 2011

## **TABLE OF CONTENT**

Acknowledgement		iv
List of Tables		٧
List of Figures/Graphs		vii
List of Abbreviation		X
List of definition of Terms		xi
Abstract		ix
Chapter 1: Introduction		
1.1	Company Background	1-2
1.2	Background of Study	3
1.3	Problem Statement	4
1.4	Objectives of Study	4
1.5	Research Question	4
1.6	Scope of Study	5
1.7	Significance of Study	5
1.8	Limitations of Study	6
Chapter 2: Literature Review		7-13
Chapter 3: Research Methodology		14-15
Chapter 4: Finding and Analysis		16-58
Chapter 5: Conclusions and Recommendations		59-61
Bibliography		62-63
Appendices		

### Acknowledgement

"Love unending", so the saying goes to almighty God for giving me the strength to complete my industrial training report. Firstly, I would like to thank to my advisor of this project, Madam Imelda Albert Gisip for the valuable guidance and advices. She inspired me greatly to work in this project. Her willingness to motivate me contributed tremendously to my project. I also would like to thank her for showing me some example that related to the topic of my project. Special thanks also goes out given to my second advisor Associates Professor Matyasin bin Jamil for his valuable comments in completing my research report.

I would like to take this opportunity to thank to the Faculty of Business Management for offering this subject, MKT662, Research Report. It gave me an opportunity to participate and learn about the report writing and the importance of research. In addition, I would also like to thank Open University Malaysia (OUM), Sabah Regional Centre managements and staffs which provide me with valuable experiences and information during my Industrial Training as part of my syllabus requirement.

Finally, an honourable mention goes to my families, friends and respondents for their understandings and supports on me in completing this project. Without helps of the particular that mentioned above, I would face many difficulties while doing this project.

Thank you from the bottom of my heart.

## **List of Tables**

Table 1	Frequency Distribution of Respondent's Gender
Table 2	Frequency Distribution of Respondent's age
Table 3	Frequency Distribution of Respondent's marital status
Table 4	Frequency Distribution of Respondent's programme
Table 5	Frequency Distribution of Respondent's duration of studying in OUM
Table 6	Frequency Distribution of Information from MyLMS is reliable and
	accurate
Table 7	Frequency Distribution of MyLMS helped respondents in completing the
	assignment
Table 8	Frequency Distribution of Respondent's get quick feedback from the
	online tutor
Table 9	Frequency Distribution of Respondent's preferred online interaction rather
	than classroom
Table 10	Frequency Distribution of Respondent's feel a sense of belonging to the
	OUM
Table 11	Frequency Distribution of OUM staffs are friendly and helpful
Table 12	Frequency Distribution of Respondent's will have discussion with course
	mate after class end
Table 13	Frequency Distribution of Respondent's find it easy to contact the tutor
	after class end
Table 14	Frequency Distribution of Respondent's will not enrol course that do not
	have MQA
Table 15	Frequency Distribution of The course allowed respondent's to look at
	things different ways

#### **ABSTRACT**

This project in its present form is the result from "Students' perception on distance learning at Open University Malaysia, Sabah Regional Centre". The study was performed to identify students' perception towards distance learning in OUM. It was found that married respondents strongly agreed preferred online interaction rather than classroom discussion as compare to single parent and single. It was recorded that 26% respondents who had been studying In OUM for 1 to 2 years agreed that they find it easy to contact the tutor after class end than students who had been studying in OUM for a few months, 3 to 4 years and more than 5 years. Apart of that, respondents who had been studying in OUM for 1 to 2 years agreed that they have a better relationship with the course mate than those respondents who had studying on OUM for a few months, 3 to 4 years and more than 5 years. Other than that, master students strongly agreed that the information that they obtained from MyLMS was reliable and accurate than bachelor and diploma students. Several problems faced by OUM students were the limited space in the OUM library, staffs are always unavailable, insufficient reference books in the library and public computers, problem with the head quarter examiner, wash room was dirty, no staff answered the phone calls, staffs' bad attitude towards the students, problems in borrowing the library books, collecting the module and lack of staff during peak hour. A total of 200 respondents were used in this study which comprises of 100 male and 100 female. The researcher had been using frequency distribution, cross-tabulation and chi square test in the study. All the data was analysed and the conclusion was drawn that the study's objectives had been achieve. Recommendations had also been gathered based on suggested by the respondents and researcher observation. However, OUM still have to improve and develop new marketing strategies in order to gained positive perception from the students and potential students.