

### SUPERVISOR VERIFICATION

‘I acknowledge that have read this research project and in my opinion this research project is sufficient in terms of scope and quality for award of Bachelor Technology Management (Innovation Technology)’

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THE SUCCESS OF CORPORATE LEARNING MANAGEMENT SYSTEM (CLMS)  
TOWARD USER SATISFACTION IN MALAYSIA AIRLINES

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## DECLARATION

“This report is a product of my own work except the citation for each of which I have mentioned the sources.”

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## ABSTRACT

Pursuing a formal Corporate Learning Management System (CLMS) to improve their learning skills and knowledge to achieve the challenges of a career in the modern competitive world. The purpose of this study to review the effectiveness and success of existing factors that influence the use of employee in the Malaysia Airlines (MAS) use system in their organization CLMS and test the previous studies on the theoretical framework, in the context of system effectiveness and success factors CLMS. A study was conducted to workers involved in learning and instruction using the CLMS. This study used a questionnaire that was adapted from the literature to examine three-dimensional, system design (system quality, service quality, information quality, usability and ease of use), System Usage (user satisfaction) and using data from the survey to employees in MAS (N = 108), the analysis revealed that the design of the system has a significant influence on user satisfaction when use CLMS directly affects the use of the system. Therefore information systems show a strong effect on user satisfaction.

*Keywords: Corporate Learning Management System, theoretical framework, System Design, System Usage, System Effects.*

## ABSTRAK

*Meneruskan secara formal Sistem Pengurusan Pembelajaran Korporat (CLMS) untuk meningkatkan kemahiran pembelajaran mereka dan pengetahuan untuk mencapai cabaran kerjaya dalam dunia yang kompetitif moden. Tujuan kajian ini untuk mengkaji semula keberkesanan dan kejayaan faktor sedia ada yang mempengaruhi penggunaan pekerja dalam Syarikat Penerbangan Malaysia (MAS) menggunakan sistem dalam organisasi mereka CLMS dan menguji kajian terdahulu mengenai rangka kerja teori, dalam konteks keberkesanan sistem dan kejayaan faktor CLMS. Satu kajian telah dijalankan kepada pekerja-pekerja yang terlibat dalam pengajaran dan pembelajaran menggunakan CLMS. Kajian ini menggunakan soal selidik yang telah diadaptasi daripada sastera untuk memeriksa tiga dimensi, reka bentuk sistem (kualiti sistem, kualiti perkhidmatan, kualiti maklumat, kebolegunaan dan kemudahan penggunaan), Sistem Kegunaan (kepuasan pengguna) dan menggunakan data dari kajian itu kepada pekerja dalam MAS (N = 108), kajian menunjukkan bahawa reka bentuk sistem ini mempunyai pengaruh besar ke atas LMS dan kepuasan pengguna dan seterusnya memberi kesan kepada penggunaan sistem ini. Oleh itu sistem maklumat in menunjukkan kesan yang kuat pada kepuasan pelanggan.*

Kata Kunci: Sistem Pengurusan Pembelajaran Korporat, teori rangka kerja, Rekabentuk Sistem, Penggunaan Sistem, Kesan Sistem.

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## NOMENCLATURE

UTeM	Universiti Teknikal Malaysia Melaka
PSM	Projek Sarjana Muda
MAS	Malaysia Airlines
FPTT	Fakulti Pengurusan Teknologi dan Teknousahawan
CLMS	Corporate Learning Management System
SPSS	Statistics is a Software Package Used for Statistical
LMS	Learning Management System
ILS	Integrated Learning System

## LIST OF SYMBOLS

### SYMBOLS

$R$	:	Coefficient of Determination
$R^2$	:	Coefficient of Multiple Determination
$\leq$	:	Less than or equal to
$=$	:	Equal to
$\beta$	:	Beta

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

In this era of globalization, better software towards operating difficult databases has been combined with digital frameworks for managing curriculum, training materials, and evaluation tools. The result is a better technology known as the Learning Management System (LMS). LMS products and software allow any organization to develop electronic coursework, deliver it with unprecedented reach and flexibility, and manage its learning process.

Learning Management System (LMS) is a software application for the administration, documentation, tracking, reporting and delivery of e-learning education courses or training programs. According to Ellis and Ryann K. (2009), LMSs range from systems for managing training and educational records to software for distributing online or blended/hybrid college courses over the Internet with features for online collaboration. Colleges and universities use LMSs to deliver online courses and augment on-campus courses. Corporate training departments use LMSs to create using the web training, as well as automate record-keeping and employee registration.

LMS has its history in another term, integrated learning system (ILS) which offers additional functionality beyond instructional content such as management and tracking, more personalized instruction, and integration across the system. The term ILS was originally coined by Jostens Learning, and LMS was originally used to describe the



management system part of the PLATO K-12 learning system, content-free and separate from the courseware. Watson and William (2007). "An Argument for Clarity: What are learning Management Systems, What are they Not, and What Should They Become?" said that the term LMS is currently used to describe a number of different educational computer applications.

In Malaysia Airlines System (MAS), this LMS was included inside Corporate Learning Management System (CLMS). This CLMS have the same function as LMS and with some extra better future. MAS buy this system from IBM.



Figure 1.0: Corporate Learning Management Systems (CLMS) or MH Ilmu in Malaysia Airlines System

In Figure 1.0, LMS systems in MAS is MH ilmu or CLMS that used in corporate training environments often have additional features that satisfy goals relating to knowledge management and performance evaluation in different system is Training Admin (TA), Staff/ User (S/U) and E-Learning.

TA will define learning tracks, curriculum, and target groups associated with employee to take the learning course that options by manager access. TA also approve and update materials training module or participation for use to employee. The staff

handle the TA system will update training calendar or ad-hoc classes for employee know schedule for every course. The TA also will integrate with human resource systems for tracking employment eligibility, performance goals, and similar corporate priorities. TA also have to control over access and class groupings according to a number of metrics, such as geography, and also involvement in a particular project, or levels of security clearance.

SU is employee in MAS that use this system, in this system user will able to check the training schedule for information to user know what time and date that have free time if they take course not clash in work time. After that, SU also provide to user the course register, join instructions, confirmation of course for conflicts, class booking, print Certificate, reporting. Staff also can use the E-Learning system in 24 hours to take module that provide by instructor.

MAS use this program at Malaysia Airlines Academy in order to get the better performance of trainer and trainee in their learning process. Some of the functions are trainee Registration and Administration, Training Event Management (i.e., scheduling, tracking, and WBT delivery), Curriculum and Certification Management, Skills and Competencies Management, Reporting, Training Record Management, and Courseware Authoring.

## 1.2 Problem Statement

In the past, the learning process required physical interaction between trainer and trainee. Trainee is required to register their subject manually at the Malaysia Airlines Academy. In addition, before conducted a class, a room must be booked and it consume time to confirm the booking.

All companies has trainer in order to train the employees to become more effective and efficient in doing work. In Malaysia Airlines Academy (MAA) at MAS, they are using the classroom in order to train or to teach the course that had been register by the employees including cabin crew, tech crew, and others. So, they have to apply and register to attend course manually. It will take a lot of time and sometimes will disturb their busy schedule.

Some of the employees in MAS will face a miscommunication among the instructor and trainee when they need to register course or attend classes. Error in registration of course will lead to user attend wrong course.

In addition, some of the user is not really focus on class. They are difficult to do revision without an effective and efficient module. The current module is sometimes inadequate. By this, research and analysis need to be taking in other to overcome or to reduce this entire problem by researcher. After conducting research previous study on the topic of Learning Management System, the researcher finally developed a research question that will be further discuss in the research.

### 1.3 Research Question

- i. Is there any significant correlation between the system quality with user satisfaction at Malaysia Airlines Academy, Kelana Jaya (MAS)?
- ii. Is there any significant correlation between the information quality with user satisfaction at MAS?
- iii. Is there any significant correlation between the service quality with user satisfaction at MAS?
- iv. Is there any significant correlation between the perceived ease of use with of user satisfaction at MAS?
- v. Is there any significant correlation between perceives usefulness with user satisfaction at MAS?
- vi. What is the significant correlation between LMS with user satisfactions?
- vii. What is the dominant variable relationship between LMS with uses satisfaction in MAS?

### 1.4 Research Objective

The objectives of this research are:

- i. To determine the significant correlation between system quality with user satisfaction at Malaysia Airlines Academy, Kelana Jaya (MAS).
- ii. To determine the significant correlation between the information quality with user satisfaction at MAS.
- iii. To determine the significant correlation between the service quality with user satisfaction at MAS.
- iv. To determine the significant correlation between the perceived ease of use with user satisfaction at MAS.
- v. To determine the significant correlation between perceives usefulness with user satisfaction at MAS.

- vi. To determine the significant correlation between LMS with user satisfactions.
- vii. To determine the dominant which LMS factor contributes more to uses satisfaction at MAS.

### **1.5 Scope of Study**

The study covered the field of Learning Management System which covers the issues regarding the importance of Corporate Learning Management System in learning process at Malaysia Airlines.

The research will focus on the management of learning process through corporate Learning System in Malaysia Airlines. The scope of this research will focus on the Human Resource department, Learning and Growth department and also staff in Finance Department at Malaysia Airlines.

### **1.6 Limitation of Study**

The study will emphasize on the use of corporate learning management system in Malaysia Airlines. The research is limited to several areas to ensure the reliability and validity of the research. The limitation of study is it will not goes to the technical aspect of the system such how to build the system. This is because this system is very complicated on coding and its interface and it is not related to the research objective. Second, it is also cover the research Malaysia Airlines Academy, Kelana Jaya. It is more focus at Malaysia Airlines Academy, Kelana Jaya because the learning process of Malaysia Airlines Staff only occurs at Malaysia Airlines Academy in which there is classroom and computer classroom provided. Also at Malaysia Airlines Academy, there was the room for practice what had learnt. So that, it is the best place that only focus on

the Malaysia Airline Academy. Third, the researcher does not study about the content such the curriculum, course and the guide of the corporate learning management system.

### **1.7 Significance of Study**

The study contributed MAS to the understanding of the implementation on the use of Corporate Learning Management System of the organization. The study also contributed in determining the acceptance of the Corporate Learning Management System by instructor and user at Malaysia Airlines. It will increase the performance of learning process between instructor and user in Malaysia Airlines. Also, it will reduce the miscommunication between them.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Learning Management System

Many theories have already been described regarding Learning Management System (LMS), Learning process. As literature review covers wide range from the topic, this research will focus on the learning process through Corporate Learning Management Process in Malaysia Airlines. The unsuitable usage of LMS in the literature is perhaps most generally relating to computer applications which we would identify as Course Management Systems (CMS) and learning from learner. Although, the literature gives wide range of applications, the researches will emphasis only the usage of Corporate Learning Management System.

According to Lee-Post (2009), the learning management system to evaluate successful technology that have three phase of LMS development, namely, system or technology design and usage from user satisfaction. Based on description of characteristic of education technology success measure:

**a) System Quality**

According to Ellis and Ryann (2009), Learning Management System (LMS) is a software application for the administration, documentation, tracking, reporting and delivery of E-learning education courses or training programs.

LMS is different from systems for managing training and educational records to software for sharing college courses online or written / hybrid on the Internet with features for online collaboration. Colleges and universities use the LMS is to deliver online courses and add to the campus courses. Corporate training departments are using the LMS to deliver online training, and also Automate record maintaining and employee registration. The quality of such a system can determine the consistency, excellence of hardware and software that provides information. Besides that, this study will focus on system quality of LMS based on internal features of technology, system performance and user interface. (DeLone and McLean, 2003; Seddon, 1997)

**b) Information Quality**

Information system in LMS not only delivers content but also handles registering for courses, course administration, skills gap analysis, tracking, reporting, learning content and other information regarding learning activities said Gilhooly (2001). Most information quality measures are subjective, as they are derived from the user perspectives. Criteria that can be used for LMS in long distance learning quality are information completeness, accuracy, legibility, timeliness, availability, relevancy, consistency and reliability (DeLone and McLean, 2003; Lee-Post, 2009).

**c) Service Quality**

Learning management system (LMS) other ways is also known as learning content management system (LCMS), (Rengarajan, 2001).LMS manages, tracks and reports on interaction between the learner and the content & the learner and the instructor. LMS Performs learner registration, track learner progress, record test scores,