

**STUDY THE FACTORS THAT INFLUENCING THE ACCEPTANCE OF  
STUDENTS TOWARD E-LEARNING SYSTEM AT PUBLIC UNIVERSITIES IN  
MALAYSIA**

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This report is partial fulfilment of Bachelor Technology Management (High-Tech  
Marketing) with Honours

Faculty Technology Management and Technopreneurship (FPTT)

Universiti Teknikal Malaysia Melaka

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## DECLARATION

“I hereby declared that this project is the result of my own research except as cited in the references. This research project has not been any degree and is not concurrently submitted in candidature of any other degree.”

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## DEDICATION

I would like to dedicate this research to my beloved parents, my siblings, lecturers and my friends who always be there for me. Their unconditioned love, encouragement, time and trust had allowed me to strive and push myself beyond limits that I never thought would be possible to achieve. With their support, I was able to complete this research paper smoothly. I never can thank them enough for what they had done for my life. Thank you for always believe in me and push me to where I am right now.

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## ABSTRACT

The acceptance of e-learning system is influence by many factor, this is including the education sector. Nowadays, we always hear from students that they are not enjoying learning session that related to e-learning. In fact, various method have been carried out to attract students feel easy and comfortable to use e-learning system in their education system at university. The purpose of this study was to understanding the acceptance of e-learning system toward students at public university in Malaysia. This is important to improvise the e-learning system to make students more interested to full use of this online learning session. The questionnaire is designed to get the view from the targeted population about the influence factors towards the acceptance of e-learning system among students at public university in Malaysia. This research study had been done around 20 public university in Malaysia. Questionnaire had been distribute to 440 person and 384 respondent had answer it. This research result come out that all the independent variable are accepted. From this reseearch conclude that technological factor, pedagogical, access and content are the factor that can influence students to accept the e-learning system at their university.

## ABSTRAK

*Penerimaan sistem e-pembelajaran adalah pengaruh oleh banyak faktor, termasuk sektor pendidikan. Pada masa kini, kami sentiasa mendengar dari pelajar bahawa mereka tidak menikmati sesi pembelajaran yang berkaitan dengan e-pembelajaran. Sebenarnya, pelbagai kaedah telah dijalankan untuk menarik pelajar berselesa dan selesa menggunakan sistem e-pembelajaran dalam sistem pendidikan mereka di universiti. Tujuan kajian ini adalah untuk memahami penerimaan sistem e-pembelajaran ke arah pelajar di universiti awam di Malaysia. Ini penting untuk menambah baik sistem e-pembelajaran untuk menjadikan pelajar lebih berminat untuk menggunakan sepenuhnya sesi pembelajaran dalam talian ini. Questionnaire direka untuk mendapatkan pandangan daripada penduduk yang disasarkan mengenai faktor-faktor pengaruh ke arah penerimaan sistem e-pembelajaran di kalangan pelajar di universiti awam di Malaysia. Kajian penyelidikan ini telah dijalankan sekitar 20 universiti awam di Malaysia. Questionnaire telah diedarkan kepada 440 orang dan 384 responden telah menjawabnya. Hasil kajian ini menunjukkan bahawa semua variabel bebas diterima. Daripada kajian ini, pengkaji menyimpulkan bahawa faktor teknologi, pedagogik, akses dan kandungan adalah faktor yang dapat mempengaruhi pelajar untuk menerima sistem e-pembelajaran di universiti mereka.*



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**ABBREVIATION AND SIMBOL**

B	=	Beta
°	=	Null
%	=	Percentage
R	=	Point of estimation
R <sup>2</sup>	=	Point of estimation Square
P	=	Value
IT	=	Information Technology
ICT	=	Information and communications technology

**APPENDICES**

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background Of The Study

E-learning is a relation between the employment of applications and electronic systems enclosed by learning processes within the education study system. The potential for distant interaction among students and professional lecturers or professors is depends on e-learning facilitates. The satisfaction of e-learning system technologies in education system has stopped-up the design, management, learning style, and administration of the training method and delivery of learning content towards the scholars (Namahn, 2010) so encouraging blended e-learning. High Educational Institution (HEIs) conjointly use blended e-learning like universities at one time latest the employment of a mixture of improved course delivery approaches throughout face-to-face schoolroom teaching through live e-learning lesson between lecturers and student. Hence, e-learning as learning and teaching strategy has delivered more opportunities for college students within the education method and will have contributed to their academic achievement (Topagur, 2010).

Additionally, e-learning is turning into progressively important all told academic sectors, along with increasing student engagement and expectation with technology, responding to a larger and a lot of different student, providing a lot of versatile approaches of study to permit for part-time operating or work-based learning, and up probabilities for increased learning and teaching, exaggerated collaboration of each native and world, plus increase potency and efficiency.

Besides that, e-learning has carried couples of huge modification for lecturers and students with numerous levels of educational expertise and develop quick growth of e-learning courses at academic associations (Educause, 2003). Students and lecturers should learn explicit skills to effectively use varied e-learning tools. On the road to be successfully incorporate learning of the system students might show their learning determinations via different types of technology such as audio devices, text, video and lectures also have to restructure their courses (Pirani, 2004). In direction to master the usage of e-learning system lectures along with on the teaching environment, they can interact with other professionals, such as graphic designers, technology experts, multimedia producers, instructional designers, managers, media designers, and so on (Guasch, et.al, 2010; Marcelo, 2006). In applying this kind of teaching method, it require specific teaching tasks and it is compulsory to take into account that the development, design, and assessment of virtual education introduce specific features (Major, 2010; Spector, 2007)

In several universities, management improving the quality of learning and teaching in on-campus programmes, from side to side the practice of new technology is common approach. Plus, the e-learning is used to enhancement traditional teaching by providing an extra component in the teaching procedure. The providing of two-way communication so that the student might benefit from or even cause dialogues this differentiates it from other procedures of technology in education (Keegan, 1996). This type of new lesson permitted flexibility to accommodate part-time study in or out of the classroom. Hence, this flexibility in e-learning allow student to study on their own pace and provides wide right of entry to the additional materials at anytime and anywhere.

## **1.2 Problems Statement**

In this high technology era, study session has improve to a better way which make less interaction in the class and do more activities and assessment via online. E-learning has been applied to almost every university in Malaysia. Unfortunately, there is some weakness when consuming the e-learning system to student when using

the system. E-learning does involve the necessary computer equipment to run online learning platforms. This can possibly pose difficulties for students and university with old out dated software and hardware. Furthermore, it can be unfair for students who have only ever acknowledged traditional classroom situations and they expected usual things during lectures, mostly when note-taking and listening, while discussion with teachers is taking a limited time.

Hence, time management could be a difficult task for e-learners, as on-line courses necessitate plenty of your time and exhaustive work. Technological obstacles in-learning atmosphere typically occur in all three basic elements, particularly information measure capability, hardware and software. This intensely affects the method of e-learning adoption (Vencatachellum & Munusami, 2006). There additionally become downside once lack of computer data could be a major issue among students nowadays. Several of them cannot run basic programs like Microsoft Word and PowerPoint and then not seem to be able to handle their files. Moreover, several students notice fixing basic computer issues tough, as they need no data during this space (Sunil Kumar, 2015).

### **1.3 Research Questions**

This study is to examine the satisfaction of e-learning education system to students at public universities.

- i. What are factors that can influence students' acceptance towards e-learning system at public universities?
- ii. What are the relationships between the factors that can influence the acceptance of e-learning system among students at public universities?
- iii. What is the most significant factor that can influence students' acceptance towards e-learning system at public universities?

## 1.4 Research Objectives

The general objectives of this study are outlined below:

- i. To recognise factors influence the acceptance of e-learning system at public universities.
- ii. To identify the relationship between the factors that can influence the acceptance of e-learning system among students at public universities.
- iii. To determine the most significant factor that can influence students' acceptance towards e-learning system at public universities.

## 1.5 Scope of the Study

Referring to the parameters within which this study will be conducted and trying to solve a problem in a particular parameter. This study scope is among students at Malaysia's public universities. The respondents are those who are using e-learning system in their daily life such as students to do their assignment, assessment, learning activities and many more. Data will be collect based on their evaluation on their experience on how they use e-learning system at their universities and what they will suggest to improve the system.

There are several factors that can influence the acceptance of students in using the e-learning system which technological factor, pedagogical, access and contents. In orders to achieve the research objective, a literature study was carried out to clarify the factors that influence the acceptance of e-learning system among students at public university.

At the end of this study, researcher will find out the factors that influence the acceptance of e-learning system of students at public universities. Plus, the

researcher also can understand what are the factors that make students refuse to use the e-learning system.

### **1.6 Limitation of Study**

This research is aimed to find out the reasons that influence students using e-learning system in their education system at their universities. This study has a few limitations to make the outcome of the research achieve smoothly.

Firstly, when doing the research, the researcher faces an obstacle to reach the respondent due to distance and lack of connection with respondent at other universities. To approach the respondents at other university need a lot of contact persons to spread the questionnaire towards the students.

Secondly, the researcher will have limited time in doing the survey because the researcher has only 24 weeks to collect the data. The scope of this study is public university and there are around 20 public universities in Malaysia with a huge number of students its take more time to collect data. The researcher will need to find the perfect time and manage the time including their study because this collecting data process needs lot of time and energy to handle respondent with a variety of characters.

Furthermore, from this chapter, we can see what research is being done to identify and investigate students ' satisfaction with the e-learning system at Malaysia's public university. Furthermore, the researcher must identify the factors influencing the university's acceptance of the e-learning system. Hence, the respondents will be the students which using the e-learning system in their daily students' life and workers in the university management.

### **1.7 Significant of Study**

This study will help in finding out what are the significant factors that affect students to use e-learning in their education system at their university. Besides that, this research can figure what factors that make students attract to use e-learning system in their university. In additional, this study will be useful to university management to improve or upgrade their e-learning system with the help of result from this research. This research also can be references to other researchers or students to know more about e-learning system.

### **1.8 Summary**

This study is being done in order to find out what is the factor that affects the satisfaction of students in using the e-learning system at the public university. This research and evaluation from students from public universities will help the university management in improvising their e-learning system at their university. The outcome from this research will help students to have a better e-learning system in the future.

## CHAPTER 2

### LITERATURE REVIEW

#### 2. 1 Introduction

According to Boote, D.N. & Beile, P., (2005), a literature review involves a study of the current issues of relating to the research, do lots of reading and analyse journal or article to improve understanding about the research study. Literature review help researcher to evaluate the report of a study found in the literature and from that researcher also have a better view of a theoretical source for the research and help to determine the nature of research. This research will examine the factors that influence the students in accepting and using the e-learning system in their education and working life. This chapter seeks for four elements that influence the usage of e-learning system at the public universities in Malaysia. In addition, this chapter also discusses the concept, theory, research and importance of e-learning and factors that influence the usage of e-learning system toward students.

## 2.2 E-learning

E-learning is learning utilizing electronic technologies to access academic course of study outside of a traditional classroom. In most cases, it refers to a course, program or degree delivered absolutely online. There is always a teacher or academician interacting or communicating with students and grading student participation, student assignments and students tests. The definition most well-liked by the researcher is from Derek Stockley (2003), which defined e-learning as ‘the delivery of coaching, learning or teaching program by electronic means’. E-learning includes the utilization of a laptop or device as an example a transportable in how to supply academic, coaching or learning material’.

In line with Wong (2017) for developing markets, e-learning could be a special connection, because it will provides access to education at a moderately low value compared with traditional settings as there is no connected travel or housing prices. From the observation, e-learning offers the power to share material in all types of formats like word documents, videos, slideshows, and PDFs. another choice offered to students is by conducting webinars (live on-line classes) and interactive with lecturers via chats and message forums. "E-learning may be determine to be a natural extension of disciplines like academic technology and distance education, thus ‘the discussion of the practices and definition of e-learning focuses on the intersection of education, teaching and learning with ICT’" (Sangrà et al., 2012).

Technology has made such progress that the geographic gap is bridged with the use of tools that make students feel like students are in the lecture room. E-learning provides the ability to share all kinds of formats such as videos, slideshows, word documents and PDFs. It is also possible for users to conduct webinars (live online classes) and act with professors through chat and message forums (Sangrà et al, 2012). There is over plus of various e-learning systems (otherwise called Learning Management Systems, or LMSs for short) and strategies, which permit for courses to be delivered. Hence, the marking of tests or the creation of partaking content may be machine-controlled by victimization the proper tool numerous processes (Pei & CS et al., 2014).