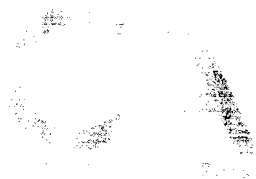

**MEASURING ACCEPTANCE LEVEL OF LEARNING ZONE AMONG
UNIVERSITI UTARA MALAYSIA (UUM) STUDENTS: A STUDY OF THE
ROLE INTENTION TO USE AS MEDIATOR IN THE RELATIONSHIP OF
USEFULNESS AND EASE OF USE TOWARDS USER SATISFACTION**

By

ROSLAN BIN RIDZUAN

**Thesis Submitted to the College of Business, Universiti Utara Malaysia, in
Fulfilment of the Requirement for the Degree of Master of Science (Management)**

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ABSTRAK

Arus perubahan teknologi telah banyak mengubah hidup pada masa kini. Pendidikan juga tidak terkecuali daripada arus perubahan teknologi. Teknologi kini memainkan peranan yang penting untuk memperkasakan lagi tahap capaian ilmu yang lebih cepat dan mudah. Perubahan-perubahan dalam sistem pendidikan Malaysia mahupun dunia telah mengambil langkah untuk menerajui bidang ilmu menggunakan capaian talian yang dipercayai dapat memberikan manfaat kepada bidang pendidikan secara amnya. Universiti-universiti di Malaysia samada IPTA mahupun IPTS telah menggunakan kemudahan capaian internet untuk memberikan pelajar-pelajar ilmu dan maklumat dengan cara yang lebih berkesan serta boleh dipercayai. Oleh yang demikian, kajian ini mengeksplorasi tahap model penerimaan teknologi (TAM) yang diasaskan oleh Davis (1989) untuk mengkaji tahap penerimaan Learning Zone sebagai satu portal yang membantu kepada pembelajaran mahupun pengajaran. Model penerimaan teknologi yang diasaskan oleh Davis (1989) ini mempunyai tiga instrumen asas iaitu kebergunaan, kemudahan, dan kepuasan pengguna. Walaubagaimanapun, niat penggunaan telah diselitkan dalam kajian ini sebagai pengantara untuk mengkaji adakah kebergunaan dan kemudahan akan memberi kesan terhadap niat penggunaan untuk mencapai kepuasan. Responden yang terlibat dalam kajian ini terdiri daripada pelajar-pelajar UUM yang mempunyai akses kepada penggunaan Learning Zone. Seramai 391 responden digunakan dalam kajian ini untuk mencapai objektif kajian. Oleh itu, analisis korelasi dan regresi berganda telah digunakan untuk mengkaji samada kebergunaan dan kemudahan memberi kesan kepada niat penggunaan dan seterusnya mempengaruhi kepuasan pengguna. Secara amnya, analisis korelasi menunjukkan terdapat korelasi yang signifikan dan positif secara kuat antara pembolehubah kebergunaan terhadap kepuasan pengguna; kemudahan terhadap kepuasan pengguna; dan niat penggunaan terhadap kepuasan pengguna.

ABSTRACT

Changes in technologies have changed our lives. Education field was not exempted from the current technology changes. Technology now plays an important role to improve accessibility in seeking knowledge and wisdom much faster and easier. The changes of Malaysia's education system and worldwide generally have taken steps to lead the field in using trusted online access to benefit the education sector. Public and private institutions in Malaysia have been taking advantage from ease of internet access to provide its students with more secure and reliable information more effectively. Therefore, this study exploits the technology acceptance model established by Davis (1989) to examine the level of acceptance using Learning Zone as a portal that helps learning process. Technology acceptance model (TAM) established by Davis (1989) has three basic instruments of perceived usefulness (PU), perceived ease of use (PEU) and user satisfaction (US). However, intention to Use (IU) had been inserted in this study as a mediator to examine whether perceived usefulness and perceived ease of use will have an impact on the intention to use to achieve satisfaction. Students of Universiti Utara Malaysia (UUM) which have access of using Learning Zone have been selected to participate in the study. A total of 391 usable data provide by the respondents is being used to achieve the objectives of the study. Therefore, correlation and multiple regression analysis were used to examine whether perceived usefulness and perceived ease of use will have the impact on user satisfaction. Generally, the correlation analysis shows that there is a significant and strong positive correlation between variables perceived usefulness towards user satisfaction; perceived ease of use towards user satisfaction; and intention to use towards user satisfaction.

DEDICATION

SPECIALLY DEDICATED FOR:

My Parents,

Ridzuan Lim bin Abdullah

Salasiah binti Abdul Rashid

For the love, faith, support, prayers, patience, sacrifices and kindness,

My sister,

Norazlillah binti Ridzuan

For the support, kindness, prayers and faith,

My supervisor and examiner,

Azahari bin Ramli

Dr. Shuhymee Ahmad

For the encouragement, assistance and unending generosity,

My girlfriend,

Nur al Syahidah binti Mohd Yunos

For bring joy and happiness to me,

My friends,

Mr. Asif Zamri Zainol

Athirah Mohd Tan

Chan Huan Pin

Yeoh Khoon Wei

Tan Jaik Kai

Zainal Anuar bin Ruslan

Che Mahaslimi bin Mamat

For the prayers, wishes, being very supportive, understanding, and helpful also for the moments of up and down together...

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In the name of Allah, the Most Gracious and Most Merciful. Praise to Allah S.W.T. The Creator and Guardian of the universe. Praise and peace be upon Prophet Muhammad S.A.W, the last messenger of Allah, his family and his companions, from whom we gain the enlightenment.

My greatest gratitude to Allah SWT, the Grandest and Almighty, Most Gracious and the Most Merciful for giving me the chance, time, and ability to perform this study and for all the chances He has given to me until now. All my efforts will end for nothing without His blessing. First and foremost, a very special 'Jazakallahhu Khairan Kathira' is extended to my supervisor, Mr. Azahari bin Ramli for his supervision of this research. His ideas, guidance, advice, understanding and tolerance have been an enormous help throughout the process in completing this research.

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ABBREVIATIONS

| | |
|---------------|---|
| EDT | Expectation Disconfirmation Theory |
| ICT | Information and Communication Technologies |
| IT | Information Technology |
| IU | Intention to Use |
| KM | Knowledge Management |
| LC | Learn Care |
| LMS | Learning Management System |
| LZ | Learning Zone |
| KMO | Kaiser-Meyer-Olkin |
| MOODLE | Modular Object-Oriented Dynamic Learning Environment |
| PU | Perceived Usefulness |
| PEU | Perceived Ease of Use |
| STAM | Sijil Tinggi Agama Malaysia |
| STPM | Sijil Tinggi Pelajaran Malaysia |
| SPSS | Statistical Package for Social Science |
| TAM | Technology Acceptance Model |
| TRA | Theory of Reasoned Action |
| TPB | Theory of Planned Behaviour |
| US | User Satisfaction |
| UTAUT | Unified Theory of Acceptance and Use of Technology |
| UUM | Universiti Utara Malaysia |
| VIF | Variance Inflation Factor |

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter emphasizes on the explanation of the background of study where the general ideas on the scope of study is clarified. Then, the problem statement on this research is stated followed by the research questions, objectives of the study, significance of this study, limitations on conducting this study as well as the organization of the study.

1.1 Background of Study

Internet has become an important element in many aspects in our life routine, including learning process while in the university. With the increasing of internet users day by day, its power has become infinity and unlimited. Through globalization internet contribute usefulness and ease of use to users around the world in searching for business opportunities, information, weather analysis, news and etc.

As internet become so important nowadays, University Utara Malaysia also does not want to miss the opportunity to provide faster and easier learning process methods to its students by creating a portal called Learning Zone (LZ), previously Learn Care (LC) to gain competitive advantage among universities in Malaysia.

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only

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