

ADVANCEMENT IN E-LEARNING

AKRAM M. ZEKI
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IIUM PRESS

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

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IIUM Press

Published by:
IIUM Press
International Islamic University Malaysia

First Edition, 2011
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Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Akram M. Zeki, Mira Kartiwi and Ahmed M. Zeki

ADVANCEMENT IN E-LEARNING

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Include index

Bibliography: p. 168

ISBN 978-967-418-105-5

ISBN: 978-967-418-105-5

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM
(Malaysian Scholarly Publishing Council)

Printed by :

IIUM PRINTING SDN. BHD.

No. 1, Jalan Industri Batu Caves 1/3

Taman Perindustrian Batu Caves

Batu Caves Centre Point

68100 Batu Caves

Selangor Darul Ehsan

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ONLINE LEARNING ADOPTION IN A DEVELOPING COUNTRY: A CASE OF AN INDONESIAN OPEN UNIVERSITY

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ABSTRACT

As many academic institutions adopt web-based learning or online learning to deliver variety of courses, the effectiveness and efficiency of these new technologies are still doubtful. By adopting TAM as research model, this study tends to investigate factors influencing online learning adoption in Universitas Terbuka (UT), Indonesia.

Keywords: Online Learning, Indonesia, E-Learning, Open University

INTRODUCTION

The rapid proliferation of people using the internet and World Wide Web (WWW) has also been identified by many academic institutions as a potential for developing distance learning activity (Arbaugh, 2001). The recent development of Web resources has put a pressure on academic institutions to integrate online courses material into their curriculum (Saade and Bahli, 2005). Furthermore, a competition in terms of student recruitment also has encouraged universities to adopt distance learning systems in order to reach a larger population at great distances (Pan et al., 2003).

Although many institutions and educators have integrated or utilized Web-based technologies in their curriculum to support a variety of courses and teaching functions, the effectiveness and efficiency of these online technologies as well as their ability to deliver instruction are still doubtful (Smith et al., 2003). At certain level, the implementation of online learning system does not always come up with success story as it promises. Although the advancement of technology has overcome and minimized some technological problems (i.e. internet connection, browsing speed, access issues, etc.), but the problem now is likely exist from the user side of an online learning system. If online learning was established to benefit the students, it is necessary to study about online learning acceptance from student's point of view.

The purpose of this research is to investigate factors influencing online learning acceptance in UT by adopting Technology Acceptance Model