

A CONFORMANCE MEASUREMENT MODEL FOR QUALITY ASSURANCE
STANDARD IN E-LEARNING: A CASE STUDY IN UNIVERSITY OF TABUK

ALATAWI SALEM SULIMAN T

A dissertation submitted in fulfillment of the
requirements for the award of the degree of
Master of Science (Information Technology - Management)

Faculty of Computing
Universiti Teknologi Malaysia

February 2015

Special thanks to my beloved family

My Father, Mother, Brothers, and Sisters

To my supervisor

Thank you very much for everything

ACKNOWLEDGEMENT

In the Name of Allah, the Beneficent, the Merciful

First of all, I must thank Allah who gave me ability, patience, and help me to complete this study. Peace and blessing be upon our prophet Mohammed.

I would like to express special thanks and gratitude to my supervisor Dr. Syed Norris Hikmi Syed Abdullah for his guidance, patience, dedication, and encouragement during my study at UTM. I have the highest respect and admiration for his generous support and guidance during all stages in my master degree.

Finally, I want to thank my beloved parents and my friends Dr. Khaled Alhawity and Dr. Mohammad Alhawity for their support and constant encouragement to me during my study. They always ask Allah to help me in their prayers. May Allah bless and protect them.

ABSTRACT

This study discusses the importance of quality assurance standards in e-learning. Although a number of researches have studied e-learning quality standards and measures in the context of the U.S. and other developed countries, to date, there remains no significant study on learning quality standards and measures in the context of Saudi Arabia. This study seeks to identify which standards and measures will ensure quality e-learning in universities in Saudi Arabia whilst also helping to mitigate the problems of poor quality of learning, lack of management systems, and weak learning support services. To this end, this study develops a model for e-learning quality standards and measures by focusing on the University of Tabuk. The study collected 103 usable responses by using the Delphi method. The findings of reveal seven domains and 21 criteria that are considered fundamental for evaluate e-learning quality standards in Saudi Arabia. This study is set to enhance and improve the quality of e-learning programs to promote better academic performance in universities in Saudi Arabia.

ABSTRAK

E-pembelajaran telah diaplikasi dengan meluas terutamanya dalam sektor pendidikan tinggi. Penyelidikan dalam bidang e-pembelajaran juga telah lama menjadi tumpuan terutamanya dalam bidang berkaitan piawaian e-pembelajaran. Walau bagaimanapun, cabaran masih lagi dihadapi oleh kebanyakan organisasi pada ketika ini terutamanya dalam penilaian pematuhan terhadap piawaian jaminan kualiti. Pematuhan terhadap piawaian jaminan kualiti e-pembelajaran adalah penting untuk memastikan bahawa pelaksanaan dan penggunaan aplikasi e-pembelajaran di sebuah institusi pendidikan terhindar daripada masalah. Justeru itu, penyelidikan ini dilaksanakan dengan objektif untuk membangunkan model pengukuran pematuhan terhadap piawaian e-pembelajaran. Kajian dilaksanakan melalui pengumpulan data kuantitatif yang melibatkan responden di kalangan staf akademik sebuah institusi pengajian tinggi di Saudi Arabia. Sebanyak 103 maklum balas telah diterima daripada staf akademik yang menggunakan aplikasi e-pembelajaran. Hasil dari kajian menunjukkan terdapat tujuh domain and 21 kriteria yang utama untuk tujuan pengukuran pematuhan kepada piawaian kualiti e-pembelajaran. Domain dan sub-kriteria yang telah dikenalpasti akan dapat digunakan sebagai asas oleh sesebuah organisasi untuk mengukur dan memperbaiki pelaksanaan e-pembelajaran dari masa ke semasa.