

Satisfaction and Perceived Learning Outcomes

Demographic Variables

Table 2: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	287	72.3	72.3	72.3
Male	110	27.7	27.7	100.0
Total	397	100.0	100.0	

Table 4: Fully Online Course

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	214	53.9	53.9	53.9
No	183	46.1	46.1	100.0
Total	397	100.0	100.0	

Table 3: Age Categories

Age Range	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 24	76	19.1	19.1	19.1
25 to 34	177	44.6	44.6	63.7
35 to 44	106	26.7	26.7	90.4
45 to 54	30	7.6	7.6	98.0
55 to 64	8	2.0	2.0	100.0
Total	397	100.0	100.0	

Table 5: CGPA Profile

CGPA	Frequency	Percent	Valid Percent	Cumulative Percent
0.00-1.00	11	2.8	2.8	2.8
1.01-2.00	45	11.3	11.3	14.1
2.01-3.00	182	45.8	45.8	59.9
3.01-4.00	159	40.1	40.1	100.0
Total	397	100.0	100.0	

Time spent logging in online learning

24. When I log on to the fully online course, my fully online sessions averaged ...	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 30 minutes	104	26.2	28.6	28.6
30 to 60 minutes	150	37.8	41.2	69.8
1 to 2 hours	69	17.4	19.0	88.7
2 to 4 hours	25	6.3	6.9	95.6
More than 4 hours	16	4	4.4	100
Total	364	91.7	100	
Missing	33	8.3		
Total	397	100		

Reliability of Instrument

- A reliability analysis was undertaken to determine the internal consistency of the 2 rating scale constructs in the study, i.e. (I) 7 items under “My e-Tutor” construct, and (II) 17 items under “Course Learning Outcomes” construct. Table 1 shows the reliability coefficients (Cronbach alpha).
- The high values of Cronbach Alpha indicate well-constructed scale items and the respondents did not face problems in interpreting the questions. This also shows the relatively good questionnaire construction techniques used and the good understanding of respondents.

	Constructs	No. of Items	Reliability Coefficients
1.	Construct 1: My e-Tutor	7	.948
2.	Construct 2: Course Learning Outcomes	17	.950

RESULTS

Construct 1: My e-Tutor	Mean	Std. Deviation	N
8. The e-tutor was very knowledgeable about the subject matter of the course	3.71	0.9030	397
9. The e-tutor was actively involved in facilitating the course	3.64	0.9755	397
10. The e-tutor encouraged my active involvement in learning.	3.61	0.9525	397
11. The e-tutor expect me to be responsible for my own learning.	3.66	0.8289	397
12. The e-tutor cared about my individual learning in this course.	3.48	0.9092	397
13. The e-tutor was responsive to my concerns in learning.	3.59	0.9078	397
14. I would recommend this e-tutor to other students.	3.55	1.017	397

Construct 2: Course Learning Outcome	Mean	Std. Deviation	N
15. The learning outcomes in this module are clearly identified.	3.75	0.8159	397
16. Assessment tasks for this module evaluate my achievements of the learning outcomes.	3.72	0.7909	397
17. The course material / learning resources help me to achieve the learning outcomes.	3.71	0.8051	397
18. The workload for this course is appropriate for the achievement of the learning outcomes.	3.67	0.7720	397
19. The quality of teaching of this module helps me achieve the learning outcomes.	3.65	0.8269	397
20. I make the best use of the learning experience (self test, forum, digital library, readings and video lectures) in this module.	3.72	0.8066	397
21. I think about how i can learn more effectively in this module.	3.83	0.7169	397
22. I am motivated to achieve the learning outcomes in this module.	3.79	0.7731	397
23. Overall, I am satisfied with this fully online course	3.39	0.9712	397
25. The overall usability of the course website was good.	3.51	0.8332	397
26. I am goal-directed; if I set my sights on the results, I usually can achieve it.	3.73	0.7129	397
27. I put forth the same effort in the fully online course as I would in a blended course.	3.63	0.8153	397
28. I prefer to express my ideas and thoughts in writing rather than through oral expression.	3.61	0.8308	397
29. I understand directions better when I see a map than when I receive oral directions.	3.62	0.7861	397
30. The quality of the learning experience in fully online courses is better than in blended courses.	3.06	0.9490	397
31. I would choose to enroll in a fully online course rather than a blended course if I was given a choice.	2.99	1.0236	397
32. I would take a fully online course at OUM again in the future.	3.14	1.0220	397

Time spent logging in online learning

24. When I log on to the fully online course, my fully online sessions averaged ...	Frequency	Percent	Valid Percent	Cumulative Percent
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Total	364	91.7	100	
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Total	397	100		

Eom

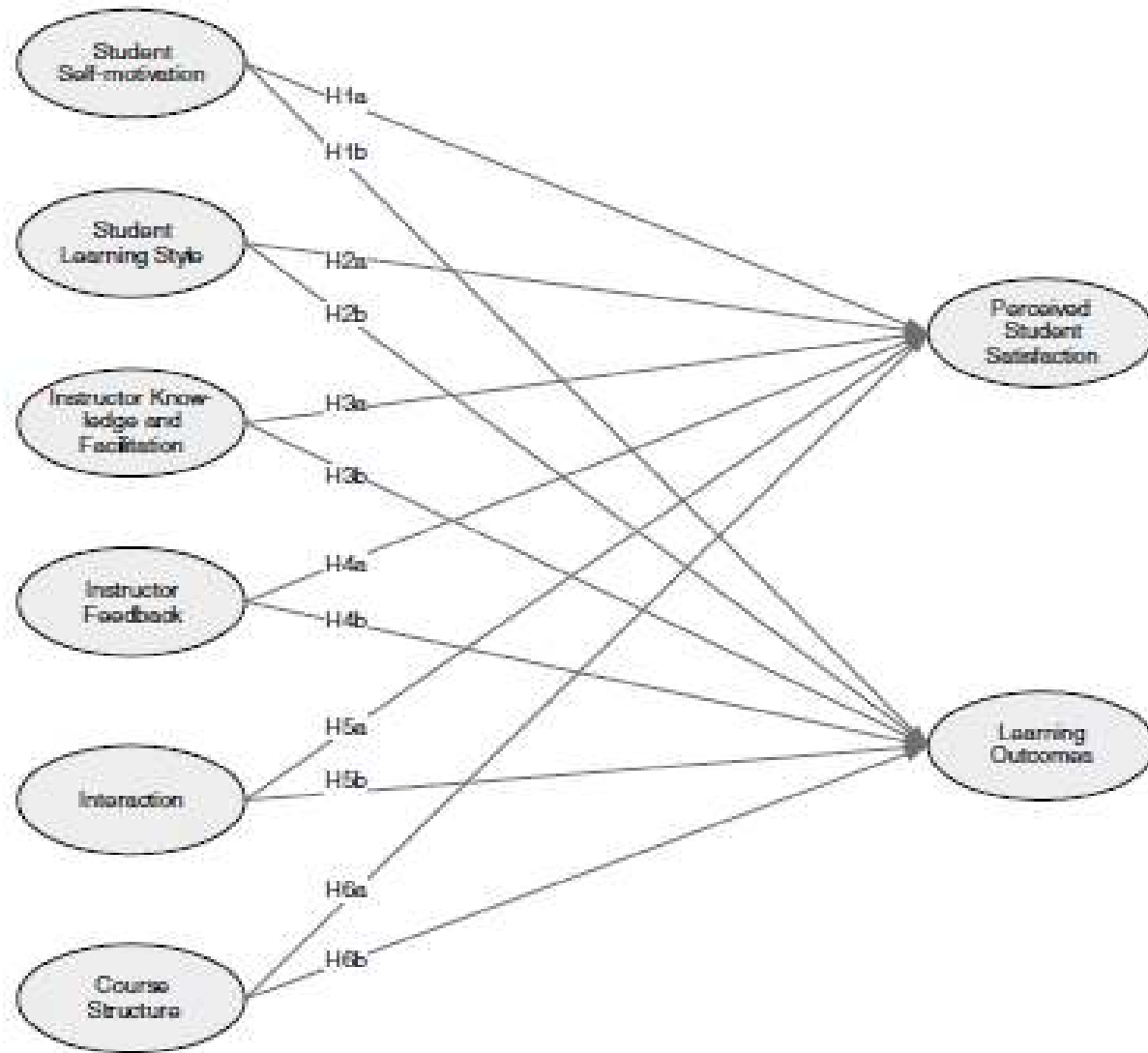
Constructs:

- i) Instructor
- ii) Course Structure
- iii) Feedback
- iv) Self-motivation
- v) Learning Style
- vi) Interaction

Output:

- i) Satisfaction
- ii) Learning outcomes

Figure 1: Research model.



Factors

- Instructor:
 - The e-tutor was very knowledgeable about the subject matter of the course
 - The e-tutor expect me to be responsible for my own learning.
- Interaction:
 - The e-tutor was actively involved in facilitating the course
 - The e-tutor encouraged my active involvement in learning.
- Feedback:
 - The e-tutor cared about my individual learning in this course.
 - The e-tutor was responsive to my concerns in learning.
- Course Structure:
 - The learning outcomes in this module are clearly identified.
 - Assessment tasks for this module evaluate my achievements of the learning outcomes.
 - The course material / learning resources help me to achieve the learning outcomes.
 - The workload for this course is appropriate for the achievement of the learning outcomes.
 - The overall usability of the course website was good.

Factors

- Motivation:
 - I am motivated to achieve the learning outcomes in this module.
 - I am goal-directed; if I set my sights on the results, I usually can achieve it.
 - I put forth the same effort in the fully online course as I would in a blended course.
- Learning Style:
 - I prefer to express my ideas and thoughts in writing rather than through oral expression.
 - I understand directions better when I see a map than when I receive oral directions.
- Output/Satisfaction:
 - I would recommend this e-tutor to other students.
 - The quality of teaching of this module helps me achieve the learning outcomes
 - Overall, I am satisfied with this fully online course
- Output/LO:
 - The quality of the learning experience in fully online courses is better than in blended courses.
 - I would choose to enroll in a fully online course rather than a blended course **if I was given a choice.**
 - I would take a fully online course at OUM again in the future.

Means for the 8 Constructs

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	Std. Error
1) Instructor	396	1.00	5.00	3.6894	.75187	2.374	.245
2) Interaction	396	1.00	5.00	3.6237	.94056	1.071	.245
3) Feedback	395	1.00	5.00	3.5392	.87932	1.116	.245
4) Course structure	397	1.00	5.00	3.6720	.71292	2.859	.244
5) Motivation	397	1.00	5.00	3.7154	.68535	2.635	.244
6) Learning style	371	1.00	5.00	3.6146	.75852	1.735	.253
7) Output_Satisfaction	397	1.00	5.00	3.5378	.83441	.947	.244
8) Output_PLO	357	1.00	5.00	3.0677	.97536	-.429	.257

The 8 Construct Means by Online Courses

OnlineCode	Instructor	Interaction	Feedback	Course structure	Motivation	Learning style	Satisf	PLO
ABPS3103 ENTREPRENEURIAL AND PRODUCTIVITY PSYCHOLOGY	4.00	3.00	3.00	3.60	4.00	3.00	3.00	3.00
ADSH1203 SEJARAH PENDIDIKAN ISLAM	3.83	3.33	3.50	3.93	3.89	3.67	3.56	3.56
BBBM4103 BANK MANAGEMENT	3.17	2.83	2.83	3.73	3.89	3.83	3.33	2.44
BBCM4103 COMPENSATION MANAGEMENT	4.00	3.40	3.20	4.00	3.80	3.70	3.47	3.00
BBDH4103 HUMAN RESOURCE DEVELOPMENT	4.10	3.80	3.60	3.60	3.60	3.80	3.60	3.40
BBEK4203 PRINCIPLES OF MACROECONOMICS	3.95	4.10	3.90	3.87	3.90	3.61	3.78	3.19
BBPB2103 HUMAN RESOURCE MANAGEMENT	3.64	3.60	3.57	3.55	3.59	3.60	3.49	2.90
BBPJ4103 PROJECT I	2.75	2.00	2.00	2.80	4.00	3.75	2.50	2.50
BBPM2103 MARKETING MANAGEMENT I	3.75	3.65	3.65	3.69	3.75	3.58	3.42	3.00
BBPM2203 MARKETING MANAGEMENT II	3.71	3.71	3.79	3.63	3.95	3.79	3.62	2.86
BBPR2103 PLANNING, RECRUITMENT AND SELECTION OF HUMAN RESOURCES	3.33	3.33	3.33	3.53	3.78	3.75	3.44	3.00
BBPS4103 STRATEGIC MANAGEMENT	3.68	4.14	3.91	3.69	3.83	3.68	3.79	3.12
BBPT4106 INDUSTRIAL TRAINING	3.00	2.00	2.00	4.00	2.33	3.00	2.33	1.33
BBSH4103 HAZARD MANAGEMENT	3.50	3.50	3.67	3.87	3.89	4.00	3.89	3.89
BBTM3103 TOURISM MARKETING	4.00	4.00	4.00	3.20	3.00	3.00	3.33	3.00
CBAD2103 SYSTEM ANALYSIS AND DESIGN	3.75	3.13	3.25	4.15	4.17	4.38	3.33	3.83
CBCH4103 HUMAN COMPUTER INTERACTION	2.50	1.00	1.00	1.00	1.00	1.00	1.00	1.00
CBKI4103 KNOWLEDGE MANAGEMENT	4.07	3.93	3.86	3.66	4.00	4.00	3.52	3.33

The 8 Construct Means by Online Courses

OnlineCode	instructor	interaction	feedback	coursestru cture	motivation	learningsty le	outputsatis faction	Output PLO
CBMM2103 INFORMATION TECHNOLOGY, MEDIA AND SOCIETY	3.25	3.25	3.00	3.60	3.50	3.50	3.33	2.17
CBMS4303 MANAGEMENT INFORMATION SYSTEM	3.86	4.18	3.93	3.94	3.86	3.63	3.74	3.31
CBSM4203 STRATEGIC INFORMATION SYSTEM	4.00	5.00	3.50	3.80	3.67	3.00	4.00	3.00
CBST4103 SOFTWARE TESTING	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
HBEC4103 SAFETY, HEALTH AND NUTRITION IN EARLY CHILDHOOD EDUCATION	4.00	4.00	4.00	3.93	3.50	3.25	3.89	4.00
HDPS2103 FAMILY AND COMMUNITY IN EARLY CHILDHOOD EDUCATION	5.00	5.00	5.00	5.00	5.00	4.50	5.00	4.67
MPU2223 ENTREPRENEURSHIP	3.45	3.40	3.30	3.48	3.75	3.40	3.40	2.73
MPU3223 ENTREPRENEURSHIP	3.43	2.93	2.93	3.14	3.19	3.07	3.00	2.83
MPW1113 NATIONAL LANGUAGE A	3.83	4.00	4.00	3.93	4.00	3.83	4.00	3.22
MPW1133 MALAYSIAN STUDIES	3.56	3.75	3.69	3.53	3.67	3.63	3.56	3.04
MPW1143 PENGAJIAN ISLAM	3.50	3.00	3.00	3.60	3.33	4.00	3.17	2.83
MPW1153 MORAL EDUCATION	3.13	2.63	2.50	2.55	2.67	3.38	2.42	2.00
MPW2113 NATIONAL LANGUAGE A	3.92	4.17	4.17	4.13	4.11	3.83	3.94	3.64
MPW2133 MALAYSIAN STUDIES	3.50	3.10	3.40	3.36	3.33	3.70	3.33	3.20
MPW2143 PENGAJIAN ISLAM	4.00	3.50	3.00	3.60	4.00	3.00	3.33	2.67
MPW2153 MORAL EDUCATION	3.40	3.00	2.80	3.60	3.73	3.80	3.20	2.53
OUMM2103 ENTREPRENEURSHIP	3.80	3.87	3.73	3.83	3.86	3.80	3.67	3.24
Others	3.66	3.55	3.51	3.66	3.69	3.66	3.53	3.12

Regression: 6 variables vs. Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 ^a	.854	.852	.32666

a. Predictors: (Constant), learningstyle, feedback, instructor, motivation, coursestructure, interaction

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.773	6	37.796	354.202	.000 ^a
	Residual	38.734	363	.107		
	Total	265.508	369			

a. Predictors: (Constant), learningstyle, feedback, instructor, motivation, coursestructure, interaction

b. Dependent Variable: satisfactionoutput

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.374	.102		-3.670	.000
	instructor	-.078	.065	-.069	-1.212	.226
	interaction	.147	.067	.135	2.197	.029
	feedback	.460	.035	.482	13.133	.000
	coursestructure	.433	.048	.368	9.002	.000
	motivation	.082	.046	.067	1.784	.075
	learningstyle	.036	.030	.032	1.182	.238

Results of Regression_Satisfaction

- 4 variables significantly influence learner satisfaction of the courses and they are:
 - Feedback: (Beta value – .482)
 - Course structure: (Beta value – .368)
 - Interaction: (Beta value – .135)
 - Motivation: (Beta value – .067)
- In descending order of impact

Regression: 6 variables vs. PLO

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.444	.435	.73439

a. Predictors: (Constant), learningstyle, interaction, motivation, feedback, coursestructure, instructor

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.437	6	25.073	46.489	.000 ^a
	Residual	188.228	349	.539		
	Total	338.665	355			

a. Predictors: (Constant), learningstyle, interaction, motivation, feedback, coursestructure, instructor

b. Dependent Variable: outputLO

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.331	.237		-1.397	.163
	instructor	-.241	.150	-.182	-1.609	.109
	interaction	.074	.153	.058	.486	.627
	feedback	.405	.081	.362	5.016	.000
	coursestructure	.124	.112	.090	1.107	.269
	motivation	.279	.107	.196	2.616	.009
	learningstyle	.299	.069	.232	4.308	.000

Results of Regression_PLO

- 3 variables significantly influence Perceived Learning Outcomes of the courses and they are:
 - Feedback: (Beta value – .362)
 - Learning Style: (Beta value - .232)
 - Motivation: (Beta value – .196)
- In descending order of impact