Research Article

STUDENTS SATISFACTION FACTORS ON E-LEARNING MANAGEMENT SYSTEMAT AL-MADINAH INTERNATIONAL UNIVERSITY (MEDIU)

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ABSTRACT

This research aim to identify what are factors affecting al-Madinah international university students from two different faculties , study mode some are online and some on-campus because nowadays E-learning management system are support education and it have been easy for learner to learn from his location anywhere and anytime and with improvement of the technology in education specially in 21 century still they are some factors affecting learners and this may be a technology or others factors And some they still using traditional classroom and some they emerge the technology with traditional classroom , the sample of the research are 101 students 31 from faculty of finance and 70 from faculty of information and communication technology and it test seven different factors which are usability, system support, service interaction, content or information quality, instructor interaction, practical lab or work experience and according to this factors most of students are affecting by six factors which content, instructor interaction chat forum 24/7, language, time-zone and practical lab or work experience.

INTRODUCTION

Rise of information and communication technology and express increase of Internet and Communication Technology (ICT) it become the most important in our education specially in 21 century and of need learning and integration of between education and technology facilitated the communication between students but at the same time there's a challenged it can face them as well (Pishva et al., 2010) in e-learning platform also identified as learning management system (LMS) is an platform that allow lectures to manage materials sharing assignment and communication and other additional (Abu Shawar, 2011) learning management system it become an important component in educational system and most of university are using because it increase the approaches of traditional learning in class and their online activities (Pishva et , al 2010) learning management system is planned to replace the traditional class room setting and the main reason is to increase the traditional lectures with courses can be access by lectures and students from campus or internet (lamdry et al , 2012) and the main benefit of learning management system is to allow students and their lecture to access to the system and learn easily.

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And the most common web-based is blackboard which learning management system developed and maintained. Blackboard is a totally web-based for learning platform and is used for communication between instructor and their students. Blackboard it contain a number of administrative tools which support student and teacher to do their work (Linnaeus University, 2011). In general and this research will going to discuss the how learning management system will improve the education sector because in the last four year the traditional learning are of the student it become more low and this happened when the number of student are high and will not be easy to manage by the administrators and e-learning may could help the students and to access and using learning management system in order to get full of the recourse and the lecture as well they can get easy way for guiding the student to use the right resource and there's many a many ways of using e-learning in education .

Problem Statement

several researches have been done in learning management system (LMS) and many of them they are focusing on technical part such as evaluating the usability and system support (comber et al., 2011) and few of studies are focusing on real experiences of users in using learning management system as platform of their students to learn and doing their activities and

these study focus on Al-Madinah international university students as main users of the system and this focus on both students online and on-campus students .this study focus on students only in order to have a better learning management system in its context through investigating users experience . E-learning is risky in many ways especially consideration of students are need to be taken .others mentioned that system used in e-learning are not applied to their full possibility of the students need (Chen, 2011). In order to understand student performance in the typical online course within a given sector, it would be most useful to compare a large and representative set of online courses against a similar set of face-to-face courses. Thus far, only one study has done so he found online students score high grade compare to face-to-face students (Xu and Jaggars (2011). In order to understand and develop better and how to learning management system them main things is to collect information about students observation regarding their effectiveness to their learning. This research is focusing on study and evaluation of e-learning management system and how student satisfaction in online learning can be increase.

Literature Review

E-learning a range of classification for e-learning were identified in the literature e-learning term according to (sangra et al., 2012) is characterizes educational systems at that state of the 21 century. Like the concept of e-learning is subject to constant change … it's about things differently Several tags are now used to define e-learning including: distance learning, mobile learning, online learning, web-based leering flexible learning, synchronous and asynchronous learning and others. (sangra et al., 2012) classify e-learning in four categories are technology driven definitions , delivery system definitions, communication oriented definitions and educational paradigm definitions . According to (National VET E-learning Strategy, 2011 "E-learning uses electronic media to deliver flexible vocational education and training. It includes access to, downloading and use of web, CD-ROM or computer-based learning resources in the classroom, workplace or home. It also includes online access to and participation in course activities (e.g. online simulations, online group discussions); directed use of the internet, mobile and voice technologies for learning and research purposes; structured learning- based email communication; and online assessment activities.") They are many definitions of e-learning concept such as virtual learning and online learning using a technology to deliver learning and there are many definition of e-learning according to (Ghuloom, 2003) the educational system that uses technology of information technology and computer networks strengthen and expand the educational process through a variety of means include computers and internet, software prepared by the professional.

Types of e-learning there are several type of e-learning which are the flowing

Online learning purely done taking class without face-to-face meeting is a method of learning globally with qualification stander without need to come to class physically. It is designed to student are having a commitments and still are willing to study. Blended learning used for education by emerging the technology and traditional classroom but not all face to face teaching and this reduce the actual time that students that the

spend in classroom for example if you take traditional class four times per week then blended learning you may use two online class and two traditional class so it may be the two online will explain the theory parts about the subject the two will be the practical part if required .according to (innosight institute "blended learning is a formal education program in which student learn at least in part through the online delivery of content and instruction , with some elements of student control over time , place path , and or pace , and at least in part a supervised and mortar location away from home").

Mobile learning or M-learning or mobile learning is the way of learning via handled device such as Smartphone, tablets and other handled device According to Wikipedia, mobile learning can be defined as "nearing across multiple contexts, through social and content interactions, using personal electronic devices." It's really the same concept of eLearning only the electronic media platform is specifically clarified as personal devices or portable technology. With this type of learning, employees or students have the ability to access training content anywhere they can use their mobile device. According to (Horizon, 2011) "by 2015 80% of people accessing the internet will be doing so from mobile device".

Mobile learning involves the use of mobile technology, either alone or in combination with other information and communication technology (ICT), to enable learning anytime and anywhere. Learning can unfold in a variety of ways: people can use mobile devices to access educational resources, connect with others, or create content, both inside and outside classrooms. Mobile learning also encompasses efforts to support broad educational goals such as the effective administration of school systems and improved communication between schools and families.

Synchronous learning commonly supported by media such as video conferencing, audio and chat this make the learner to be commitments and help the learner to participate with teacher and asking direct question if required. According to Wikipedia, "Synchronous learning refers to a learning event in which a group of students are engaging in learning at the same time. Before learning technology allowed for synchronous learning environments, most online education took place through asynchronous learning methods".Asynchronous learning commonly facilitate by media such discussion board and e-mail this will support a learner and teacher sometimes even if you don't have to be online and this it make them flexible. . according to Wikipedia "Asynchronous learning is a student-cantered teaching method that uses online learning resources to facilitate information sharing outside the constraints of time and place among a network of people" in fact many people are taking online course because more of the time working and other commitments asynchronous learning make learning is possible for learner they just need to go through the documents when they have time to download and read and if they face any difficulties thing they may refer to instruction to guide them. Web-Based learning it cover all educational involvement that use the sort of internet or extranet there are three different classification of web based learning tutorial , online discussion group and virtual patients According to (Alessi and Trollip, 2011) is" learning that uses the World Wide Web or the Internet as a means and a method for delivery for learning and instruction".

According to Wikipedia definition of Web-based learning can be described as" E-learning. The "E" in E-learning refers to the word "electronic". Web based learning is the learning and teaching that support by technology. And also from the name it can also be used alternately with computer based learning and virtual learning. Web based learning are completely deliver through internet, video, audio satellite TV and CD-ROM. According to (Wikipedia, 2012) "Web-Based learning is geared around technology, specifically the computer". According to (Wang, 2009) "students need to be successful in e-learning they have to be successful in learning first not accessibility of computer only and some knowledge of how to use e-learning system ". Computer based learning is any instruction courses, which students interact with a computer as key element of learning process. this term is used to define a number of different instructions methods and curricula, the instructor is represented by organization always to monitor student activities like if students complete their exercise and view resources on the computer rather than getting material from written material or instructor presentation and this will influence the change of traditional teaching and leading the values of future learning .according to (Duhon et al, 2012). "Four primary categories of computer-based instruction were identified: computer-assisted instruction, computer-enriched instruction, computer-managed instruction and computer-simulated instruction". And this will inspire the students to learn more.

Self-study learning has origin since 1970 is computer assisted learning it was using floppy to deliver a learning and then it move to laserdiscs to CD-ROM to a web browser that are mostly used lately. This led the learner to learn alone in their own place by processing a sequence of lessons deliver by computer this lessons will includes many different activities like reading listing and video and this type of learning its need more clearly in term of content delivery. it's can provide several opportunities for practice and also provide direct and personal feedback from the users .while self-study is quite in time consuming and will cost more in developing also the materials are require title support during delivery.

The Objective of e-learning are improving educational process is not just change by technology it should be indicate that educational strategy, administrative structure and its associated process are playing as the role and key to success the education and after technology are introduce its change many consideration of learning and make learner to learn at their own place anytime anywhere the fact that information technology maybe changing the educational motivation process Growing of the educational institution and moves the world from local to global this will increase opposition on a global Quality of e-learning is education improvement has convention great concern in most of countries in the words developing and developed country as well. Beside the equality had side of much of this care to point that the academics call this era of quality according to (American quality leading Joran) "The 21centuryis the century of quality where the consumer has become more aware and knowledgeable and interested in quality as a requirement of a basis for a changing world." According to (Madder , 2014) "In addition to the consideration of quality is one of the main pillars of the new management model that be breed to keep pace with the international and local changes, and trying to adapt with ."

Quality concept is give the several concept which make the meaning as related with particular area for example quality of education , quality of business , etc. or a specific modules in the system (input , process , output)as well as related to the prospects of specific audience for this reason there is not exact definition of quality term .in general the concept of quality "set of procedures, processes and norms and standards that seek to achieve the satisfaction of the target audience about a particular service or specific product. there are several definition of quality if education it consist importance core on the stander of perfection, the international stander organization (ISO) define quality as the "ability of a product, a system or a specific service to meet the requirements of the consumer, the quality of education meeting the properties of a product or certain service learning to the needs of the student". According to (Abu Mallouh, 2011)" Translation needs and expectations of students to the specific characteristics as a basis for service learning and educational presentation for students as to match their aspirations".

E-learning management systems E-learning management system is platform planned to facilitate the communication between instructor and students which a service based architecture take application functionality , it's also support by different browser which integrated with different database .also it has a significant key values of stability , manageability , accessibility in the future that enhance e-learning system in order to learners communicate more efficiency with their instructor and share data easily in general learning management system refer to e-learning system which include several phases and each phase define number of activities .the ability of e-learning management system which have several activities for students to do their assignment course material exam , project , discussion , grade and evolution of all this activities

The advantages of E-learning management system are

Quality: With contribution of e-learning management system the quality of education it's been raise by different aspect like design and pedagogy.Cost effectiveness: this one of the greater advantage of e-learning management system reducing the cost educational through the reutilization of content educational Flexibility: e-learning management system provide flexibility that it's help a lots learner to get what they need with any difficulties in their learning environments and change the schools environment as well.Cooperative: the contribution of e-learning management system cooperate increase the chance of education

The Disadvantage of E-learning are

Technology dependent: some of learner they will need a device with a minimum specification as instruct by the e-learning management system supplier with high bandwidth that for transferring the course material in suitable time.Material unsustainability: some of the system will not fictional for some program. Lack of training: some of learner may need more skill to adapt with e-learning management system specially this moment with technology improvement learner may need more training with any update happened to the system.Depend to human support: still e-learning is depended to help of human and support by instruction that will guide students as we can say technical support.Not equal to face to face learning: e-learning management system still not provide a good match as face to face learning.Disability there is a less satisfaction for

students having visual and physical problem. Student's satisfaction with e-learning management system: According to (selasa, 2012) "Factor effect learning management system, Teaching media ,Teaching aid Teaching methods, Syllabi Lesson plan Assessment learning resource paradigm Technology". And by (masoud, 2012) "the factors effecting e-learning management system Content , Technical support , ease of use ,   reliability ,Computer self-efficiency and he come out with this result Participants are 247 students who are using technology-based education in Iran . He talk about this all of them and in his result the mention that technical support is most important as I mentioned using the technology need to having a good support in order to be easy for user to use the system and usability are important too". And as (Voley and Lord 2010) says learning management system is platform used to deliver materials and they investigate which factors could affect the online course delivery. Such us accessibility navigation, instructor interaction, students attitude technical support.

Hisham ,2014 said role of success e-learning system supportive learning and factors affecting students satisfaction can be achieve by tools such as discussion board , students interaction, well designed, ease of use, ease of manipulation of the learning management system by students. According to (McGill , 2010) satisfaction of learning management system is flexibility and providing more materials to the system , usability , feedback from instructor and having experience with using internet before students are finding easy for them to use the system more than those who are not used. and by (Albusaidi 2012) key factors can affect learning management system success in blending learning usefulness perceived ease of use , user satisfaction and in order to be related to the major objective of learning management system learner should have the experience of using computer , technology experience , self – efficiency and personal creativity and innovation. By (Albusaidi , 2012) success major of e-learning management system satisfaction learner self-efficiency, management support, online support , ease to use and interactive learning style .

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative ercent
Valid	Male	63	61.8	62.4	62.4
	Female	38	37.3	37.6	100.0
	Total	101	99.0	100.0	
Missing	System	1	1.0		

Which category below includes your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	48	47.1	47.5	47.5
	26-30	34	33.3	33.7	81.2
	31-39	19	18.6	18.8	100.0
	Total	101	99.0	100.0	

Material statues?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	76	74.5	75.2	75.2
	Married	25	24.5	24.8	100.0
	Total	101	99.0	100.0	
Missing	System	1	1.0		

Level of study?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate	78	76.5	77.2	77.2
	postgraduate	23	22.5	22.8	100.0
	Total	101	99.0	100.0	
Missing	System	1	1.0		
Total		102	100.0		

In which faculty you are?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Faculty of Finance and administration science	31	30.4	30.7	30.7
	Faculty of Computer an information technology	70	68.6	69.3	100.0
	Total	101	99.0	100.0	
Missing	System	1	1.0		
	Total	102	100.0	Total	

What your study mode is?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	online	40	39.2	39.6	39.6
	on-campus	61	59.8	60.4	100.0
	Total	101	99.0	100.0	
Missing	System	1	1.0		
Total		102	100.0		

What is your CGPA score?

Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1.0	1.0
A	45	44.1	44.1
B	34	33.3	33.3
C	22	21.6	21.6
Total	102	100.0	100.0

Comparing student's satisfaction

	N	Minimum	Maximum	Mean	Std. Deviation
1. Courses is much convenient.	101	1	4	2.82	.984
2. I can save money.	101	1	4	2.15	.817
3. I can save time.	101	1	4	2.33	.854
4. Courses fit well with my life style.	101	1	4	2.22	1.118
5. I feel more confident when I attend the class.	101	1	4	2.09	.889
6. courses require more study time	101	1	4	2.00	.877

Usability in general

	N	Minimum	Maximum	Mean	Std. Deviation
1. I find the site easy to learn.	101	1	4	2.99	.768
2. I find the site easy to navigate.	101	1	4	2.83	.722
3. I find the site easy to use.	101	1	4	2.90	.742
4. My interaction with the site is clear and understandable.	101	1	4	2.96	.677
5. The site has an attractive appearance.	101	1	4	2.83	.722
6. The site has a fast browsing speed.	101	1	4	3.03	.842
7. The design is appropriate for the type of 1 learning site.	101	1	4	3.09	.750
8. The site creates a positive experience for me.	101	1	4	3.03	.714
Valid N (listwise)	101				

System support in general

	N	Minimum	Maximum	Mean	Std. Deviation
1. Individualized user support system.	101	1	4	2.97	.574
2. Free access manuals/tutorials for self-learning of specific ICT skills are available.	101	1	4	2.88	.668
3. Support system is available 24/7	101	1	4	1.90	.742
4. Feedback tools and procedures are available.	101	1	4	2.91	.763
5. User support for using different mobile devices/operating Systems is available	101	1	4	3.02	.693
6. Support multi browser	100	1	4	2.89	.815
7. Chat/forum channels for user peer support are available.	101	1	4	1.71	1.033
Valid N (listwise)	100				

According to (Mohd MudasirShafi, 2013) "the success factors of e-learning projects base of technical perspective existing of literature was done to determine the 11 success factors of e learning program. The factors identified as success factors are: Sufficient Users Training, Organization Commitment. Management Support, Technical Support, Positive attitude of users, Easy To Use tools, Sufficient Training to Engineers, Sufficient e learning initiatives, Sufficient Manpower, Availability of Information , Support from other Departments . According to (Hisham Al-Mobiadeen, 2013) "the factors influencing the effectiveness of e-learning system in the educational process ("electronic learning system ") The results show that there is an impact of the electronic learning system (Training the users, infrastructures, the system ability, the powers granted for the users, and technological acceptance form) on the effectiveness of the system, and there is an impact of training on the users on the effectiveness of e-leering. The results also show that there is an impact of technological acceptance form on the effectives of e-leaning system since we are using technology to deliver learning most of the time we will be effecting by technology.

According to (Klobas and McGill , 2010)the found that the satisfaction learning management system influenced by several factors mostly are related with the matter of course content or learning material , support system , technology instructor , students and learning environment .

MATERIALS AND METHODS

The methodology will adapt this research and this will include the nature of the research and research respondents. this research will use the quantitative methods which involve distribution of questionnaire and this will help to enhance the quality of the research and the data that will be collecting from the respondents have to be analyzed with SPSS tools and also will be highlighted the reliability and validity for this research and to ensure consistency that will guarantees that the best practice are achieved during this project.

RESULTS AND DISCUSSION

Research Sampling is selecting few from bigger group .the purpose of selecting sampling is to find the information about the population and estimate their problem that you are going to

solve. It's also significant for researcher to identify the respondents that he/she going to responds his questionnaire the target is 150 students. Sample of this study consists of two faculties in MEDIU faculties Faculty of Finance and administration science and Computer and information technology are 400 students are students population and some of them are PHD and some structure "A" are and this are not including this sample. The questionnaire sample are based on 101 responses from online and on-campus students.Result of surveys were analyzed to control the change if there is more factors affecting by students.

The main objective of data collection is data analysis .after data collected from the respondents it's important to measure that data and analyzed in order to come out with the significant results and conclusion this will make the researcher to be sure this research achieve the objective. For this research will be descriptive the statically methods which break down the data easily by using graph and charts and this are understandable by many users. Tools are using to analysis data in this research is SPSS tool which software using by many researcher to help them Demographics analysis bas on sample of 101 respondents with 40 online students, 61 on-campus and from faculty of finance and administration are 31, faculty of computer and information technology are 70 students most participants are undergraduate 78, postgraduate 23 only and majority of students are   male 63 and 38 female are under age of 18-25 responds 48, 26-30 are 34 students and 31-39 are 19 students in general A scoring by 45 students, B 34, C = 22 students.

Conclusion

The main objective of this research to achieve what are factors affecting students in al-Madinah international university from two different faculties and different study mode some are online and some on-campus and from this research the result show there's a factors that affecting all of students like communication , content and practical lab or work experience but online students effecting more in this two factors as well on-campus students are affecting most from time and money and this can prove that still online learning cannot be equal to traditional classroom .

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