[Theme A – Virtual Learning Environment and Technology]
[Oral Presentations]

Title: Factors affecting university students' satisfaction on online learning system

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ABSTRACT
This paper examines several internal and external factors affecting university students' level of satisfaction towards online learning system. Field data collected from 282 students from one of the local management university. Data were analyzed using multiple regression analysis. The outcome of the analysis suggests that the proposed factors are vital predictors for students' level of satisfaction in using university's online learning system.

Keywords: interaction, internet self-efficacy, online-learning, self-motivation, satisfaction

Introduction: This study focuses on the examination of several internal and external factors that influence students' level of satisfaction towards online learning system. To date, there has been plenty of research discussing about satisfaction towards online learning. These studies however, are limited only towards examining the satisfaction of students in relation to their experience of going through an online class.

There has been limited study looking into the students' satisfaction toward the system that was used during their enrollment in a particular online course.

Build on prior literature, this study proposed a research model that examines both the effect of internal factors (internet self-efficacy & self-motivation) as well as external factor (interaction)

of students' characteristics on their level of satisfaction towards the online learning system.

Research Problem: Rapid acceleration in technology has revolutionized traditional learning methods into an entirely new educational platform and industry. These new technologies have profoundly enhanced learning experiences for both students and instructors with an array of tools to facilitate engagement and motivation.

Traditional face-to-face education is no longer to be considered as the only way to transfer knowledge (Hiltz & Turoff, 2005). Studies reveal that there is a growing tendency towards enrolling in internet classes because of its simplicity and benefit (Eom, Wen & Ashill, 2006; Allen & Seaman, 2010).