E-campus usage: A descriptive study on Malaysian setting

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Abstract This study examines the demographic information of student e-learning usage in Malaysian private higher learning institution. Four demographic factor were involved in this study namely gender, race, age and faculty. Data were collected from 500 undergraduate and postgraduate students from private university in Kuantan Malaysia using a validated set of questionnaire. The data were collected by means of a paper-and-pencil self-administered questionnaire and analyzed by using simple linear regression analysis. The findings found that differs on the basis of gender, race, age and faculty.

1. Introduction

Combined with information system technological advances, the information explosion is revolutionizing the way in which educators teach and learn. Many of the universities around the world have invested a considerable amount of money to manage online learning. The benefits of using on-line learning are to provide more flexible educational delivery systems that make the learning environment free of time and place restrictions. Online learning is applicable to a variety of disciplines and subjects, as can be seen in [1] that have implemented it in accounting education. A number of on-line learning issues studies have been conducted using a variety of methodologies including both qualitative [2][3][4] and quantitative method [5][6][7][8][9]. On-line learning research can also benefit different types of users, such as students with disabilities [10][11] as well as increase the quality of student learning results, help rural teachers collaborate with others and share student data[12]. The study aims to explore demographic variables such as gender, age, race and faculty of e-campus users in the context of private higher institutions in Malaysia. The paper is organized as follows. First, we review the literature related to online learning platform. The research methodology and the results obtained constitute the next two sections. The paper concludes with a discussion of the findings and managerial implications as well as future research recommendations.
2. Literature review

Research on on-learning highlights the importance of learning without any limitation of time and place. There are several types of on-line learning, as discussed in the following section.

2.1. Virtual learning environment

[1] was the first scholar to be responsible for the introduction of the VLE concept and presented the VLE effectiveness framework. A lot of research is being done on VLE, for example the study by [13] proposed a pluggable service-oriented virtual learning environment. Study by [11] compared three virtual learning environments (VLEs) (WebCT), Blackboard and creation of study environments with respect to how well they have incorporated elements of digital libraries.

3. Methodology

The study uses a descriptive quantitative approach to answer research questions. Data collection was conducted from February to March 2020 and we use convenience sampling. The instruments used are derived from the literature to ensure the content validity. The population of this study is all students of private higher learning institutions from the east coast of the Malaysian Peninsula. We distributed 500 surveys and received 315 usable questionnaires. Although, we are only focusing on the demographic statistic for this study, the measurement is still adapted from the relevant literature.

4. Data analysis

Figure 1 shows the demographic details of the respondents in terms of gender. Among the respondents, 30.8% were male and 69.2% were female. 97.1% were Malay, 0.6% were Chinese and 2.2% other race. Since the survey was conducted in a university, the respondents tended to be young. In all, 95.6% were between 15–25 years old; 4.1% were between 26-35 years old and only 0.3% between 55-65 years old. As for faculty, most respondents (80.3%) were coming from Faculty of Islamic studies, 8.3% were from faculty of management studies, 7% were from English and foundation studies, 3.5% were information technology and communication and only 1% post-graduate centre.

![Figure 1. Gender proportion](image-url)
Figure 2. Race proportion

Figure 3. Age proportion
5. Discussion

Based on data analysis, demographic information differs on the basis of gender, race, age and faculty. Students from the Faculty of Islamic Studies are, as expected, dominant in the student population as it is an Islamic studies university based. The majority of students are Malay students. However, there are a small number of non-Malay student who are Muslims. The majority of students are in the early 20’s. This demographic information is very useful for service providers to evaluate, build and improve e-campus facilities. Young consumers are well known for their knowledge and skills in the use of technology. Therefore, e- need to be designed and adapted to those who have high expectations of the capabilities of the system. Service providers also need to pay more attention to Muslim consumers, as they may have certain issues that need to be considered, such as the transparency of information in the system. As noted in [14] that religious belief should be considered when making new laws and regulations.

6. Conclusion

Finally, it is necessary to consider a number of significant limitations. The first limitation concerns generalizability of the findings. As our research was conducted only in one private university, which has a very limited demographic information, the findings may not apply to the other higher learning institution. Future work can be done to identify success factor for information system implementation.

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