THE FACTORS THAT AFFECT S TUDENTS ' S ATIS FACTION ON LEARNING PROCES S AMONG S TUDENTS IN COMMERCE DEPARTMENT AT POLITEKNIK UNGKU OMAR

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ABS TRACT

Student satisfaction is the subjective perceptions, on students' part, of how well a learning environment supports academic success..The aim of this research is to identify the factors that affect satisfaction on student learning process among student in Commerce Department at Politeknik Ungku Omar.The independent variables are Physical environment, Web Based Learning (CIDOS), Outcome Based Education (OBE) and Lecturer.There are 150 samples selected randomly and the respondents are students from Commerce Department Politeknik Ungku Omar. A list of 25 elements of the student satisfaction in the learning process was explored. The study showed all of these satisfaction factors to be associated with higher rates of Physical environment, Web Based Learning (CIDOS), Outcome Based Education (OBE) and Lecturer. The data collected was then tested on its reliability, for further analysed using descriptive analysis and correlation analysis. The findings' implications for practice are briefly discussed.

Keywords: Physical environment, Web Based Learning (CIDOS), Outcome Based Education (OBE) and Lecturer

1.1. Introduction

Student satisfaction is the subjective perceptions, on students' part, of how well a learning environment supports academic success. Strong student satisfaction implies that appropriately challenging instruction methods are serving to trigger students' thinking and learning. Important elements in student's satisfaction are likely to concern the role of the instructor and of the students, these elements may be central to student learning. The present study explored some of these elements in an effort to begin identifying the ones most helpful for ensuring students' academic success (Winberg and Hudman, 2008).

In contemporary higher education, the role played by the classroom student has switched from that of passive receiver to that of active learner, under the learning paradigm that university professors everywhere are gradually adopting (Barr and Tagg, 1995). This new paradigm's constructivist approach is accompanied by the expectation that students take responsibility for their own learning by involving themselves in knowledge construction (Chermak and Weiss,1999; Prince, 2004). While, under this paradigm, the university instructor has had to yield center stage to become him or herself a learner in and out of the classroom, the instructor now becomes more important than ever in the learning process, because it falls to him or her to create the environment that fully realized student learning requires (Barr and Tagg, 1995). Instructors do matter, for their role as course designer; their creativity facilitates student learning (Barr and Tagg, 1995; Lo and Olin, 2009a, 2009b; Lo and Prohaska, 2009; Umbach and Wawrzynski,2005).

We are looking for the factor that affect satisfaction on student learning process among student in commerce department at Politeknik Ungku Omar and the variables are Physical environment, Web Based Learning (CIDOS),Outcome Based Education (OBE) and Lecturer.

1.2. Problem Statement

Environmental factors are the cause of learning abilities. Environmental factors such as course, lecture, test, rules and regulation, facilities, web based learning, (L.Baird 1980;)play an important role in the learning process so that student feel comfortable when they are in class. Furthermore, according to Tang Swee M ei and Lim Kong Teong (2002), students has the right to acquire quality education, in fact it is the responsibility of the educational institution to guarantee the quality of a particular course or such progamme. An understanding of students satisfaction on the learning process are important so that needed changes can be made. However, there is the lack of consensus as to how student satisfaction should be understand and therefore measured (Navarro, Iglesias & Torres 2005, Owlia & Aspinwall, 1996, Yeo, 2008a).

According *Allen et al.* (2002) and *Wang* (2003) argued that in any educational institution, satisfaction of a student can be determine from his level of pleasure as well as the effectiveness of the education that student experience. We must know problems and deficiencies of the educational system to provide enough information for academic failure and grade repetition and also, we must analyse them and fight with, we can increase the quality and efficiency of education all learning styles. Learning styles knowledge can be used in organization of learning environment, the interaction way of students and teachers, and the way of teaching–learning of content (2009,Yazicilar&Guven).

Therefore, this study is to gain an understanding on the satisfaction of learning process in polytechnic by looking at the factors that make students satisfy in learning at Politeknik Ungku Omar. The satisfaction of student learning is important for the student to improve and build their learning outcomes with evidence of a strategic relationship between satisfaction and of the overall variable.
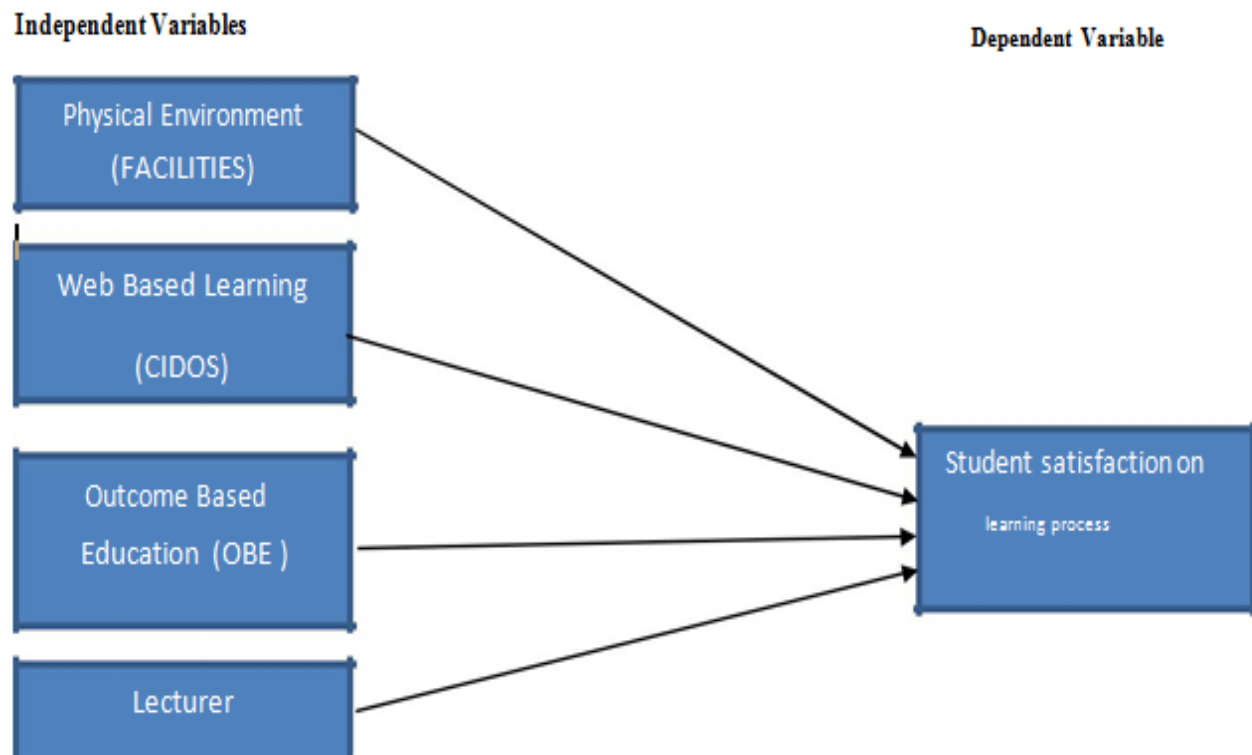
1.3. Research Objective

I. To verify the level of students' satisfaction on students learning process in Politeknik Ungku Omar.
II. To assess the level of the factors that affect satisfaction on student learning process among student in commerce department at Politeknik Ungku Omar.
III. To identify the relationship between physical environment (FACILITIES), Web Based Learning (CIDOS) , Outcome-Based Education (OBE), Lecturer and satisfaction of student learning process in polytechnic

1.4. Research Questions

I.   What is the level of students' satisfaction on students learning process in Politeknik Ungku Omar.

II. What is the level of of the factors that affect satisfaction on student learning process among student in commerce department at Politeknik Ungku Omar.

III. Does Physical Environment (FACILITIES), Web Based Learning (CIDOS) , Outcome-Based Education (OBE), Lecturer influence satisfaction of student learning in Polytechnic.

1.5. Research Framework

Independent Variables

Dependent Variable

Physical Environment (FACILITIES)

Web Based Learning (CIDOS)

Outcome Based Education (OBE)

Lecturer

Student satisfaction on learning process

	S OURCES
Dependent Variable	

☐ Satisfaction of Student	**Celia C. Lo1 2009** "How student satisfaction factors affect perceived learning"

Independent Variable	

☐ Physical Environment (Facilities)	**Jacqueline C. Vischer** "The effects of the physical environment on job performance: towards a theoretical model of workspace stress"
☐ Web Based Learning (CIDOS)	**Thomas D. Lynch and Cynthia E. Lynch** "Web-Based Learning"
☐ Outcome Based Education (OBE)	**Faizah Abd Majid** "The Use of Reflective Journals in Outcome- Based Education During the Teaching Practicum"
☐ Lecturer	**Raheleh Ghazi Ardakani, Madine Alikhani, S hokoohShafayi ,Fatemeh S oltan ,ZohrehRavangard** "The Relationship between Teaching Style and Students' Satisfaction"

3. RES EARCH METHODOLOGY

3.1. Research Design

In this study, a descriptive study was conducted to obtain the information needed. Surveys are used to obtain data from individual about themselves, their households, or about large social institutions (school boards). Sample surveys are an important tool for collecting and analyzing information from selected individuals. They are widely accepted as key tool of conducting and applying basic social science research methodology (Rossi, Wright, and Anderson, 1983). It involves acquiring primary data, preparing questionnaires and sampling method and deciding on how the variables will be measured

3.2. Population And Sample

Target population refers to a specific group of people associated with the study . Our population for this business research is 1500 student Commerce department in Politeknik Ungku Omar from Semester 1 until Semester 6 but we just use about 10% from this population to be our sample.

Although no process sample guideline has been stipulated in any proposed statistical technique, Itariet al, (1998 p . 98) suggest a 'rude of thumb', for sample size in multivariate analysis, that the minimum is atleast five (5) times as many observation as there are variable to be analyzed and the more acceptable size would be a ten to one ratio'. In this research the random sampling is used in order to collect the data. Data collected from 150 samples that aged 18 years old until 24 years old which is student Commerce department.

3.3. Research Instrument

This questionnaire aim to identify the level of student satisfaction commerce department of Politeknik Ungku Omar. Questionnaire was divided into 3 section A,B, and C.First section is section A. This section consists of 4 general questions. These questions are provided to measure the demographics of an including age, gender, semester and course. Section B consists of 5 questions. The questions are related to satisfaction on student learning. This purposes it to ensure that the respondents are truly subscribed of student learning.Lastly section C consists of all 4 variable that determine the factor that affect to satisfaction student learning; Outcome Based Education (OBE), Physical Environment (Facility), Web Based Learning (CIDOS).

All 4 variables are determined by 5 point linked scale which required respondent to choose 1 as strongly disagree, and to 5 as strongly agree.

All instruments were adapted from various literatures and were modified for the purpose of understanding satisfaction on student learning at Politeknik Ungku Omar.

VARIABLE	ITEM	S OURCE
Physical environment	☐ Learning environment ☐ Classroom equipped ☐ IT labs ☐ Sufficient space ☐ Facilities	☐ Oluwunmi et al. (201 2)
Web based learning (CIDOS)	☐ Process of learning ☐ Online community ☐ Participating in learning ☐ Discussion on CIDOS ☐ Learning expectation	Smart K.L and ☐ James J.C.(2006).
Outcome based education (OBE)	☐ Knowledge about OBE ☐ Learning in OBE ☐ OBE learning activities ☐ OBE assessment task ☐ OBE appraoch	Rudiger ☐ C.Laugksch (Nov 2007) Jill M .Aldridge ☐ and Berry J.Fraser
Lecturer	☐ Lecturer stimulated ☐ Lecturer emphasize ☐ Lecturer knowledgeble ☐ Assginment relevent ☐ Course discussion	☐ Kerry (2002)
Student Satisfaction	☐ Instruction ☐ Lecturer available ☐ Academic advisor ☐ Satisfied in completing diploma ☐ Exprience at polytechnic	Institution and ☐ peer reviewers (November 2013)

3.4. Method Data Collection

The respondents from 10% of 1500 population of commerce department student which is only 150 samples from 5 courses. The questionnaire were distributed to the respondents from students Diploma in Business Studies, Diploma in Retail M anagement, Diploma in Conversional Banking, Diploma in Islamic Banking and lastly from Diploma in Accountancy .

4. Data Analysis and Result Interpretation

4.1. Respondents' Profile

Table 4.1 Profile of Respondent

VARIABLE	FREQUENCY	PERCENTAGES %
GENDER		
M ale	71	47.3
Female	79	52.7
S EMES TER		
Sem.1	33	22.0
Sem.2	27	18.0
Sem.3	25	16.7
Sem.5	31	20.7
Sem.6	34	22.7
CLAS S		
DPM	32	21.3
DRM	30	20.0
DIB	28	18.7
DKB	30	20.0
DAT	30	20.0

The table 4.1 the description of respondents. A total questionnaire were obtained from questionnaire. The respondents comprised mainly of males 71 respondents (47.3%), and 79 females (52.7%). Next, in term of semester the respondents of semester 1 comprised of 33 (22.0%) of the respondents. Semester 2 with 27 (18.0%) of respondents, semester 3 with 25 (16.7%), semester 5 with 31 (20.7%) and semester 6 with 34 (22.7%). Respondents from DPM with 32 respondents (21.3%), DRM with 30 respondents (20.0%), DIB with 28 respondents (18.7%), DKB with 30 respondents (20.0%) and DAT with 30 respondent (20.0%).

4.2. Reliabilities of Measurement

Table 4.2: reliability coefficients for the major variables

Variable	Number of items	Cronbach Alpha
Satisfaction of Student	5	0.767
Physical Environment (Facilities)	5	0.905
Web Based Learning (CIDOS)	5	0.862
Outcome Based Education (OBE)	5	0.853
Lecturer	5	0.837

The results indicates that the Cronbach's Alpha for five (5) items from independents variables. Firstly the highest is Physical Environment (Facilities) with the result 0.905. Next, Web Based Learning (CIDOS) with the result is 0.862. Thirdly is Outcome Based Education (OBE) measure is 0.853. Lastly is Lecturer measure is 0.837. The result indicates that the Cronbach's Alpha for five (5) items in measuring business job satisfaction (dependent variable) measure is 0.767.

4.3. Descriptive Analysis

Table 4.3: Descriptive for the Major Variables

Variables	Mean
Satisfaction of students on learning	4.030
Physical environment (Facilities)	**3.190**
Web Based Learning (CIDOS)	**3.277**
Outcome Based Education (OBE)	**3.463**
Lecturer	**3.957**

The results indicates, the mean of satisfaction of students on learning is 4.030. The result also show the mean of Physical environment (Facilities) is 3.190. Next the mean of Web Based Learning (CIDOS) is 3.277. Then, the mean of Outcome Based Education (OBE) is 3.463 and while Lecturer 3.957

4.4. Correlation Analysis

Table 4.4: Summary of the Mean Result

	Physical Environment	Web Based Learning	Outcome Based Education	Lecturer	S tudent S atisfaction
Physical Environment	1				
Web Based Learning	0.220	1			
Outcome Based Education	0.311 **	0.499 **	1		
Lecturer	0.405 **	0.367 **	0.420 **	1	
S tudent S atisfaction	0.404 **	0.355 **	0.342 **	0.390 **	1

**Correlation is significant at the 0.01 level (1-tailed)
*Correlation is significant at the 0.05 level (1-tailed)

Table 4.4 shows the value correlation between the independent variables (IV) factors (Physical Environment, Web Based Learning, Outcome Based Education, Lecturer) and dependent variable (DV) factor Students Satisfaction. Pearson correlation was used to identify the significant relationship among each of the variables. This analysis also used to answer the research objectives number 3. It can indicated as strong, moderate and weak relationship based on the score. Therefore based on the table 4.4 the overall correlation value of the variables showed the coefficeint of correlation with above 0.3 at where above 0.5 have strong relationship (*Nunnaly*, 1994). It means that, when the students experience the learning process, it will enhance the level of student satisfaction.

5. Discussion and Conclusion

5.1. Discussion of Main Findings

This study has shown that the factor that affect the satisfaction on student learning at Politeknik Ungku Omar. For look details, the mean range for satisfaction on student learning 4.030, physical environment 3.190, Web Based Learning 3.277, Outcome Based Education 3.463, and Lecturer 3.957 Any educational institution, satisfaction of a student can be determine from his level of pleasure as well as the effectiveness of the education that student experience (*Allen et al.* 2002 and *Wang*2003).

From our result, we can see the effectiveness of has a positive relationship with satisfaction student learning. Physical environment, Outcome Based Education (OBE), Web Based Learning (CIDOS), and Lecturer had a statistically significant effect on overall student's satisfaction. Summary from our mean result show that medium correlation among variables.

It also shows that high relationship (*Edward W. Osborne*,1999) It also implies that students satisfaction on student learning process is important in Politeknik Ungku Omar.

5.2. Conclusion

The finding of this study has been discussed the level of satisfaction on student learning among students in the Commerce Department of trade provided at Politeknik Ungku Omar and its measurement. The student showed that various factors play a role in affecting student's satisfaction. By identifying the dimensions contributing to student's satisfaction and the attributes that make up these specific dimension, this study provides practical knowledge for management to take effective action to improve the identified student's learning's dimensions, especially those dimensions that directly influence student's satisfaction and intention.

The correlation test that was conducted showed the relationship of among are signification dimensions of student's learning on students satisfaction in Politeknik Ungku Omar, the important dimensions were functional quality, technical quality and image corporate.

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