USER SATISFACTION WITH LEARNING MANAGEMENT SYSTEM (LMS): A CASE OF ASSUMPTION UNIVERSITY

Siriwan Kitcharoen

Abstract: As times are changing, Technology integration becomes challenging and also progressively harder to replace. This bring changes to teachers’ instructional roles in the classroom. Rather than using technology for its sake, the university can develop a vision of how technology can improve teaching and learning. eLearning can be used to promote the professional development opportunities, it is offering possibilities of convenience, accessibility, and personalization. With technology becoming more affordable, it’s really no surprise that eLearning becomes comparative and competitive tool. The objective of this research is to implement teaching and learning process with the purpose to understand how LMS (Learning Management System) supports leaning process. The research is comprised of 2 phases. The first phase of the research involved a qualitative study by searching some related documentary data to the study. The second phase of research, a quantitative method was undertaken; three hundred and seventy-five questionnaires were distributed to respondents. The results from the qualitative survey suggested that the university should put more focus on the needs of users and thereby improve user satisfaction and the findings from a quantitative method point out the strong relationship between management information system (MIS) quality towards user satisfaction as well as perceived importance of the IT attributes of IT applications provided by the university. Furthermore, the results also contribute to our knowledge by providing support the contention that user satisfaction depends on LMS quality that means the quality of management information system has an influence on user satisfaction. A user who has perceived better LMS quality is more satisfied with IT applications provided by his or her institution.

Keywords: User Satisfaction, eLearning, Learning Management System, LMS, Management Information System, MIS, IT Application, Education, Information System, Information Technology

1. INTRODUCTION

Because technology is credited as being a significant factor in increasing productivity in many industries, some people believe that more effective use of technology in educational institutions could do more to improve educational opportunities and quality. Research indicates that while there are poor uses of technology in education, appropriate technology use can be very beneficial in increasing educational productivity (Byrom & Bingham, 2001; Clements & Sarama, 2003; Mann, Shakeshaft, Becker, & Kottkamp, 1999; Valdez, McNabb, Foertsch, Anderson, Hawkes, & Raack, 2000; Wenglinsky, 1998).

Advances in technology mean that it can now be an effective tool in learning and development. Many educational institutions are utilizing technology as an effective tool for monitoring and improving organization’s performance. As such, it is no longer the issue in education if technology should be used. Indeed, there are massive potential benefits in making use of technology to enhance teaching and learning. The current emphasis is also ensuring that technology is used effectively