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FACTORS AFFECTING STUDENT SATISFACTION WITH ONLINE LEARNING IN HIGHER EDUCATION IN QATAR

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Objective
Filling the gap in the literature by providing scholars and practitioners with substantial insights into factors affecting students' satisfaction with online learning which will eventually help educational institutions to develop a successful strategy for online learning in Qatar.

Literature Review
Performance Expectancy, Social Influence, Effort Expectancy, Continuous use, course design, assessment methods, and students' engagement could affect student satisfaction.

Research Methodology
- 750 samples
- 4 Institutions
- Online survey
- SMART PLS
- SPSS
- T-Test
- ANOVA
- Correlation

Findings
- PE, SI, COUS, Assessment methods, Course Design have significant positive correlation with SS
- EE and FC do not have significant correlation with Student Satisfaction

Conclusion & Future Research
- SS can be improved by improving CD, SI, PE, COUS, and Assessment methods
- Future Research
  - Focus on SE, AM and CD
  - Incorporate Qualitative Research
  - Explore other factors
  - Apply other Statistical Tests

Limitations
- Students with Disability
- Time & Location
- MOEHE Survey
- Participants withdrew from the survey

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