



The Investigation Of OSC PSH @ KKSEM Website Usefulness Towards Information Delivery Of Lifelong Learning Programs

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ARTICLE INFO

Article History:

Received 31 January 2024

Revised 25 April 2024

Accepted 25 May 2024

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Published by the Malaysian Technical Doctorate
Association (MTDA).

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Keywords:

Website Effectiveness;

Information Delivery;

Lifelong Learning

ABSTRACT

The delivery of information in government services is essential to meet the needs of stakeholders. Lifelong learning is a government initiative to empower communities through short courses to gain more knowledge, skill and to generate income. To ensure the community is able to take advantage of this opportunity, Kolej Komuniti Semporna has developed an innovation which is a website known as OSC PSH@KKSEM. This website will become the main platform to deliver information related to short courses offered by Kolej Komuniti Semporna. About 10% of total short course participants in 2023 was selected as the population for this research and upon distributing questionnaires there are 83 respondents that have given feedback. The findings show that 63.9% of them strongly agreed that the developed website can facilitate the delivery of information and 69.9% strongly agreed to recommend this website to family members and friends. Through this innovation, the delivery of information is more effective, accurate and accessible at anytime and anywhere as our institution is diligently working towards the government's aim to establish a digital literate community. In the future, the features of the website will be updated to create an online learning platform to empower the digital literate community in order to create an inclusive, fair society and also to narrow the educational gap in the community.

1.0 Introduction

Kolej Komuniti Semporna is an education institution situated in Semporna District since 2009. Apart from a full-time program that is focusing in the tourism field, Kolej Komuniti Semporna also offers a lifelong learning program. This program is an initiative by the government to the community to gain more knowledge, skill and to generate income. According to the Public Sector Digitalisation Strategic Plan 2021-2025, it is vital for the public service sector to strive for the government agenda in order to create a digital literate community. Hence it is essential for the institution to disseminate information related to short courses to the community effectively. Modern information and communication technology (ICT) developments have led governments to allocate more funds to encouraging internet use and internet-based services, claim Almaiah & Nasereddin (2020). In addition, they consider the website to be a valuable information resource because of its accessibility from anywhere at any time, inexpensive cost, user-friendliness, and interactive features. Therefore, the idea of being accessible at anytime and anywhere is the main

concept of this innovation. Subsequently, website information convenience became another important factor to attract users and make connections between them and the institution's product and services. Thus, this innovation must consist of these two characteristics; website design and information, to predict users' satisfaction. A good website should have features such as user-friendly, providing the desired information, interesting and different from other websites.

Website features that can meet the needs and wants of users are able to attract interest and influence them to continue surfing and then accept it as a platform to get the desired information. Because websites require more interaction and are more information-oriented than other software, they are more susceptible to usability problems. Usability of websites is so essential. (Alsulami et al., 2021). Muhammad et al. (2021) assert that inadequate usability has been demonstrated to undermine a website's legitimacy and erode user confidence in the platform. From this point, the purpose of this study is to investigate the usefulness of OSC PSH@KKSEM websites towards information delivery of lifelong learning programs to the communities based on effectiveness, efficiency, value and overall attitude in utilizing the website. To achieve the goal, several objectives are set as follows:

- i. To evaluate the OSC PSH @ KKSEM website attributes in enhancing users' satisfaction
- ii. To recommend improvement for OSC PSH @KKSEM for future use

2.0 Literature review

In recent years we have seen a major transformation in delivering information to the community by the organizations. Websites become one of the non-verbal communication tools that create opportunities for each organization to deliver accurate information. A website also turns into one of the resources that may be utilized to boost target market expansion, raise brand awareness, and support business progress. In today's linked world, websites serve as millions of people's primary information source and outlet. Real-time communication has taken on a new form thanks to the Internet and webpages. These days, businesses frequently use the internet, especially websites, to market their goods and services (Untari & Satria, 2019). As per the findings of Batsaikhan et al. (2020), a website can be tailored to meet the specific needs of an organization and furnish information about it. Furthermore, Chmielarz & Zborowski (2020) noted in their research that there are five factors that may be used to analyze websites: quality, usability, visualization, functionality, and reliability and availability. In the meantime, Rashida et al. (2021) believe that using automated tools or getting user feedback are the two ways to assess a website. These criteria vary from research to study in terms of their characteristics, influence, and evaluation of the websites' efficacy, as well as how to create a website that helps organizations fulfill their goals and objectives. The idea of e-government service quality is then found to include eight contributing dimensions, according to the findings of Li & Shang (2020) study: system quality, reliability, security, accessibility, information quality, service capability, interactivity, and responsiveness. Therefore, Kolej Komuniti Semporna holds the same views when it comes to the development of websites: they should have a high degree of interactivity, be easy for users to use when browsing, be able to deliver trustworthy information, and be accessible to all users—including the elderly and disabled. Furthermore, Lee and Lee (2019) stated that due to e-business revolutions, governments around the world have applied similar principles and technologies by opening their websites for more efficient publication of information and more effective delivery of public services.

On the other hand, Zhu et al. (2024) stated that evaluating digital initiatives in the public service may facilitate monitoring dynamic changes, refining management procedures, and providing guidance for future changes. Hence, to successfully implement a digital strategy, it is vital to evaluate digital service performance and identify the gaps in achieving expectations. In

the recent year, Kolej Komuniti Semporna was accountable to achieve 528 lifelong learning programs participation and yet 1,080 participations have been recorded through 42 short courses that were offered year-round. However, in comparison with other community colleges in the same cluster, the institution's achievement is considered deficient. For example, Kolej Komuniti Sandakan was only responsible for achieving 413 lifelong learning program participation and yet they have achieved 1,498 participations year-round. This is one of the gaps that was identified by the management and after evaluating digital initiative, developing the website was a solution to achieve the expectation.

As such, the main goals of Kolej Komuniti Semporna developing the OSC PSH @KKSEM website is to ensure the lifelong learning program can be accessed by all the communities not only inside Semporna but also from the outside of Semporna as well. Hurtado et al. (2019) has concluded that young adults that join lifelong learning programs are seeking for work, training and personal opportunities to ease the transition to the labor market. Second, opportunities are related to possibilities of being trained for or gaining working experiences in jobs for which participants could not previously be trained in the full-time program.

These are the benefits of joining a lifelong learning program. From this point, Kolej Komuniti Semporna is hoping that the websites can deliver the information of a lifelong learning program for the communities to obtain the benefits.

Therefore, a website is effective when both web creators and users achieve their goals for the site. Effectiveness can be defined as "the power to produce the desired result", and it is "often measured as the quality of the desired result" (Wilson, 2018). Other than effectiveness, users often look into the efficiencies of utilizing a particular website. Efficient user interface design has become clear for better user experiences, according to Saha et al. (2021). Efficiency is a crucial factor in figuring out a website's most important measure, usability. As for the information provided within the website, it is important to ensure that the users receive desired values which can satisfy their primary needs in using the website. When it comes to individuals' intention to use services continuously and service quality, perceived service value acts as a potent mediator. The outcome of service quality, service value, and user pleasure is the intention to use (Li & Shang, 2020). The website attributes finally will shape users' attitude and future behavior. According to Ashraf et al. (2019), attitude is the result of a psychological process that expresses a person's or user's positive or negative thoughts about a product. Therefore, if consumers find the website helpful for their needs, they may respond positively. From this point forward, Kolej Komuniti Semporna will ensure that all user complaints and feedback are analyzed and that any necessary corrections are made as quickly as feasible to maintain the website's usefulness to users.

According to studies done by Rizova (2021), there is no question that the interest in and importance of lifelong learning match with the quick advancement of science and technology as well as the daily societal changes that individuals in the current world must deal with. All of these difficulties need people to constantly learn new things, adjust to a changing environment, rethink educational and learning methodologies, and adjust to the standards and demands of the job market. Hence, Kolej Komuniti Semporna as the only TVET Institution in Semporna Sabah shall empower the lifelong learning program through offering a variety of short courses to cope with the social demands that have occurred among communities. This variety of short courses can be browsed from the websites based on demand from the communities.

Besides, Bohari et al (2020) also stated that lifelong learning is one of the mediums to provide a continuing education path in accordance with Malaysia Education Blueprint 2015-2025. Lifelong learning also is one of the best measures to bring about significant changes in the knowledge-based economy as well as the industrial revolution (IR 4.0) in education. Thus, Kolej Komuniti Semporna will make sure the use of websites can be one of the solutions to make the

information delivery about lifelong learning programs can be successfully done throughout communities.

3.0 Methodology

This study was carried out using the quantitative research approach using a set of online questionnaires. This questionnaire consists of three parts. Part A is to identify the demographic profile of the respondents, while Part B is to assess the usefulness of OSC PSH @KKSEM website and Part C is to determine the level of recommendation to use PSH @KKSEM website Kolej Komuniti Semporna. 100 participants of short courses in 2023 was selected as the population of this research. Based on the Krejcie and Morgan's table (1970), 80 numbers of samples are appropriate for this study.

Table 1: Population and sample size determination based on Krejcie and Morgan (1970)

Table 3.1 Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size
Source: Krejcie & Morgan, 1970

The targeted participants were contacted and gathered in a WhatsApp group for the purpose of survey distribution. Upon collection of questionnaires, there are 83 respondents that have given feedback. The responses were analyzed for descriptive analysis, that is frequency analysis.

4.0 Discussion of analysis and findings

This study was carried out using the quantitative research approach using a set of online questionnaires. This questionnaire consists of three parts. Part A is to identify the demographic profile of the respondents, while Part B is to assess the usefulness of OSC PSH @KKSEM website and Part C is to determine the level of recommendation to use PSH @KKSEM website Kolej Komuniti Semporna. 100 participants of short courses in 2023 was selected as the population of this research. Based on the Krejcie and Morgan's table (1970), 80 numbers of samples are appropriate for this study.

Figure 1 until Figure 4 below shows the summary of respondents' demographic profile. It is concluded that the majority of the respondents are female (n = 65.1%) and are among students (n = 28.9%) between 18 to 25 years old (n = 59%) with no monthly income (n = 43.4%)

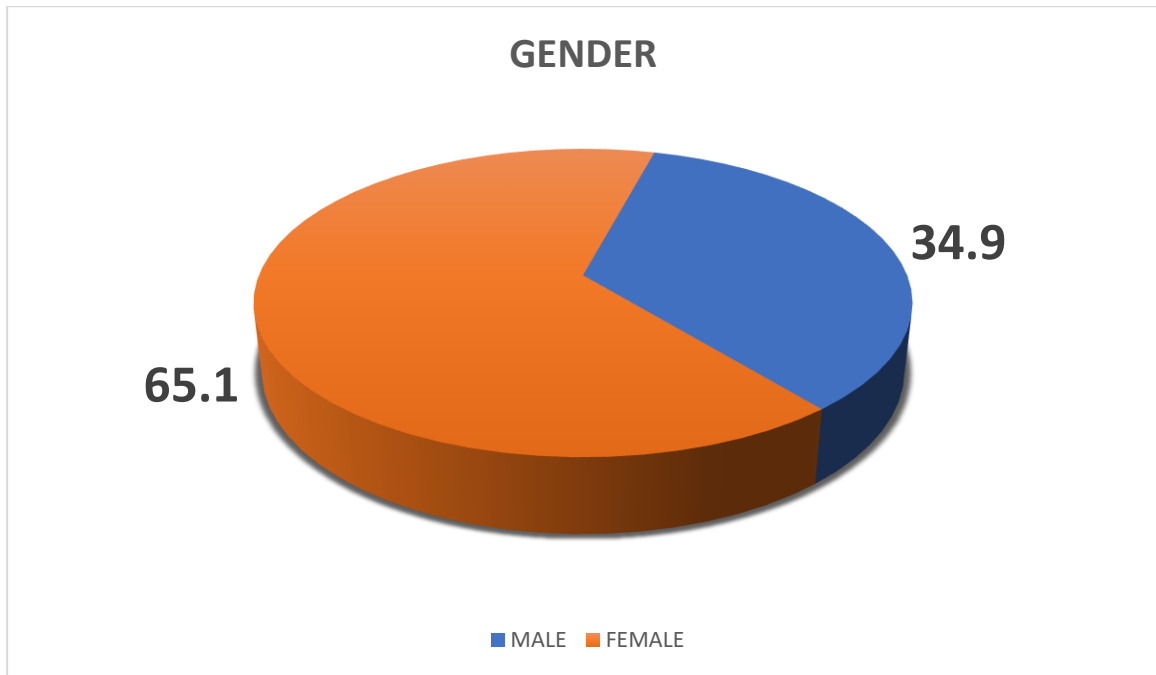


Figure 1: Summary of respondents' gender

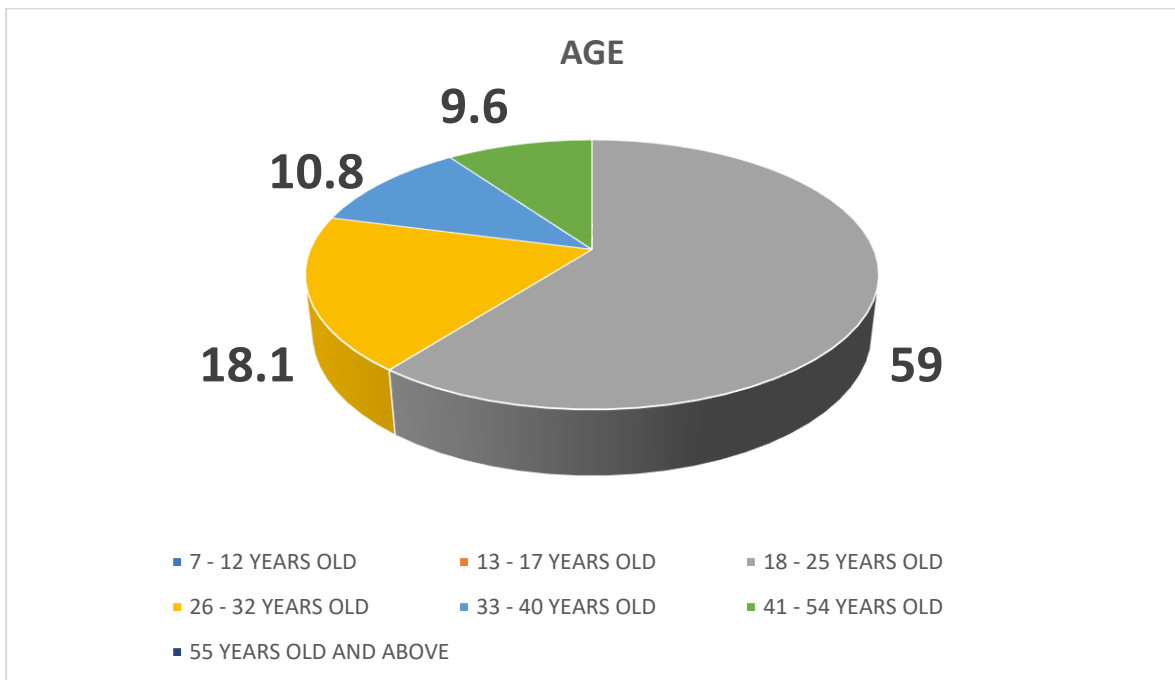


Figure 2: Summary of respondents' range of ages

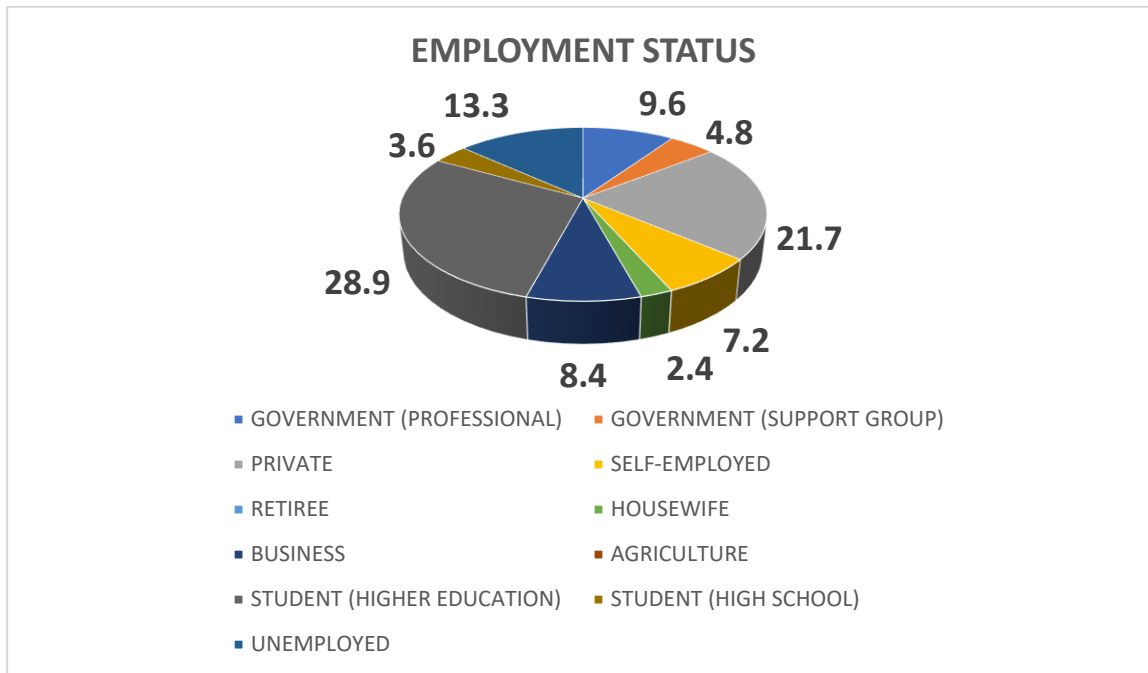


Figure 3: Summary of respondents' employment status

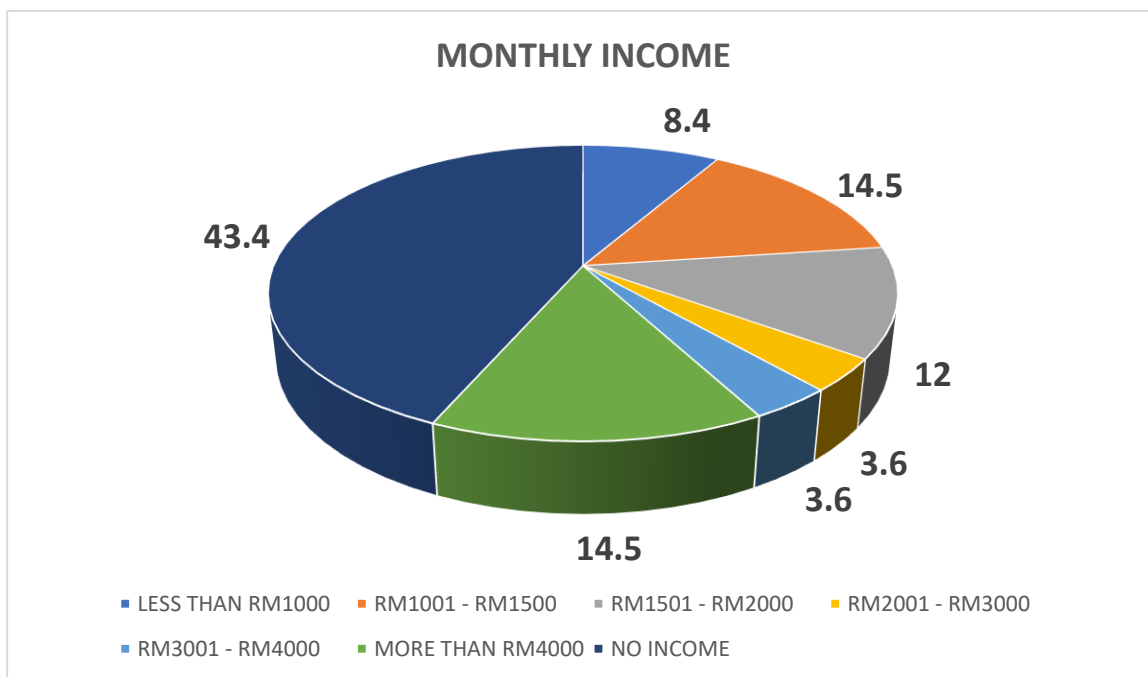


Figure 4: Summary of respondents' monthly income

Figure 5 shows the respondents' frequency of participation in lifelong learning short courses at Kolej Komuniti Semporna. Most of the respondents joined the program less than five times (n = 51.8%).

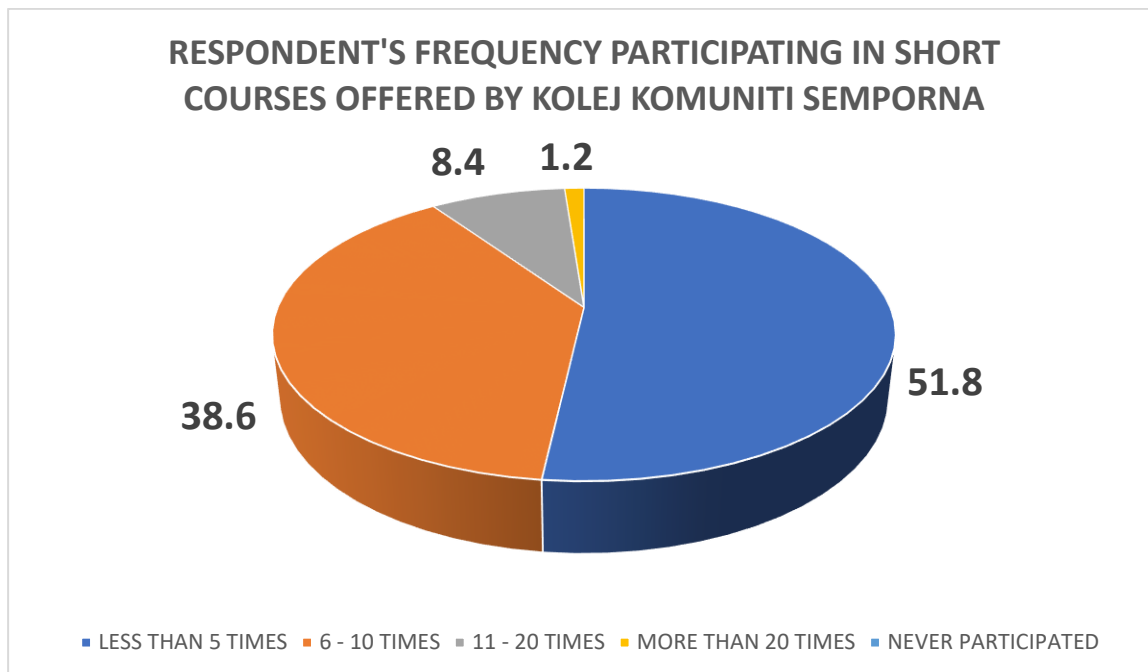


Figure 5: Summary of respondents' level of frequencies participating in short courses

Next, the usefulness of the website was investigated. Table 2 indicates the summary of responses based on attributes which are effectiveness, efficiency, value and overall attitude.

Table 2: Summary of responses based on usefulness attributes of the website

WEBSITE USEFULNESS ATTRIBUTES	n	%
<i>Effectiveness Attributes</i>		
Easy to get information	53	63.9%
Short Courses Calendar	52	62.7%
Photos & Video	61	73.5%
<i>Efficiency Attributes</i>		
Contact Information	61	73.5%
Feedback	57	68.7%
Suggestion	56	67.5%
<i>Value Attributes</i>		
Enjoyment	54	65.1%
Beneficial	59	71.1%
<i>Attitudes Attributes</i>		
Recommend to others	58	69.9%

Table 2 shows the result level of effectiveness, efficiency, value and overall attitude of users towards OSC PSH @KKSEM website. 63.9% of the respondents strongly agreed that it is easy for them to acquire information related to short courses from OSC PSH @KKSEM website at anytime and anywhere. The result also shows that 62.7% respondents strongly agreed that it is easy to

obtain information related to short courses calendar using this website. Only 4.8% of respondents did not agree with this. Majority of the respondents (73.5%) strongly agreed that it is easy to get photos and videos related to short courses using this website, 24.1% of the respondents agreed and only 2.4% disagreed. Next, most of the respondents strongly agreed (n = 73.5 %) and agreed (n = 25.3%) that it is easy to contact Kolej Komuniti Semporna using this website whereby only 1.2% of respondents disagreed. Moreover, 68.7 % of the respondents strongly believe that it is easy to give feedback using this website and only 3.6% (3 respondents) disagreed. Besides, the table also indicates that 67.5% of the respondents strongly agree that it is easy to give recommendations using this website while only 1.2% of the respondents did not agree with this. Majority of the respondents strongly agreed and agreed with 65.1% and 32.5% that they like using the website, whereas only 2.4% of the respondents disagreed that they like using this website. 71.1% of the respondents agreed that the website eases the process to obtain quick information related to the short courses. With that, the majority of the respondents (n = 69.9%) strongly agreed to recommend this website to their family and friends.

Next, the researchers also provided optional open-ended questions for users to drop their recommendation at the end of the survey. The summary of feedback is stipulated in Table 3.

Table 3: Summary of open-ended responses

Attributes	General Feedbacks
Content	Need to be more attractive and easier to browse Variety of videos need to be added
Design and Arrangement	Interface of the website need improvement to attract users, such as use of variety of font and infographic
Exposure	More promotion needed through official website of Kolej Komuniti Semporna
Upgrading	Transformation of website into mobile application

5.0 Conclusion and future research

Information delivery is vital to deliver important information to the targeted audience. In this case, the lifelong learning participants' short courses are the audience and before the creation of the website, there were no other platforms to deliver information regarding lifelong learning programs at Kolej Komuniti Semporna, except from the official social media platform (Facebook, Instagram and TikTok). These existing social media platforms did not deliver the necessary information effectively due to distraction of unrelated postings. Thus, the users will take time to retrieve previous and new postings to get all important lifelong learning programs information posted by Kolej Komuniti Semporna. This will cause the users to miss out important content.

As such, by developing this website as the main information delivery platform, the participants or users can find the information easily and effectively. They just need to browse the information they need from this one stop center platform and they can acquire any information they might need. Besides, the users can access this platform anytime and anywhere as long as they have an internet connection. From the conducted research, the findings show that 63.9% of the respondents strongly agreed that this website can facilitate the delivery of information and 69.9% strongly agreed to recommend this website to family members and friends. However, based on the results of open-ended questions, the website might need further improvement in terms of content, design and arrangement, exposure and upgrading the website into mobile application.

However, one prominent limitation of the website to the user is that to access this one stop centre, the users need to have an active internet connection. Besides, this platform might only be

suitable to the younger generation who is believed to be more technology savvy. Despite the limitations, the uses of this website might encourage the participants to explore the technology. Since the world is changing to more complicated and extensive technology, individuals have to cope with the changes in the information delivery and need to learn using the technology effectively. In the future, research on the usefulness of this website in increasing the knowledge, skills and income of the participants can be carried out.

Acknowledgements

Alhamdulillah, all praises to Allah and His blessing for the completion of this research paper. Special appreciation to the team members for the commitments, time, understanding and encouragement throughout finishing the research paper. We also would like to extend our gratitude to Ms. Nur Farihin binti Abd Hadi Khan, Head of Hospitality Department, Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan (UMK) for her willingness to be a reviewer and advise us throughout this research. We also would like to say thank you to the management of Kolej Komuniti Semporna for the support and encouragement for us in completing this research paper. Also, special gratitude to the respondents who took the time to answer the questionnaire and without whom we would have no content for our research paper. Finally, our biggest thanks to our family for all the support and understanding they have shown us through this research.

Author Contributions

Nur Atisha binti Mohd Ali: Conceptualization, Software, Data Curation, Writing-Reviewing, Editing; **Siaroliza binti Alih:** Conceptualization, Validation, Supervision; **Murni Azila binti Ahmad:** Data Curation, Validation, Writing-Reviewing and Editing; **Ahyadi Pakhrulislam bin Khairul:** Writing-Reviewing, Editing, Data Curation, Validation.

Conflicts of Interest

The manuscript has not been published elsewhere and is not under consideration by other journals. All authors have approved the review, agree with its Submission and declare no conflict of interest in the manuscript.

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