

## **Impact of Effectiveness of Online Learning on Students' Satisfaction towards the Online Learning**

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This study aimed to assess the impact of the effectiveness of online learning on students' satisfaction with online learning. This is an explanatory study on the quantitative approach. The population was five hundred and sixty-eight (568), final year undergraduates, in the Faculty of Commerce and Management Studies and 230 undergraduates among them were selected as the sample of the study through stratified sampling technique. The primary data collection was done through a standard questionnaire using google forms in online mode. The researcher conducted the preliminary analysis to ensure the reliability, validity, normality, and linearity of the data gathered. Further, the level of effectiveness of online learning and students' satisfaction towards online learning was initially measured through descriptive statistics, and both measures were at a moderate level among these undergraduates. Then the strength of association was measured through correlation statistics using the Pearson correlation method and the results illustrate a significant moderate relationship ( $R = 0.630$ ,  $\text{Sig.} = 0.000$ ) between the effectiveness of online learning and students' satisfaction. Moreover, the regression analysis results reveal a significant impact on the effectiveness of online learning on students' satisfaction ( $R^2 = 0.397$ ,  $\text{Sig.} = 0.000$ ). Furthermore, the students can use self-engagement, active participation and other tactics to improve their online learning satisfaction. The educational institutions can improve online learning effectiveness using tactics such as a user-friendly interface for LMS or website, maintaining a contact centre, etc. Further, the future researchers can study regarding the online learning field using the qualitative approach.

**Keywords:** *Effectiveness of online learning, E-learning, Online Learning, Students' Satisfaction*

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