Manage perceived e-learning quality in Egyptian context

Riham Adel[*]

College of Management & Technology, The Arab Academy for Science Technology &
Maritime Transport, PO Box 1029, Alexandria, Egypt

With the rapid growth of e-learning around the globe, it is becoming increasingly
important to assess the perceived e-learning quality and its impact on learners'
satisfaction. Although e-learning is still a considerably young phenomenon in the
Arab world, it is currently viewed by Arab government officials as a viable solution to
their educational problems. This paper aims to suggest e-learning quality dimensions
in Egyptian universities and investigate its impact on perceived e-learning quality and
students' level of satisfaction. The study sheds light on the importance of transferring
traditional higher education into online education in order to enhance the effectiveness
of higher education institutions as well as contributing to a better understanding of the
role of quality in e-learning from the perspective of instructors and investigating its
impact on perceived e-learning quality. Throughout the paper, the author focuses on
the body of literature concerned with higher education, e-learning service quality and
students' satisfaction importance in universities; consequently, a set of hypothesised
quality dimensions were introduced for Egyptian universities to measure and
understand perceived e-learning quality and its influence on students' satisfaction.

Keywords: quality; service; higher education; e-learning; students' satisfaction