
Enhancing Education through Business Intelligence: A Preliminary Assessment of Integrating Looker Studio into Management Information Systems Course at Politeknik Kuching Sarawak

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Abstract

This study explores the integration of business intelligence (BI) through Looker Studio as the primary instrument in the context of a Management Information Systems (MIS) course for second-semester Diploma in Business Studies students at Politeknik Kuching Sarawak. Looker Studio is an effective business intelligence and data visualisation tool that enables users to produce interactive dashboards and reports. It allows for data-driven decision-making processes which are essential for current enterprises. The primary goal is to assess students' level of familiarity, usage behaviours, satisfaction and recommendations with Looker Studio.

We collected data through a well-organised questionnaire, which resulted in a satisfactory response rate from all 121 students currently enrolled in the course. The sample comprised 82 females and 39 boys, ranging in age from 18 to 23 years. The results suggest that the frequency of consumption was not statistically significant. Furthermore, the findings indicated that over fifty percent of the participants self-identified as lacking competence in the field of information technology. The findings further revealed that, despite a lack of major technological proficiency, over half of the participants expressed a willingness to promote Looker Studio to their friends. The results of this study provide important information for improving usability and assistance, which can increase student happiness and the instrument's educational effectiveness.

Keywords : Business intelligence; Dashboard; Looker studio; Management Information Systems; Politeknik Kuching Sarawak