This study aimed to measure the effect of several hearing aid features on the hearing aids outcome using the International Outcome Inventory for Hearing Aids (IOI-HA). The hearing aid features investigated were the types of microphone (directional and omni-directional), types of memory (single memory and multi memory) and number of channels (3 channels or less and more than 3 channels). A total of twenty-six subjects aged 35 to 67 years old were involved in this study. The mean age is 52.5 years and a standard deviation of 32 years. The IOI-HA questionnaire consists of eight items which assessed on daily use, benefit, residual activity limitation, satisfaction, residual participation restriction, impact on others, quality of life and subjective hearing difficulty. Overall the IOI-Ha scores for all subjects were satisfactory. Using the Mann Whitney test, there were no significant differences between the median IOI-HA scores for directional microphone and omni-directional microphone, single and multi memory hearing aids and less than 3 channel hearing aids and more than 3 channels hearing aids. In conclusion, the IOI-Ha scores were not significantly higher for any of the hearing aid features studied.