

## **ABSTRACT**

The COVID-19 epidemic has had an effect on the educational aspect and environment, one of which is the shift from face-to-face instruction to online instruction. This situation attracted us to question of how useful online education is in the midst of the COVID-19 pandemic. In this study, the effectiveness of e-learning and student efforts during the COVID-19 pandemic were used to gauge the learning satisfaction of the students of Telkom University, particularly the students of Business Administration department. The kind of research is descriptive quantitative, with path analysis as data analysis technique. We then distribute online questionnaire as a way to gather primary data from the respondents. The respondents of this study consisted of 100 Business Administration at Telkom University, especially the one who have experienced online learning situation. The outcomes of the data analysis demonstrate that both student initiative and the efficacy of e-learning have a substantial impact on learning satisfaction.

**Keywords:** Student Initiative, COVID-19, Online Learning, Learning Satisfaction