ABSTRACT

Today, e-Learning is one of the media is a mainstay several companies in Indonesia with regard to the learning process. Service coverage, speed, ease, effectiveness and efficiency are some of the reasons why e-Learning applied to many corporations. Implementation of e-Learning in several studies showed deficiencies also challenges, namely the completion of the learning process and user penetration rate, so too is the case in Telkom. This study develops a model integrated with several dimensions such as: courses, technology, design, marketing, support management, organizational culture, a real need, a time to learn, support, mandatory use and incentives in order to increase the penetration and completion of the learning process. The selected dimension is the result of some previous studies were deemed appropriate to conditions in Telkom.

This study investigates the factors that influence satisfaction of the use of e-Learning in Telkom. By knowing the factors that affect, the strategy adopted is expected to be more precise and have a solid foundation for further development. From several previous studies suggested eleven dimensions deemed appropriate be the deciding factor such satisfaction.

With the use of factor analysis of the survey data in Telkom obtained five factors that are determinants of satisfaction of the use of e-Learning in Telkom. The level of satisfaction of the use of e-Learning Telkom reached 80.08%, which can be categorized as high. While the five factors that influence satisfaction is the use of Support Management & Impact, Design and Content, Support Services, the value of e-Learning and Infrastructure Quality. By knowing these five factors, Telkom is expected to have a better pattern to continue to develop e-Learning to support the company's performance in the face of competition.

Keywords : *e-learning, penetration, completion*