

ABSTRACT

The technological developments, revolutionize multi variation of universities learning system. Learning system development in Indonesia is appearance by hybridization between direct learning with face to face and indirect learning that process through e-learning (blended learning). Some universities have adopted and measured their user satisfaction of e-learning, or we named it students satisfaction, including Telkom University's student satisfaction which will be discussed in this research.

There are five variables according to Technology Acceptance Model (TAM) which become indicator of influence the e-learning system implementation to student's satisfaction. The five variables are easy of use, format, accuracy, speed of response, and security of privacy. The dimensions of student satisfaction that discussed in this research are the elements of system performance and interaction with the facilitator or lecturer.

The method of data collection is done by distributing questionnaires to students who actively use e-learning with academic smiter 2016/2017 in 22 e-learning grant recipients at Telkom University. Data analysis techniques used are descriptive analysis and path analysis, with the involvement of Statistical Package for the Social Science (SPSS) application in data processing.

The result showed that implementation of e-learning system implementation with easy of use, format, accuracy, speed of response, and security of privacy, affect significantly positive student satisfaction in speed of response and sigificantly negative in security and privacy.

Thus, to improve student satisfaction in e-learning system implementation in School of Computing and School of Industrial Engineering, Telkom University should prioritize enhancement for speed of response security and privacy. Because student satisfaction will have an impact on learning motivation and academic achievements too. Finally, a great academic achievement of college graduates, automatically it is high potential for making positive contribution to the nation.

Keywords: e-Learning, Student satisfaction, Technology Acceptance Model, Customer Satisfaction, Path Analysis