

ABSTRACT

Nowadays, e-learning is becoming popular and used by many institutions as an alternative way to deliver the instructional learning. PT Telekomunikasi Indonesia, Tbk. (Telkom), as a company focusing on telecommunication and information technologies, uses e-learning in its internal environment. There are a large number of e-learning courses that available for all Telkom employees. Despite a large number of courses, access log shows that access to Telkom e-learning is very low, especially for courses that belong to Skill & Knowledge category. Access log also shows that many learners do not complete their learning. Case study has been performed in order to explore the root of this problem symptoms. The results of a case study show that lower the number of access and many learners did not complete their learning were caused by the long duration of e-learning, control of learning pace by program, and lack of general information about e-learning course (duration estimation, difficulty level, and prerequisite). The experiment had been performed in order to examine whether the improvement of these factors on e-learning course affected to learners' satisfaction and intention to reuse e-learning. There were two groups in this experiment, i.e. Control Group and Treatment Group. The Control Group was assigned to review current e-learning course, and Treatment Group was assigned to review improved e-learning course. The results showed that satisfaction level of Treatment Group was higher than Control Group. The results also showed that intention to reuse e-learning was higher in Treatment Group. Therefore, it can be concluded that the shorter duration of e-learning, learning control pace by user and availability of general information affect learners' satisfaction and intention to reuse e-learning. At the end, the chance of increasing the number of access of Telkom e-learning is also high.

Keywords: e-learning, learners' satisfaction, duration of e-learning, learning pace control, general information of e-learning