

ABSTRACT

Telkom University students who use e-learning moodle managed by BPP (learning development agency) are indicated to feel low satisfaction, It can be influenced by the level of effectiveness of low e-learning programming implemented by Telkom University's BPP.

The purpose of this study is to know how the effectiveness of the implementation of e-learning program applied by Telkom University's BPP, how the satisfaction of learning perceived by students using the e-learning, and the influence of e-learning program's effectiveness toward the satisfaction of Telkom University students.

This research uses quantitative method. Data collection techniques uses questionnaires distributed to students who use e-learning as much as 100 respondents. To interpret the results of the study, the author uses descriptive analysis and simple linear regression analysis.

The results of data processing shows that the effectiveness of the implementation of e-learning program is high and the learning satisfaction is also high. Then the next result shows that the effectiveness of the implementation of e-learning program has a significant positive effect on students' learning satisfaction using e-learning in Telkom University which means that the higher the effectiveness of the implementation of e-learning program then the students' learning satisfaction using e-learning will also be higher.

Teachers should provide clear socialization to students so that students sometimes do not feel confused in using e-learning, before BPP must provide socialization in detail so that teachers can convey the use of e-learning clearly so that the effectiveness of the application can be higher thus resulting in a higher learning satisfaction as well.

Keywords: Effectiveness, Learning Satisfaction, E-Learning