

ABSTRACT

USER ACCEPTANCE AND BEHAVIOR ANALYSIS OF E- LEARNING IMPLEMENTATION DURING THE COVID-19 PANDEMIC USING THE TAM APPROACH (CASE STUDY: CeLOE LMS TELKOM UNIVERSITY)

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Distance education (PJJ) using e-learning is a solution to pandemic conditions. However, in its application, there are obstacles to the psychological influence of students on its use. CeLOE LMS (Center for E-learning and Open Education Learning Management System) is one of the e-learning platforms to support PJJ for all Telkom University students. In its application, a survey has never been conducted before, especially regarding user attitudes and behavior. Therefore, this study aims to analyze the influence factors of user acceptance behavior and attitudes, namely active undergraduate students at level one to level four of the 2020/2021 school period of Telkom University on e-learning CeLOE LMS using the TAM (Technology Acceptance Model) model. This study, using indicator variables that influence user acceptance attitudes and behavior, namely Perceived Usefulness, Perceived Ease of Use, Attitude Toward Use, Behavioral Intention to Use, and Actual System Use. This study uses the PLS-SEM (Partial Least Square-Structural Equation Model) analysis technique and data collection through questionnaires to 175 respondents using the purposive sampling technique. The results showed that all six-hypothesis testing were positive and significant. It can be said that the ease of using CeLOE LMS has a positive and significant effect on the usefulness of CeLOE LMS. The ease and usefulness of the CeLOE LMS positively and significantly affect a pleasant and comfortable attitude when using CeLOE LMS. This attitude and comfort have a positive and significant effect on the desire to continue using CeLOE LMS. This desire also affects actual use when using CeLOE LMS, and the usefulness of CeLOE LMS has a positive and significant effect on the continuing desire to use CeLOE LMS.

Keywords: TAM, PJJ, PLS-SEM, E-learning, CeLOE LMS.