

ABSTRACT

Hybrid learning is a type of synchronous learning that combines in-person and online teaching, connecting physical and virtual classrooms. In the digital era, its popularity has increased due to technological developments and learning flexibility. This method allows both online access and face-to-face interaction. However, challenges such as lack of interaction between students, use of platforms that are not yet optimal by lecturers, and workloads still exist. This study aims to analyze the factors that contribute to student satisfaction with hybrid learning at XYZ University. A quantitative approach is used through the Satisfaction model to measure and test the relationship between student engagement and satisfaction. The results are expected to help universities improve student learning experiences through hibrida learning. The integration of this model into various study programs supports an adaptive, responsive, and satisfying learning environment. This research provides the basis for more effective and up-to-date hibrida learning strategies according to technological developments and current learning demands.

Keyword : *hibrida learning, Student satisfaction, learning effectieiness, education quality.*