

## Effectiveness of Learning Using IWU 's E-learning on Satisfaction and its Impact on Motivation Study International Women University Students during the Covid 19 Pandemic

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**Abstrak.** The COVID-19 pandemic has changed a new paradigm of learning in universities, including at the International Women's University. It's fully realized that it's not easy to change someone's habits, including the habit of learning methods that have been implemented, namely face-to-face. Almost 2 years of learning for IWU students have changed from face-to-face to e-learning. The favorable condition is the phenomenon of age who use the internet more often, dominated by the age of 19-24 years, which is the second largest in Indonesia. Therefore, IWU's e-learning-based learning is a substitute solution for face-to-face learning. Various problems arise and what is being questioned is the perceived decrease in student motivation as a result of the implementation of learning using e-learning. Lack of monitoring of student attendance in lectures, lack of control over the achievements of each student, as well as the presence of some students who want face-to-face learning to be implemented immediately. This study aims to determine the effectiveness of learning using e-learning on satisfaction and its implications for learning motivation in International Women University students. The descriptive method with a quantitative approach is used in this study with a total sample of 356 respondents from a total of 3234 students using the Slovin formula. Analysis using the SPSS 20 for windows software program was used in this study. Questionnaires were collected through the distribution of google forms. The results of this study indicate that the effectiveness of learning using IWU's e-learning is an effective solution to create student satisfaction and has implications for student motivation at International Women's University.

**Keywords:** Effectiveness e-learning, satisfaction, Motivation Study, International Women's University

## 1. Introduction

Currently, information technology has developed very rapidly, it is undeniable that the use of the internet has become a habit that is difficult to remove from human activity. In Indonesia, the use of the internet is growing every year. As mentioned in APJII (Association of Indonesian Internet Service Providers) in 2015, it has reached 143.26 thousand users. And also according to KEMKOMINFO (Kementerian Komunikasi dan Informasi Republik Indonesia) internet users have reached 82 million users in 2021.

**Figure 1.1**  
**Internet Development in Indonesia**



Sumber: APJII (Asosiasi Penyelenggara Jasa Internet) 2017

Not only for entertainment, but the internet also plays a very important role in the world of education, because many students use the internet to support the learning process.

**Figure 1.2**  
**Percentage of Age Using the Internet**

Kelompok Umur - Komunikasi	Persentase Penduduk Usia 5 Tahun ke Atas yang Pernah Mengakses Internet dalam 3 Bulan Terakhir Menurut Kelompok Umur (Persen)		
	2018	2019	2020
5-12	5,69	7,93	9,55
13-15	8,72	7,86	7,42
16-18	11,21	9,66	8,83
19-24	20,23	18,72	17,13
25+	54,15	55,84	57,07

Sumber : Badan Pusat Statistik 2020

It can be seen according to the percentage of the Central Statistics Agency that internet users at the age of 19-24 years are the second-highest ranking from 2018 to 2020, where that age is a period where education is dominated. The rapid development of Information Technology (IT) has had a major influence on the world of education.

The current Covid-19 pandemic is still ongoing and of course brings many changes to learning methods. An official announcement from the Ministry of



Education and Culture of the Republic of Indonesia states that 94% of students must study from home. Universities that fully carry out face-to-face methods in the learning process as well as thesis guidance and other activities, inevitably have to use new learning methods. The use of E-learning is one way that can be used for distance learning.

His research states that *e-learning* is a new way of teaching and learning process using internet access [1]. Can be accessed anywhere and anytime as long as you have an internet network. So that they can expand their learning network with diverse content and wide coverage.

International Women's University is one of the universities in Bandung that has been using *e-learning* since the 2020 pandemic in the teaching and learning process. An *e-learning* portal service with the address <https://elearning.iwu.ac.id/> can only be accessed by students and lecturers who already hold the key to enter. Learning using E-learning is a new thing and provides a different experience for students and lecturers.

The results of the initial survey by distributing questionnaires to students, there are various problems that arise and are questioned, namely, student motivation is felt to have decreased as a result of the implementation of learning using e-learning. Students as users of E-learning, need to get maximum service as long as online lessons are still being implemented, due to the lack of monitoring of student attendance while attending lectures, the lack of control over each student's achievement, and also the presence of some students who want face-to-face learning to be opened immediately. if the services provided by the lecturer are still deemed insufficient for the needs of students.

The use of e-learning is expected to facilitate and improve the quality of the teaching and learning process at the International Women's University. The expected final result is an increase in students' academic achievement and skills as well as a reduction in costs, time and energy in the teaching and learning process [2].

Student satisfaction in the use of E-learning is an important input for improving the learning process in the future. Especially if the COVID-19 pandemic still occurs, the use of E-learning will continue to be chosen as an effective method of learning. With formula problem :

- a. How to influence Variable Effectiveness to Variable Satisfaction
- b. How to influence Variable Effectiveness to Variable Satisfaction and impact Variable Motivation

Therefore, the purpose of this study was to determine the effectiveness of learning using e-learning on satisfaction and implication on motivation study at International Women's University students .

**a. E-learning**

E-learning is the use and utilization of the internet and the web to create new learning experiences [3]. E-learning is a learning media that uses Information Technology with the aim of

Efficiency, effectiveness, transparency, and comfort while learning, with the object being a better, more interesting, interactive and attractive learning service, and the expected end result is an increase in student academic achievement [2].

**b. Effectiveness**

Effective learning is a structured combination that includes humans, materials, facilities, equipment and procedures which will have a positive impact and increase students' academic potential for learning purposes [4].

The effectiveness of learning is a measure of the success of a process of interaction between students and teachers [5]. The effectiveness of learning can be seen from the activities of students in learning and mastery of students' concepts. There are 3 indicators that can affect the effectiveness of student learning [6].

1) Perception of Ease, 2) Perception of Benefit, 3) Quality of User Service.

**c. Satisfaction**

Satisfaction is a definition of a feeling of fulfillment of expectations, needs or desires [7]. The level of student satisfaction is generated from the level of student satisfaction from the learning process and also the results obtained during learning [7].

**d. Motivation**

Motivation is one of the important factors in learning success [8]. Motivation can also greatly affect what we will learn, how we learn, as well as the time we will choose to carry out the learning process. Motivation also pushes us towards a better direction than we expect physically and mentally, so what we do becomes an important part of motivation [9].



## 2. Method

Research was conducted using the Analysis track with using Path Analysis. Path analysis is \_ procedure statistics used \_ for analyze connections because of the result between variables studied [ 10] . Primary data or data that will be taken from the decision of the questionnaire, as well as secondary data that the authors take from several books and journals that support it. The total population is 3234 students. sampling as many as 97 respondents used the slovin formula with an error rate of 0.1%. For each question, 5 answer choices are given, with a Questionnaire collected through a deployment google form . Analysis track with the SPSS 20 software program *for windows* used in the study.

## 3. Results and Discussion

Table 1 shows the results of the data that have been processed from the results of the questionnaire related to Student Effectiveness and Satisfaction

**Coefficients <sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,858	3,159		2,487	0.015
Effectiveness	,743	,093	,632	7,958	,000

a. Dependent Variable: Satisfaction

The value of Sig is 0.000, because Sig. 0.000, 0.05 means that effectiveness has a significant effect on satisfaction

**Table 2 Summary Model of Effectiveness Variables on Satisfaction**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,632 <sup>a</sup>	,400	,394	3,616

a. Predictors: (Constant), Effectiveness

The R Square in the table shows 0.400, which means that the effect of the Effectiveness variable on Satisfaction is 40%.

Table 3 shows the results of the data that have been processed from the results of the questionnaire related to effectiveness on satisfaction and its impact on motivation

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21.385	2,708		7,897	,000
Effectiveness	,166	,100	,200	1,656	,001
Satisfaction	,189	,085	,267	2,216	0.029

a. Dependent Variable: Motivation

- Value of Sig. The effectiveness variable is 0.001, because  $\text{Sig} < 0.05$ , it can be concluded that the effectiveness variable has a significant effect on the motivation variable.
- Value of Sig. The satisfaction variable is 0.029, because the value of Sig.  $0.029 < 0.05$ , it can be concluded that the satisfaction variable has a significant effect on the motivation variable.

Table 4 Summary Model of Effectiveness Variables on Satisfaction and Its Impact on Motivation

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,423 <sup>a</sup>	,179	,161	3,003

a. Predictors: (Constant), Satisfaction, Effectiveness

The R Square in the table shows 0.179, which means that the effect of the effectiveness variable and the satisfaction variable on the motivation variable is 17.9%.

#### 4. Conclusion

From the research results, e-learning-based learning at IWU has been effective as a solution for learning during the covid 19 pandemic. Students are quite satisfied and motivated students strong enough to learn to use e-learning. The results of the analysis prove that the effectiveness of learning using e-learning iwu has a significant effect on



satisfaction by 40% and has an impact on student learning motivation of 17.9. This proves that the effective use of E-learning is a priority for International Women University in an effort to create learning satisfaction and have an impact on student learning motivation.

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