THE EFFECT OF E-LEARNING SYSTEM QUALITY ON E-LEARNING SYSTEM EFFECTIVENESS

Study on MyKlass as the E-Learning System of the Faculty of Economics and Business Universitas Muhammadiyah Yogyakarta

PENGARUH KUALITAS SISTEM E-LEARNING TERHADAP EFEKTIVITAS SISTEM E-LEARNING

Penelitian pada MyKlass sebagai Sistem E-Learning Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to obtain a Bachelor's Degree at the Faculty of Economics and Business Management Study Program
Universitas Muhammadiyah Yogyakarta



By
RAVENA ZALPA LUQYANA
(20190410479)

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2022

DECLARATION

I herewith:

Name: Ravena Zalpa Luqyana

NIM: 20190410479

Study Program: Management

mistake is discovered later.

Faculty: Faculty of Economics and Business

Declare that the thesis I wrote for one of the requirements for earning this bachelor's degree, "The Effect of E-Learning System Quality on E-Learning Effectiveness: Study on Myklass as the E-Learning System of the Faculty of Economics and Business at Universitas Muhammadiyah Yogyakarta" is entirely original. After conducting research, receiving advice, participating in discussions, and presenting my exam results, I created my thesis. All quotations, direct and indirect, from books, articles, or other sources have been accompanied by the source's name in the manner customary in scientific writing. The complete content of this scientific article is still my responsibility, even though the examiner team and the thesis supervisor have signed to validate it. I'm prepared to suffer the repercussions if a

Yogyakarta, December 9, 2022

Ravena Zalpa Luqyana

DEDICATION

I dedicate this thesis to my parents, who constantly wish me the best and who are completely behind me.

PREFACE

All praise be to Allah SWT, who has bestowed His grace and guidance throughout the writing of the thesis, The Effect Of E-Learning System Quality On E-Learning System Effectiveness, Study On MyClass Faculty Of Economics And Business Universitas Muhammadiyah Yogyakarta, which is one of the requirements for earning a Bachelor of Economics degree. This thesis' completion would not have been possible without the assistance of numerous people. The author would like to offer his sincere gratitude to the following for that:

- 1 Dr. Ir. Gunawan Budiyanto, M.P. as Chancellor of the Universitas Muhammadiyah Yogyakarta.
- 2 Prof. Rizal Yaya, S.E., M.Sc., Ph.D., Ak., CA. as Dean of the Faculty of Economics and Business Universitas Muhammadiyah Yogyakarta.
- 3 Dr. Rr. Sri Handari W, SE., M.Sc. as the Head of the Management Study Program, Universitas Muhammadiyah Yogyakarta.
- 4 Meika Kurnia Puji RDA, S.E., M.Sc., Ph.D. as an Academic Advisor who has taken the time and provided motivation
- 5 Punang Amari Puja, SE., ST., M.IT. as a supervisor who has taken the time to guide and correct as well as provide direction in writing this thesis.
- 6 Fauziyah, SE., M.Si as a lecturer who has helped provide information related to data processing and provide time.
- 7 Dr. Ika Nurul Qamari, SE., M.Sc. as a lecturer in the faculty of economics and business who has taken the time to provide direction and motivation
- 8 All the management lecturers who have provided knowledge so far.
- 9 My beloved father, mother and family who have cared for me with love and affection and always prayed for the good for me relentlessly.

- 10 Bapak and Ibu Kos and family who gave the spirit and motivation in completing this task.
- 11 The Myklass technician who gave the time and willingness to be a resource person in this research
- 12 FEB UMY students who gave their time and helped become respondents in this research
- 13 Friends of struggle in college, (Dwita, Intan, Salma, Tata, Lusy, Dessy and Angel) who always accompanied and encouraged them while studying at UMY
- 14 Murfingatun Khimayah Middle School friend who is super good

The author is aware that there are still problems with this thesis. Therefore, the author greatly anticipates constructive comments and ideas. Hopefully this thesis is useful for many parties.

Yogyakarta, November 22, 2022

A

Ravena Zalpa Luqyana

MOTTO

Meaning: "Do not be weak, and do not (also) be sad, even though you are the highest (degrees), if you are believers." (Q.S. Ali Imran: 139)

Meaning: "For verily after hardship there is ease, verily after hardship there is ease." (Q.S. Al-Insyirah: 5-6)

TABLE OF CONTENT

COVER	
TITLE PAGE	
APPROVAL PAGE	
EXAMINER APPROVAL PAGE	
DECLARATION	
DEDICATION	vi
PREFACE	vii
MOTTO	
TABLE OF CONTENT	X
LIST OF TABLE	xii
LIST OF FIGURE	xiii
ABSTRACT	xiv
CHAPTER I	1
INTRODUCTION	1
1.1. Research Background	
1.2. Research Problems Formulation	6
1.3. Research Objectives	
1.4. Research Benefits	8
CHAPTER II	9
LITERATURE REVIEW	
2.1 Theoritical Basis	
2.2 Definition and Concept of Variable	
2.3 Relationship Between Variables	
2.4 Previous Research Result	
2.5 Research Model	
CHAPTER III	
RESEARCH METHOD	
3.1 Research Approach	
3.2 Research Object and Subject	
3.3 Population, Sample, and Sampling Technique	
3.4 Type of Data and Data Collection Technique	
3.5 Definition of Research Operational Variables	
3.6 Instrument and Data Quality Test	
3.7 Hypothesis Test and Data Analysis	
CHAPTER IV	
RESULT AND DISCUSSION	
4.1 General Description of Object Research	
4.2 Analysis of Descriptive Statistics	
4.3 Instruments and Data Quality Test	
4.4 Quantitative Research Result	
4.5 Discussion of Quantitatif Result	
4.6 Qualitatif Research Result	
CHAPTER V	

CONCLUSION AND RECOMENDATION, AND RESEARCH		
LIMITATION	77	
5.1 Conclusion	77	
5.2 Recomendation	79	
5.3 Research Limitations	80	
REFERENCES	82	
APPENDIX	87	
APPENDIX 1: Questionnaire		
APPENDIX 2 : Questionnaire Results	99	
APPENDIX 3: Frequency of Respondent	106	
APPENDIX 4: Descriptive Statistics	107	
APPENDIX 5: Validity and Reliability Test	109	
APPENDIX 6: Normality Test & Bootstrap	111	
APPENDIX 7 : CHIINV & Outliers	112	
APPENDIX 8 : Model	126	
APPENDIX 9: Goodness of Fit	127	
APPENDIX 10: Regression weight	131	
APPENDIX 11: Open-ended Questions Result	132	
APPENDIX 12: Interview and Coding Result with Technical Staff Syst	tem E-	
Learning Myklass FEB UMY 1	133	
APPENDIX 13: Interview and Coding Result with Technical Staff Syst	tem E-	
Learning Myklass FEB UMY 2	135	

LIST OF TABLE

	4.0
Table 2.1 Previous Research Result	
Table 3.1 Scale	
Table 3.2 Definition of Research Operational Variables	
Table 3.3 Goodness Of Fit Indices	
Table 4.1 Distribution of Respondent by Gender	
Table 4.2 Distribution of Respondent by Study Program	
Table 4.3 Distribution of Respondent by Classess	
Table 4.4 Descriptive Statistics Information Quality	39
Table 4.5 Descriptive Statistics System Quality	
Table 4.6 Descriptive Statistics Service Quality	41
Table 4.7 Descriptive Statistics User Satisfaction	41
Table 4.8 Descriptive Statistics Net Benefit	42
Table 4.9 Result of Validity Test	43
Table 4.10 Result of Reliability Test	44
Table 4.11 Degrees of Freedom	47
Table 4.12 Normality Test	48
Table 4.13 Result Bollen Stine Bootstrap	50
Table 4.14 Outlier Test	51
Table 4.15 Result After Outlier Test	52
Table 4.16 Goodness of Fit before Modification	53
Table 4.17 Modification Indices	54
Table 4.18 Goodness of Fit after Modification	55
Table 4.19 Hypothesis Test Result	57
Table 4.20 Answer to Question "What are the problems faced by use	rs when using
the E - Learning System of Universitas Muhammadiyah Yogyakarta	66
Table 4.21 Answer to Question "What are the problems faced by tec	hnical staff in
the implementing of the E - learning system of the Universitas M	uhammadiyah
Yogyakarta	
Table 4.22 Answer to Question "What are the solution given by the	technical staff
to address user problems in using E - learning system a	t Universitas
Muhammadiyah Yogyakarta	71
Table 4.23 Answer to Question "What are the problems faced by tec	hnical staff in
implementing the E - learning system at Universitas Muhammadiya	

LIST OF FIGURE

Figure 1.1 Global Corporate E – Learning Market	2
Figure 1.2 The State of the Development of E – Learning in Indonesia	3
Figure 2.1 Information Success Model (Delone & McLean, 2003)	10
Figure 2.2 Information Success Model (Yengin et al., 2011)	10
Figure 2.3 Research Model of Chopra et al. (2009)	11
Figure 2.4 Research Model	23
Figure 3.1 Interval Formula	31
Figure 4.1 Path Diagram	46
Figure 4.2 Structural Equation	46
Figure 4.3 CHIINV Calculator	51
Figure 4.4 Output Model SEM	53