

ABSTRACT

USER ACCEPTANCE ANALYSIS OF E-LEARNING IMPLEMENTATION DURING THE COVID-19 PANDEMIC USING TASK TECHNOLOGY FIT (TTF) APPROACH (CASE STUDY: CELOE LMS TELKOM UNIVERSITY)

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Enterprise Resource Planning (ERP) systems are rapidly developing in the field of education as a method of channeling information with automatic integration in different departments. ERP implementation functions to manage activities and decision making according to the conditions of an organization, but not all information systems applications are well accepted by users. Therefore, it is necessary to adopt ERP as a measure of the success of ERP implementation to improve service quality. This study aims to analyze user acceptance of the e-learning system at Telkom University, namely the Center of eLearning & Open Education (CeLOE LMS). As one of the online distance learning platforms and supporting the academic activity process during the distance learning pandemic. This research was conducted to measure the suitability of the implementation of information technology in meeting the needs of the user's task so that it can have an impact on individuals.

The model used is the Task Technology Fit (TTF) which consists of 5 variables, namely Task Characteristics, Technology Characteristic, Task-Technology Fit, Utilization, and Performance Impact. The research data collection used quantitative methods by distributing questionnaires and online interviews to active undergraduate students of Telkom University semesters 1 to 7 using CeLOE LMS. The resulting data is primary data from respondents answers which were analyzed using statistical data processing applications, namely SPSS 25 and SmartPLS 3.0 with the PLS-SEM method. The results of the research data processed indicate that CeLOE LMS and the needs of student assignments have a significant effect on the suitability of assignments and technology. Then the suitability of tasks with technology has a significant effect on the use of CeLOE LMS and the impact on student performance. The use of CeLOE LMS also has a significant effect on the impact of student performance.

Keywords: ERP, Covid-19, E-Learning, LMS, CeLOE LMS, User Acceptance, TTF