ABSTRACT

The impact of the pandemic in Indonesia has been quite pronounced, especially in the education sector, before pre-COVID-19, learning was carried out directly or indirectly, but after the pandemic took place, the transfer of learning media has now shifted through the learning process using the blended learning method. Teaching and learning activities are carried out using the blended learning method. Therefore, the internet network in learning in the current post COVID-19 era really determines success in learning.

The method used is a quantitative method with the type chosen being descriptive & causal. Sampling used the Non Probability Sampling technique, Purposive Sampling type. Based on the results of the Slovin formula calculation, a sample of 100 respondents was obtained. In this study, data processing used moderated regression analysis (MRA) and processed using SPSS ver.23 software.

The results of the research explain that the blended learning method weakens the relationship between learning motivation and learning satisfaction for students in the Business Administration Study Program at Telkom University. Based on the results of the determination test, it is known that the influence of Learning Motivation, the blended learning method on learning satisfaction is 6.6% and the rest is influenced by other variables.

Keywords: Learning Motivation, Blended Learning Method Moderation, Learning Satisfaction