

THE EFFECT OF TAM AND SERVQUAL FACTORS TOWARDS STUDENTS' SATISFACTION AND LEARNING OUTCOMES IN THE CONTEXT OF ONLINE LEARNING

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ABSTRACT

The purpose of this research is to figure out the effect of TAM factors towards Students' Satisfaction, the effect of SERVQUAL factors towards Students' Satisfaction, and the effect of Students' Satisfaction towards students' Learning Outcomes in the context of online learning. Five hypotheses were tested to examine the relationships between proposed variables.

Quantitative approach was employed to examine the opinion of the students regarding online learning they have enrolled. 553 students from 9 universities were surveyed to expressed their opinion regarding online learning. The gathered data were analyzed using path analysis to find out the effect of the variables studied.

The findings show that TAM has no significant effect on Learning Outcomes with a significance level of 0.270, SERVQUAL has a positive and significant effect on Learning Outcomes with a significance level of 0,000 or less than 0.05, Students' Satisfaction has a positive and significant effect on Learning Outcomes, TAM has a positive and significant effect on Student's Satisfaction, SERVQUAL has a positive and significant effect on Student's Satisfaction with a significance level of 0,000 or less than 0.05. The result will be beneficial for universities in improving their online learning mode so that the students' Learning Outcomes will also be improved.

Kata Kunci: *TAM, SERVQUAL, Students, satisfaction, Learning outcomes*