

STUDENT'S BEHAVIOR AND PERFORMANCE IN ONLINE LEARNING: THE ROLE OF SOCIAL MEDIA YOUTUBE AS A LEARNING SOURCE

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ABSTRACT

Online learning has developed rapidly. In contrast to its rapid development, the effect of online learning is not satisfying, especially from the student's point of view. Online learning is often associated with social media. The significant increase in social media use has had varied impacts. YouTube is the most used social media platform. As a learning source for online learning, YouTube has great potential to influence student's learning behavior and performance. Thus, this study aims to determine how the influence of students' attitudes towards YouTube as a learning resource on student behavior and learning performance with self-efficacy as a mediator.

It is explanatory research, using a quantitative approach with a survey method. The data in this research was collected using an online questionnaire. The population of this research is students of the Faculty of Economics, Yogyakarta State University, and students of the Faculty of Business and Management, University of MARA Shah Alam-Malaysia. This study used a sample consisting of students from the second semester to the fourth semester.

The research results are: (1) students' intrinsic factors, attitudes and self-efficiency, influence student learning behavior and performance. (2) students' attitudes towards YouTube are not the main determinant of student learning behavior at Faculty of Business and Management, UiTM, and (3) students' self-efficacy in online learning is proven to mediate the relationship between students' attitudes towards YouTube as a learning resource with student behavior and performance.

Kata Kunci: online learning, youtube, student behaviour, learning sources