

FACTORS INFLUENCING THE ACCEPTANCE OF E-LEARNING IN ELEMENTARY EDUCATION STUDENTS USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM)

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ABSTRACT

The covid-19 virus outbreak that has spread in Indonesia has forced most activities to be carried out from home, the implementation of the PSBB by the government in several big cities has made people work from home including in the education area, teaching and learning activities are going online. In this condition, one of the media used in the study from home process is e-learning. This study aims to analyze the factors that influence the acceptance of e-learning in elementary education students using the Technology Acceptance Model (TAM), the TAM model states that the interest in using technology is influenced by two factors, first is perceived of usefulness, which means that the extent to which a person believes that the use of this technology can improve performance and perceived ease of use, which means that the extent to which people believe that the technology is easy to use. This research is a quantitative study using correlation type with TAM model. The research was conducted by distributing questionnaires to students of the PPs Primary Education UNY. The perceptions of users analyzed are user perceptions about the ease of use of e-learning and user perceptions of the benefits of e-learning in the learning process they do. From the test results it is known that the t value is $2.95 > t_{table} 2.01$ so it can be concluded that there is an influence of X1 (Perceived Ease of Use) on Y (Acceptance), From the test results of variable X2 (Perceived of Usefulness) it is known that the t value is $1.42 < t_{table} 2.01$ so it can be concluded that there is no influence of X2 (Perceived of Usefulness) on Y (Acceptance).

Kata Kunci: *E-learning, Technology Acceptance Model, perceived of usefulness, perceived ease of use*