



## INTISARI

Perkembangan teknologi mendorong terjadinya perubahan dari banyak bidang salah satunya di bidang pendidikan, terlihat dari perkembangan platform *E-learning* saat ini. Perkembangan *E-learning* yang agresif memancing munculnya pengguna yang agresif juga, dimana pengguna memiliki kecenderungan untuk mudah berpindah ke platform lain jika harapan mereka terhadap suatu *E-learning* tidak terpenuhi. Dibutuhkan penelitian untuk mengetahui indikator dan faktor apa saja yang dapat menjadi penyebab platform *E-learning* bisa sukses dan bersaing di era perkembangan teknologi ini.

Penelitian ini mengintegrasikan beberapa indikator yaitu *DeLone and Mclean information system success model*, *Technology Acceptance Model*, dan model *user satisfaction model*. Objek dari penelitian ini merupakan tujuh platform *E-learning* yang telah bekerja sama dengan Kemendikbud RI pada tahun 2020 lalu. Data diperoleh dari penyebaran kuesioner menggunakan Google Form dengan jumlah responden 100 orang dan hasil kuesioner di analisis menggunakan metode *Partial Least Square (PLS)*.

Software SmartPLS digunakan untuk menganalisis hubungan antara faktor pada model yang telah diajukan. Berdasarkan hasil analisis diperoleh kesimpulan bahwa faktor yang mempengaruhi kesuksesan platform *E-learning* diantaranya yaitu *perceived usefulness* yang dipengaruhi oleh *learner quality* dan *system use* yang dipengaruhi oleh *educational system quality*

**Kata kunci:** Kesuksesan, *E-learning*, *Partial Least Square*.



## ABSTRACT

Technological developments encourage changes in many fields, one of which is in the field of education, as can be seen from the current development of the E-learning platform. The development of aggressive E-learning provokes the emergence of aggressive users as well, who have a tendency to easily switch to other platforms if their expectations for E-learning are not met. Research is needed to find out what indicators and factors can cause an E-learning platform to be successful and competitive in this era of technological development.

This study integrates several indicators, namely the DeLone and Mclean information system success model, the Technology Acceptance Model, and the user satisfaction model. The objects of this research are seven E-learning platforms that collaborated with the Ministry of Education and Culture of the Republic of Indonesia in 2020. Data were obtained from distributing questionnaires using Google Forms with 100 respondents and the results of the questionnaires were analyzed using the Partial Least Square (PLS) method.

SmartPLS software is used to analyze the relationship between the factors in the proposed model. Based on the results of the analysis, it can be concluded that the factors that influence the success of the E-learning platform include perceived usefulness which is influenced by learner quality and system use which is influenced by educational system quality.

**Keywords:** Success, E-learning, *Partial Least Square*.