

ABSTRAK

E-learning merupakan merupakan sarana pembelajaran yang digunakan agar proses belajar mengajar berlangsung tanpa tatap muka antara guru dan siswa. Salah satu bagian dari *E-Learning* dikenal dengan istilah *Learning Management System* (LMS) sangat berguna di perguruan tinggi untuk mengadaptasi pengelolaan proses pembelajaran dalam model *E-Learning*. *Google Classroom* adalah platform LMS yang paling banyak digunakan di Indonesia. Namun dalam pelaksanaannya, masih terdapat pengguna yang merasa memiliki kesulitan tersendiri ketika mengoperasikan LMS tersebut. Maka solusi dari permasalahan tersebut yaitu melakukan evaluasi kepuasan pengguna (user satisfaction) pada *Learning Management System* (LMS) dengan menggunakan kombinasi metode TAM (*Technology Acceptance Model*) dan UTAUT (*Unified Theory Acceptance and Use of Technology*). Kemudian untuk analisis data menggunakan metode likert untuk menghitung kepuasan pengguna dan analisis korelasi *Spearman Rank* untuk mengetahui pengaruh variabel TAM dan UTAUT terhadap kepuasan pengguna. Adapun hasil yang diperoleh yaitu nilai kepuasan pengguna berdasarkan variabel TAM dan UTAUT (*Perceived Ease of Use, Performance Expectancy, Perceived Usefulness, Effort Expectancy, Facilitating Condition, Social Influence*) yaitu 81% dan secara signifikan variabel TAM dan UTAUT mempengaruhi kepuasan pengguna *Google Classroom*.

Kata Kunci : *Technology Acceptance Model, Unified Theory Acceptance and Use of Technology, Kepuasan Pengguna, Google Classroom*

ABSTRACT

E-learning is a learning tool used so that the teaching and learning process takes place without face-to-face between teachers and students. One part of E-Learning known as the Learning Management System (LMS) is very useful in universities to adapt the management of the learning process in the E-Learning model. Google Classroom is the most widely used LMS platform in Indonesia. However, in practice, there are still users who feel they have their own difficulties when operating the LMS. So the solution to this problem is to evaluate user satisfaction with the Learning Management System (LMS) using a combination of TAM (Technology Acceptance Model) and UTAUT (Unified Theory Acceptance and Use of Technology) methods. Then for data analysis using the Likert method to calculate user satisfaction and Spearman Rank correlation analysis to determine the effect of TAM and UTAUT variables on user satisfaction. The results obtained are the user satisfaction value based on the TAM and UTAUT variables (Perceived Ease of Use, Performance Expectancy, Perceived Usefulness, Effort Expectancy, Facilitating Condition, Social Influence) which is 81% and significantly the TAM and UTAUT variables affect the satisfaction of Google Classroom users.

Keywords : Technology Acceptance Model, Unified Theory Acceptance and Use of Technology, User Satisfaction, Google Classroom