



The Influence of Integrated Quality Management on E-Learning User Satisfaction in E-Commerce Independent Study of the Merdeka Campus Program

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ABSTRACT: The rapid dissemination of information from the internet makes the internet a necessity in activities every day, especially during the Covid-19 pandemic. All sectors are undergoing changes, educational institutions are one of them. The policy set in educational institutions is to require all educational activities to be carried out remotely online. This policy greatly influences the trend of change in education institutions, especially in learning activities. The change that occurs when activities are carried out online is the use of E-learning media as one of the learning methods. The use of E-learning media is currently not only used by official educational institutions, but also used by professional institutions, one of which is Power Academy. Power Academy is one of the partners organizing the E-commerce Certified Independent Study program, part of the Merdeka Campus program. Power Academy has an E-learning learning medium, namely Power Learning. In line with the development of E-learning in this time, its use should be measured to determine the success of its application in online learning. The method used is quantitative research. This research aims to be able to find out integrated quality management, namely individual perceptions of the quality, use, and user satisfaction of the Power Learning system in E-commerce learning. It is hoped that this research in the future will provide information about the quality of the E-learning system that is effective for use in learning. Therefore, questionnaires have been distributed to 175 samples of respondents (active participants) and conducted research, used to obtain information and processed by analyzing validity test data, reliability tests, Average Variance Extracted (AVE), and R square analysis. Conclusions from the analysis, namely the quality of the system, the quality of information and the quality of service have a positive and significant effect on user satisfaction. The quality of the system must be improved especially on the appearance of Power Learning. So that Power Academy, especially integrated quality management, has the quality, use and satisfaction of Power Learning and E-commerce in the next wave of activities.

KEYWORDS: Information Quality, Kampus Merdeka, Satisfaction, System Quality, Service, Quality

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I. INTRODUCTION

The evolution of technology and information today has become commonplace, because every day people access the internet with their own needs. Coupled with the fast and easy dissemination of information, as well as the amount of information presented on the internet. At this time, the internet can be viewed as a giant library. Of course, indirectly, people depend on the internet every day, especially during the Covid-19 pandemic. The internet presents a faster online media in terms of the latest information dissemination. The Existence of the Covid-19 pandemic has made people carry out daily activities online, especially surpassed by all information that can be accessed in just one device (gadget) / smart phone (smartphone).

The Covid-19 outbreak has made it a benefit from the use of technology in obtaining various information sourced from the internet. The world of education is one that applies the benefits of using technology and information. Educational activities can be carried out remotely via the internet, minimizing face-to-face meetings in person. Educational activities carried out through online itself have the aim of breaking the cycle of transmission of covid-19. On August 7, 2020, four ministers issued a Joint Decree (SKB), establishing learning policies in the current pandemic era. Educational institutions are given various freedoms to determine curricula that can adapt to pandemic conditions, based on the needs of each educational institution. Online Learning utilizing

technology produces several learning methods through online application media, the following is a survey conducted by the Indonesian Association for Education and Teachers (P2GI).

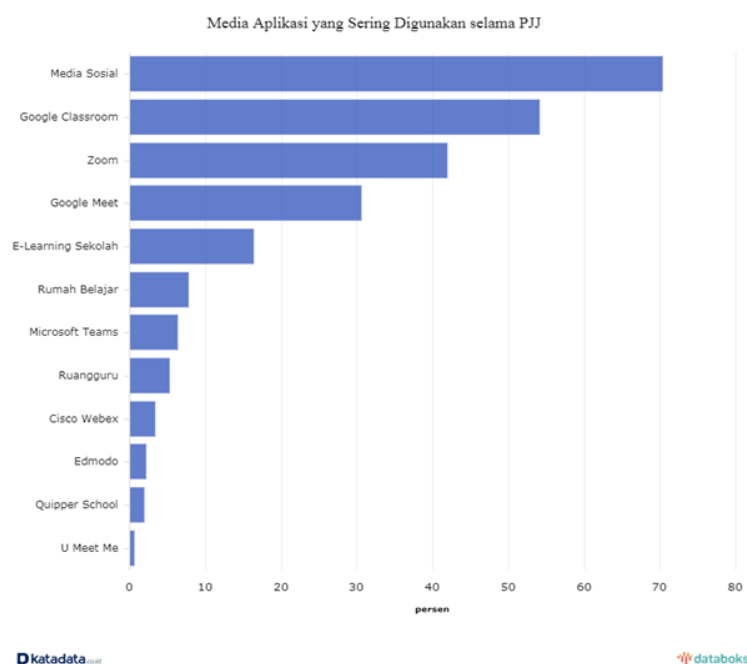


Figure1
Frequently Used Application Media during PJJ

The study was conducted at various levels of education, P2GI measuring surveying 29 provinces and 100 cities/districts, around 320 data on teachers, school staff, and principals were collected. Data collection by online means from November 24 to November 27, 2020. According to the Indonesian Teachers and Education Association, during the Covid-19 pandemic, 70% of the data was obtained, for distance learning jauh (PJJ) 70% used social media platforms Facebook, Whatsapp, Instagram, and Line. Furthermore, data on the use of the application as a support for learning was obtained as follows, as many as 54% of respondents use Google Classroom, 42 percent of respondents prefer the Zoom application. After that, 31% of people reported that they used Google Meet for PJJ, and the rest used other distance learning support apps.

As previously stated, the phenomenon of using and using information and technology has a significant impact on changing trends in the world of education, especially in terms of teaching methods. The changes that occur in the world of education can be indicated by several things such as, the availability of many and easy learning resources, the use and use of technology information and communication of various online media such as E-learning, other forms of learning as a form of learning, as well as learning models with blended learning systems or self-study. [1]. One of the alternative learning methods is the use of E-learning, sistem E-learning is a feasible solution for a big n of educational problems in Indonesia. E-learning is intended to help teachers and students overcome obstacles such as space and time constraints. Teachers and students are no longer required to meet face-to-face at that time in the E-learning arena. By ignoring these two aspects, the educational process can be neglected at any time [2]. In line with the development of the current E-learning system, it is important to evaluate E-learning and its absorption. The evaluation aims to determine the level of achievement of the E-learning website so that further improvement efforts can be made [3]. When an institution has implemented an E-learning system in its institution, its achievement or effectiveness must be measured and determined in a thorough manner.

The application of E-learning as a learning method today is not only in the official educational institutions, but has been applied to various organizations and professional institutions, one of which is the Power academy. Power Academy is one of the partners organizing the E-commerce Certified Independent Study program, part of the Merdeka Campus program. Power academy aims to reduce the GAP between the needs of the E-commerce industry and the experts needed, through the Independent Study program held, Power academy applies learning methods that are directly equated with the ecosystem in E-commerce, mentors who are experienced and are professionals in the E-commerce ecosystem involved directly into learning activities, so that

participants can get theory and practice directly from mentors who have experience in the E-commerce ecosystem.

This E-commerce Certified Independent Study was held to increase the quantity of university graduates in Indonesia who are better prepared to work in the field of E-commerce. The learning method is experience learning, where students learn through the process of implementing the material they get in various tasks. The provision of material is given both synchronously (among others in the form of lectures and questions and answers, group discussions, presentation of results, all through online meetings) and asynchronously (among others by providing reading materials, teaching videos, practice questions). Online learning methods can be applied by utilizing video conferencing and utilizing E-learning media or referred to as synchronous methods and asynchronous methods [4]. Power academy has an E-learning learning media, namely Power learning, which contains information related to information on activity schedules, activity modules, to feedback by mentors on the tasks that have been done.

Several researchers have conducted research related to E-learning, one of which is [1]. In his research concluded that to meet the use of an E-learning system, the E-learning system must have a good system quality. The research is within the scope of the official educational institution, namely Mercu Buana University. Furthermore, in the study [5] concluded that the satisfaction of STIE Muhammadiyah Jakarta students was positively influenced by service quality variables, then indicators measurement of service variables that play a very important role in satisfaction, namely in the aspects of the level of application of learning delivered by lecturers and the utilization of the SIAKAD system. Furthermore, the study [6] concluded that satisfaction is positively influenced by the quality of the information system and the quality of service in online learning.

E-learning which is used as one of the teaching methods and adopted by professional institutions / organizations becomes the main motivation of the author of the research, focusing on solid quality management consisting of system quality variables, information and service terhadap user satisfaction. The recency of this research is yaitu, the scope of research is carried out in Organisasi / Professional institutions. The focus of this research is the individual perspective on integrated quality management, namely individual perception on the quality, use, and user satisfaction of power learning systems in learning E-commerce.

Based on the explanations that have been explained above, a problem can be compiled in this problem, is integrated quality management related to user satisfaction? Later, it can be hoped that this research will provide empirical data in the next research, especially related to the relationship between which quality is integrated in quality, use and satisfaction, then can then be used as a measurement of bagi the Power academy, especially about which quality is integrated on the quality, use and satisfaction of Power learning and E-commerce learning in the next wave of activities.

II. LITERATURE REVIEW

Integrated Quality Management in Educational Institutions

The principle of integrated quality management requires comprehensive supervision of the actions of the Institution by all members of the educational institution. Due to large number of changes in rules and conditions, supervision and evaluation need to be used to ensure that all processes work effectively to achieve goals [7]. Because all parties who take part in all aspects of education in lembaga pendidikan must fully understand the essence and purpose of education, the implementation of integrated quality management means that all members of the institution are responsible for the quality of education. That is, all interested people must understand the purpose of education. Integrated quality management cannot be implemented if people have a hand in education that does not have a thorough understanding. Integrated quality management in education has the main objective, namely, improving the quality of education in the long term, consistently, and thoroughly. Such goals can be achieved by applying user-centric principles, improving the quality of the process, and involving all components of education [8]. The combination of all the functions of elements in an institution becomes a holistic philosophy that is compiled based on a perspective on quality, cooperation, productivity and satisfaction, is the meaning of actual integrated quality management [9].

Information System

A system consists of elements or parts of the elements that interact, correlate, influence, and collaborate to achieve a common goal. Information that can be used to inform the growth of an institution is the final product of a series of data collection, processing, and interpretation activities. An information system collection can be used to process, collect and present output data in the form of appropriate information in order to support decision making in an institution [10]. User satisfaction and the achievement of an information system are influenced by quality. The satisfaction of information system users is also described by several things such as ease, comfort, and security [11]. A model is needed in analyzing aspects of the success of information systems. DeLone and McLean's model can be used as an alternative measurement and has been widely adapted in research that examines the success of the information system [12].

Education Management Information System

The survival of an educational institution depends on good management and management, this is an absolute requirement for an educational institution to survive. In order for an educational institution to survive to develop, it needs appropriate information management [13]. Advances in science and information technology have changed most of the views and habits of social life in society in Indonesia, especially in the world of education.

Research conducted [14] to develop a successful and quality educational management information, it takes an important aspect, namely human resources that manage well for the availability of information technology management, you can create a conducive learning environment.

System quality

A quality system based on the validity of the information system, which consists of software and hardware [15]. De Lone and McLean, 2003 [16] explain the so-called system quality i.e. Quality of software and hardware of information systems, focusing on information about the system itself, covering things such as simplicity of use, reliability of the system, sophistication, and response time.

Quality of information

An information system can produce an output that can be used, the output used is the quality of information. The results of quality information output can be in the form of accurate and easy-to-understand information, complete and sufficient information, and precise information [17]. Information technology used in an application system must be able to interpret information that can be used by its users in making decisions [18].

Quality of service

According to [19], proper delivery to customers and efforts in fulfilling customer wishes and requirements is called service quality. In his research [20] explained the attributes and features contained in a product and service, its capacity to influence the need to satisfy needs in satisfying needs customers who are spoken or not spoken are called quality of service. In research [21] explaining the service received by customers produces a perception of the measure of the service that has been obtained, measuring between expectations and in fact, that measure is the quality of service. The purpose of the quality of service is the measure of service provided in meeting consumer expectations [22]. From some of the exposures above, it produces a conclusion about the quality of service. If a product or service is received by the customer in accordance with what is expected, good quality, the perception of the quality of service will be good.

User satisfaction

A general assessment of the user's experience in using an information system and the possibility of disruption that will result in it is called user satisfaction [23]. User satisfaction cannot be separated from the experience in using information systems, how users feel the benefits and how they feel when using them, these two feelings can be affected by the characteristics of each individual that are different. User satisfaction is a feeling that is not influenced by anything in the form of pleasure or dissatisfaction resulting from interaction with information systems, based on the benefits to the whole that the individual anticipates.

Hypothesis

A proposition formulation that serves as a tentative answer to a problem that is further tested empirically is called a hypothesis. A hypothesis is a type of proposition that is usually used to express the relationship between two or more variables, the relationship produces a statement that can be formulated into the framework of the theory. The problem formulated can produce a temporary answer or also called a hypothesis, which comes from a framework that can formulate a hypothesis. Using a causal, associative (causal) hypothesis is a kind of hypothesis that investigates the intertwining of more than two variables. [24].

[1] in his research user satisfaction is positively influenced by system quality. [10] also states about user satisfaction in the positive influence of system quality variables. The hypothesis presented, based on the theoretical foundations as well as previous studies, the first hypothesis:

H(1) : System quality has a positive effect on user satisfaction

In his research [25] concluded that an information system produces information characteristics, these characteristics become a reference for the quality of information. The information conveyed becomes the basis of the quality of the information, if the information is accurate and up to date, and the information is allied and can be useful for users.

Based on the theoretical foundation as well as previous studies, the second hypothesis:

H(2) : Information Quality has a positive effect on user satisfaction

Research related to information systems has widely used the dimension of service quality, along with the quality of information and systems as an alternative to measuring effectiveness. The recommended measure of service quality consists of assurance, responsiveness, reliability, empathy and tangibility [26]. Research conducted by [5] stated, satisfaction is positively and significantly influenced by the quality of service.

Based on the theoretical foundation as well as previous studies, the third hypothesis:

H(3) : Service Quality has a positive effect on user satisfaction

III. RESEARCH METHODS

This research used quantitative methods, carried out an analysis of independent variables System quality, information quality and service quality which directly affects the satisfaction of E-learning Users (Power learning). Primary data was used as data source in this study. The use of questionnaire method is intended to be able to take the data needed in conducting research, all participants of the E-commerce Certified Independent Study become the object in this research. Partial Least Square (PLS) use for hypothesis testing. One of the alternative methods based on variance uses Structural Equation Modelling (SEM).

Causal research design used in this study, looking at the relationship between two or more variables. The impact of system quality, information quality, and service quality on power learning users satisfaction.

1. Bound variables (Dependent), namely:

a. E-learning users satisfaction (Y)

2. Free Variables (Independent), namely:

a. System quality (X1)

b. Information quality (X2)

c. Service quality (X3)

The sample in a research activity is to represent and be used as a research subject respondent or to be researched and used as a research respondent. As stated by (Sugiyono, 2017) states that the sample is part of the number and characteristics possessed by the population. Determination of the sample needs to be done in a way that can be accounted for to get the correct data, so that the conclusions drawn can be trusted. So that the samples taken are representative, the sampling technique used is saturated sampling. According to (Sugiyono, 2017), the saturated sampling technique is a sampling technique when all members of the population are used as samples. All members of the population of 200 people were used as samples, then the sample received by the researchers is 175 respondents.

Data Analysis Methods

In quantitative research, the collection of all respondent questionnaire data was then analyzed on the respondent's data. The stages in data analysis include, variable data and types of respondents are grouped, the data that has been obtained from respondents is tabulated based on the variables, each variable that has been studied is presented with data, the formulation of the problem is answered through calculations first and conducting a hypothesis test proposed (Sugiyono, 2017). The data were analyzed using partial least squares (PLS). PLS analysis is a comparative approach that compares many dependent variables and independent variables [28]. The reason why researchers use PLS is because the depiction of multivariate statistical models by Structural Equation Modelling (SEM) can help the data obtained can be tested in theory and based on empirical research [29]. can mediate between variable quality systems, information and services. Researchers utilize PLS SmartPLS 2.0 software to facilitate the data testing process. Pengujian outer model, inner model assessment to test validity and reliability and hypothesis testing are 3 stages in PLS analysis [30]

Outer Model

The constructivity and reliability of the instrument were tested using an outer model or also called a measurement model.

1. Validity Test

Validity refers to how well a test or a collection of indicators are operated in the measurements of Bowin & Leonard, 1981 (In Abdillah & Hartono, 2015) An indicator of questionnaire measurement is said to be accurate or cannot be tested through this test. A questionnaire can be said to be valid if it can answer and prove what is asked in the questionnaire question. This is noted in Convergent Validity describing the value of the loading factor on the measured variable, when utilizing Smart PLS to test its validity. The value is more than 0.6. If the loading score is between 0.5 - 0.6 until convergence validity [32].

2. Reliability Test

The accuracy, accuracy, and consistency of measuring instruments are shown by testing reliability [28]. If the value of reliability construct > 0.6 means that the variable is quite reliable. Data with composite reliability > 0.6 , indicating good reliability.

Structural Model (Inner Model)

Relevance between constructs is tested using the value of the aspect of the path, R^2 for the dependent construct or the value of t for each path, the test is to evaluate the structural model in the PLS [28]. Structural models based on theory describe causal relationships between latent variables [28]. Independent variable t relative to the dependent variable t used R^2 for measurements in PLS analysis. Apabila R^2 is high, then the model is getting better. The research model gets weaker when the value of R^2 is smaller (close to zero), causing at least the contribution of the independent variable t . In hypothesis testing, to see the level of significance, it depends on the path coefficients or t -values. If the T -statistical value ≥ 1.96 , it means that the hypothesis can be expressed as supported [28].

Descriptive Analysis

Explain and describe the results of calculations from qualitative analysis and clearly describe the conditions that exist in the object of research.

Hypothesis Test

In this study, the value of t -statistics on each path is used to test the hypothesis using SmartPLS in the bootstrap display. According to [33] this bootstrap method describes a method based on resampling sample data with the condition that the data is taken in completing the sample size statistics of a sample in the hope that the sample represents the actual population data.

Testing the hypothesis can be seen through the value of t -statistics and probability values. For hypothesis testing using the t -statistical value, for alpha 5% the t -statistic value used is 1.96 [34]. So the criteria for acceptance or rejection of the hypothesis is H_a is accepted and H_0 is rejected if the t -statistic > 1.96 . To reject/accept the hypothesis using probability then H_a is accepted if the p value < 0.05 .

IV. RESULTS AND DISCUSSION

Descriptive Analysis

The satisfaction of using *E-learning*, especially in the *e-commerce* learning required by the participants, is illustrated by several alternative measurements in the quality of the system in Figure 2.

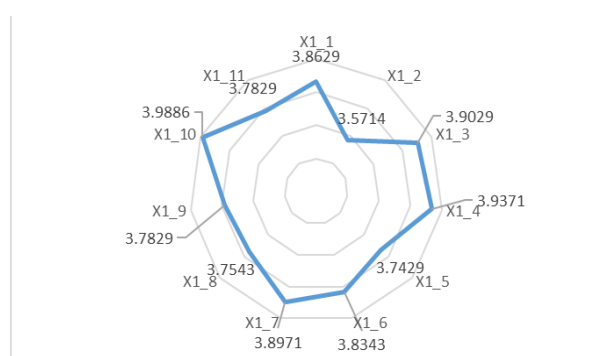


Figure2
System Quality

Based on Figure 2 variable system quality on measuring the flexibility of using power learning positively affects satisfaction. On the other hand, the appearance of the power learning system is considered less user friendly than other learning.

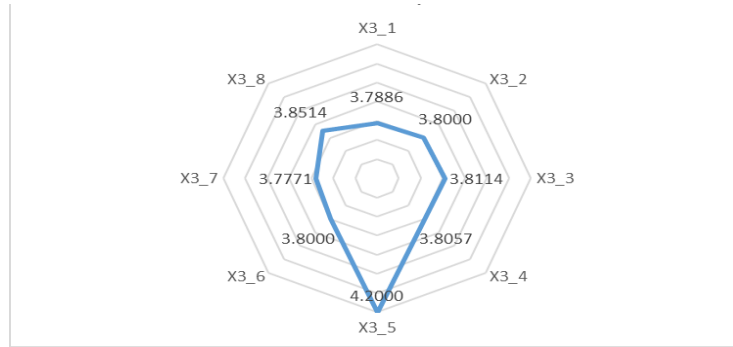


Figure3
Quality of Service

Based on Figure 3, it shows that power learning can provide accurate learning information related to E-commerce learning. Power learning is considered still not good in terms of punctuality, speed of information delivery, and speed of information update.

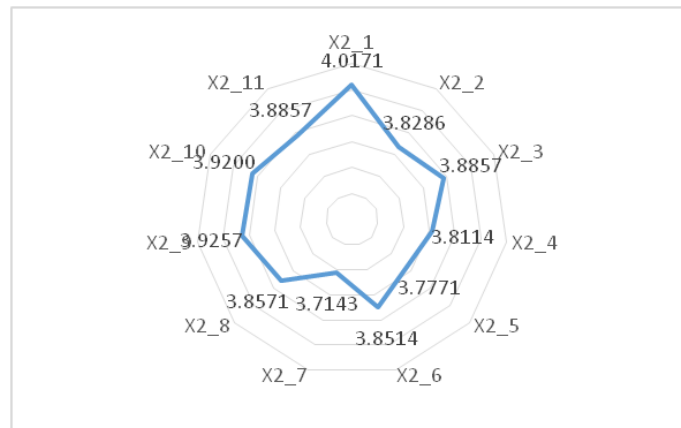


Figure4
Quality of information

Figure 4 shows that Power Academy has competent staff in facing many challenges that occur with power learning. The quality of power learning services shows that, overall, the services provided to participants when using power learning have met expectations in E-commerce learning.

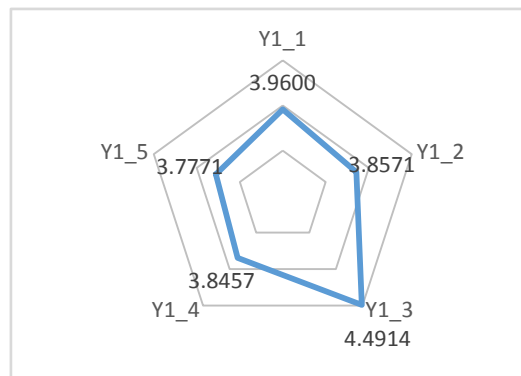


Figure5
User Satisfaction

Figure 5 shows the participants liking the zoom application for E-commerce learning because it allows participants to communicate directly with mentors and other participants. Overall, the participants were still not satisfied with the power learning media.

Validity

Utilizing Smart PLS software, check the accuracy of each alternative question as a measurement indicator. Individuals reflective actions with a loading factor value (α) > 0.5-0.6 are considered valid. The value of the loading factor (α) of >0.6 was determined in this study. If the alternative indicator has a loading factor (α) value of < 0.6, it will be eliminated or excluded from this study, indicating the inability to measure latent variables.

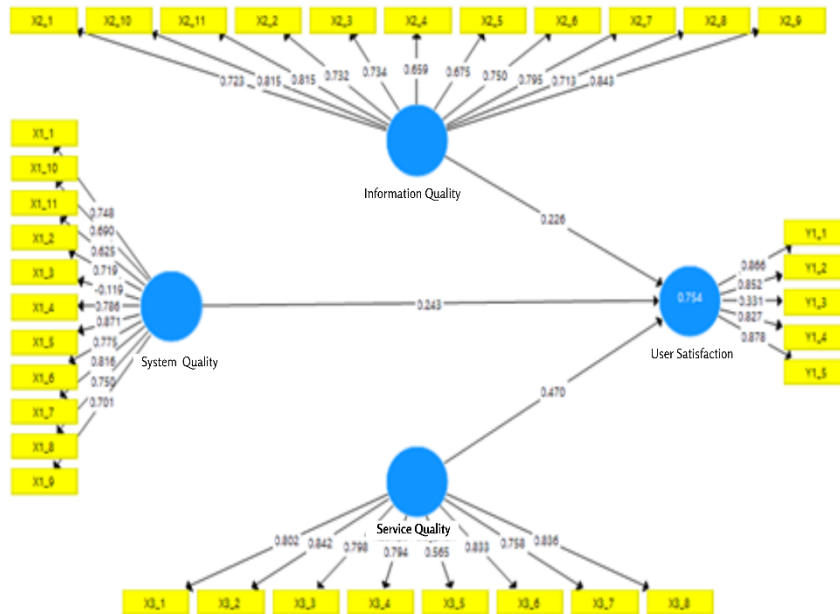


Figure 6
Path & Loading Factor Diagram of Research Variables Before Drop



Figure 7
Path & Loading Factor Diagram of Research Variables After Drop

Reliability

Table 1 shows the test results. Variable that has a construct reliability value of > 0.6 means that the variable is said to be reliable.

Table 1
Reliability Testing Results

Variable	Cronbach Alpha	Composite Reliability	AVE	Information
User satisfaction (Y)	0.881	0.918	0.738	Reliable
System quality (X1)	0.913	0.928	0.564	Reliable
Information quality (X2)	0.923	0.935	0.566	Reliable
Service quality (X3)	0.915	0.932	0.662	Reliable

Source: SmartPLS data analysis 2022

Reliability tests on all variables showed Composite reliability and the Cronbach Alpha had a value of >0.6. This means that measurements on all variables can be relied upon to measure their constructs. The average Variance Extracted (AVE) of the four variables showed a value of > 0.5, meaning that it showed excellent discriminatory validity.

Godness of Fit Model

The value of R² becomes the basis in the analysis, give the results of the analysis in table 2:

Table 2
R-square results

R Square	
User satisfaction	0.745

Source: SmartPLS data processed 2022

The data of table 2 shows the relationship between the independent variables 0.745, according to the results of the analysis in table 2 above. This shows 74 percent of user satisfaction models are explained by the quality of systems, information, and services, with the remaining variables explained by variables that exist outside the research model.

Hypothesis Test

Table 3
Results of Analysis of Relationships Between Variables

Relationships Between Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
System Quality → User Satisfaction	0.262	0.261	0.077	3.419	0.000
Information Quality → User Satisfaction	0.198	0.205	0.079	2.495	0.006
Service Quality → User Satisfaction	0.486	0.479	0.081	5.985	0.000

Source: SmartPLS Data Analysis 2022

Based on table 3, the above path diagram, as well as the results of hypothesis tests, the data for all indicators of each variable have statistics > 1.64 (t tabel), indicating that such measurements can be used for measurements of each of its constructs. Can assess the relationship of one variable with another variable, the t statistic value of the Smart PLS output compared to the t table value or significance value of P-Value (hypothesis test), which is presented in table 4 below.

Table 4
Signification of The Results of Relationships Between Variables

Influence between Variables	Koofisien Parameter	t Statistics	Information
System Quality →User Satisfaction	0.262	3.419	Significant**
Information Quality →User Satisfaction	0.198	2.495	Significant**
Service Quality →User Satisfaction	0.486	5.985	Significant**

Source: SmartPLS Data Analysis 2022

From the table above, the following equation is obtained:

$$Y = 0.262 X1 + 0.198 X2 + 0.486 X3$$

Information:

1. The beta coefficient for the system quality variable is 0.262, which means that if the system quality increases, satisfaction will increase by 0.262, as long as the independent variable remains constant.
2. The beta coefficient for the information quality variable is 0.198, which indicates that when information quality increases, satisfaction increases by 0.198, provided that the independent variable remains constant.
3. The beta coefficient for the variable quality of learning implementation is 0.486, which indicates that if the quality of learning implementation increases, satisfaction increases by 0.486, assuming the independent variable remains.

DISCUSSION

The Effect of Sistem Quality on User Satisfaction

The value of the parameter coefficient obtained is 0.262 with a statistical value of 3.419 > 1.64 at significant t araf = 0.05 (5%) based on the hypothesis test, user satisfaction can be influenced positively by the quality of the system, the first hypothesis is appropriate. This means **Hypothesis 1 is accepted**.

Based on the four alternative measurements of system quality, namely ease of use, reliability, response time and flexibility, there are two alternative measurements that have a greater influence on system quality, namely ease of use and flexibility. Alternative measurement of ease of use, has a bad score, the power learning system is considered not user friendly when compared to other E-learning systems, users experience problems when using the power learning system, so that in terms of ease of use, the power learning system needs to be adjusted, improved back so that the power learning system can be used easily like other E-learning. On the other hand, the flexibility indicator has the highest value, meaning that users are quite satisfied with the power learning system that can be easily accessed whenever needed. The explanation above is in line with the theory put forward by [23] System quality refers to the inherent information about the system itself, which can include things like simplicity of use, system reliability, sophistication, and response time. defines system quality as an assessment of the information system process that focuses on the results of user involvement and according to research conducted by [35] System Quality has a positive and significant effect on user satisfaction.

The Effect of Information Quality on User Satisfaction

Value The coefficient of the parameter obtained is 0.198 t statistical 2.495 > 1.64 with a significant t t araf = 0.05 (5%) based on the hypothesis test, user satisfaction can be positively influenced by the quality of information, the second hypothesis is appropriate. This means **Hypothesis 2 is accepted**.

Measurement of alternative indicators of information accuracy, power learning has accurate information related to learning that has a positive effect and has the greatest value on user satisfaction, but the information in power learning still does not provide up-to-date or latest information related to learning. On the consistency indicator, power learning can present information on learning outcomes according to what the user wants and the information content of the power learning has met the user's needs. The above explanation is in line with the theory proposed by [36]. The quality of information is the output of the information system used. The quality of information can be in the form of information output such as information that is easy to understand, good accuracy, sufficient completeness, consistency, accuracy of information delivery, reliable

sources, and validated. and according to research conducted by [35] user satisfaction is positively influenced by the variable quality of information.

The Effect of Service Quality on User Satisfaction

The value of the parameter coefficient obtained is 0.486 $t_{statistic} 5.985 > 1.64$ with a significant $t_{araf} = 0.05$ (5%) based on the hypothesis test, user satisfaction can be positively influenced by the quality of service, the third hypothesis is appropriate. This means **Hypothesis 3 is accepted**.

The alternative of responsive measurement has the greatest value on service quality compared to other indicators, this indicator is supported by the staff owned by Power academy in dealing with every obstacle that exists in Power learning. In reliability indicators, academic services provided by power learning are better than information services related to E-commerce learning. Power learning is more reliable as a learning medium than E-commerce learning information media. The above explanation is in line with the theory put forward by [37]. The dimensions of service quality have been widely used in information systems research and have become an important determinant of effectiveness along with information quality and system quality, indicators for measuring service quality (SERVQUAL), as follows: five of them are guarantee, response time, reliability, empathy and tangibility and research conducted by [5] user satisfaction is positively influenced by service quality variables.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

There is a positive and significant influence on system quality variables on power learning user satisfaction in e-commerce learning. System quality on indicators of ease of use and flexibility has a positive influence on the satisfaction of power learning users. There is a positive and significant influence on information quality variables on power learning user satisfaction. The quality of information on the indicator of information accuracy, power learning has accurate information related to learning has a positive effect and has the greatest value on user satisfaction, but the information in power learning still does not display the latest and up to date information related to learning. In the consistency indicator, power learning can present information reports on learning outcomes as desired by users and the information content of the power learning has met user needs. There is a positive and significant influence between service quality and power learning user satisfaction. Responsive indicators have the greatest value on service quality compared to other indicators, Power academy has staff who handle various obstacles contained in power learning during e-commerce learning. In reliability indicators, the academic services provided by power learning are better than information services related to e-commerce learning. Power learning is more relied upon as a learning medium than e-commerce learning information media.

Suggestion

The quality of the system must be improved, especially in the appearance of power learning. The power learning system is considered less user friendly when compared to other e-learning media. The power learning system is expected to be used simply, so that navigation and some of the tools in power learning can be used optimally. In addition to the simplified function, the display is also an aspect that is no less important to give attention to.

The use of power learning in e-commerce learning as an information medium is expected to be further improved and always up to date. So that users are helped and can maximize the power learning platform as a learning medium.

The quality of service based on the results of research, the power academy has had good staff in dealing with various problems contained in power learning, but power learning services as a learning medium and information media still have not been maximized. It is hoped that existing staff can help power learning provide learning media and better information.

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