ABSTRAK

Experiential E-Learning of Sanata Dharma University (Exelsa) adalah sebuah *Learning Management System* (LMS) berbasis web yang dikembangkan oleh Universitas Sanata Dharma untuk meningkatkan efektifitas dan kualitas pembelajaran di lingkungan Universitas Sanata Dharma. Exelsa memiliki sejumlah fasilitas seperti tugas *online*, tes *online*, bahan kuliah, *chating*, jadwal kuliah, melihat pengumuman, forum mata kuliah, kalender kegiatan dan sebagainya. Tujuan penulisan skripsi ini adalah untuk menganalisis faktor-faktor yang paling dominan yang mendasari penerimaan dan penggunaan Exelsa di kalangan mahasiswa Universitas Sanata Dharma. Model dalam penelitian ini diadaptasi dari model UTAUT, yang diperkenalkan oleh Venkatesh dkk. tahun 2003.

Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada mahasiswa Universitas Sanata Dharma yang memanfaatkan Exelsa dalam proses belajarnya. Data juga dikumpulkan melalui pengambilan data di basis data Exelsa. Data yang sudah ditabulasi kemudian dianalisis menggunakan *Partial Least Square* (PLS). Hasil analisis menunjukkan bahwa dari keempat prediktor (*performance expectancy*, *effort expectancy*, *social influence* dan *facilitating conditions*) terhadap *behavioral intention*, terbukti tiga prediktor (*performance expectancy*, *social influence* dan *facilitating conditions*) memiliki pengaruh signifikan pada taraf signifikansi sebesar 0,05. Variabilitas *behavioral intention* dapat diterangkan 27,3% dengan menggunakan keempat prediktor tersebut. Disamping itu juga dibuktikan bahwa dari kedua prediktor terhadap *use behavior* (*behavioral intention* dan *facilitating conditions*), terbukti *behavioral intention* memiliki pengaruh signifikan terhadap *use behavior*. Variabilitas *use behavior* dapat diterangkan 5,5% dengan menggunakan variabel *behavioral intention* dan *facilitating conditions*. Hasil penelitian juga membuktikan bahwa jenis kelamin memoderatori pengaruh *social influence* terhadap *behavioral intention*. Berdasarkan hasil ini dapat disimpulkan bahwa model UTAUT belum bisa menjelaskan dengan baik penerimaan dan penggunaan LMS di kalangan mahasiswa.

Kata kunci: Exelsa, *Learning Management System*, PLS, UTAUT.

ABSTRACT

Experiential E-Learning of Sanata Dharma University (Exelsa) is a web-based Learning Management System (LMS), which is developed by the University of Sanata Dharma to improve the effectiveness and quality of learning in Sanata Dharma University. Exelsa has a number of facilities such as online tasks, lecture materials, chatting, courses schedules, information announcement, the forum of courses, a course calendar, etc. The purpose of this thesis is to analyze the most dominant factors that underlie the acceptance and use of Exelsa among the students of Sanata Dharma University. This research model was adapted from UTAUT model, which is introduced by Venkatesh et al. in 2003.

The data was collected by distributing questionnaires to the students of Sanata Dharma University which use Exelsa in their courses. The data also collected by retrieving data from database of Exelsa. After the data was tabulated then it was analyzed using Partial Least Square (PLS). The results from the analysis showed that from four predictors (Performance Expectancy, Expectancy effort, social influence and facilitating conditions) on behavioral intention, three predictors (Performance Expectancy, social influence and facilitating conditions) were proved have a significant influence on 0.05 level of significance. Variability of behavioral intention can be explained 27.3% by using the four predictors. Besides, it was also proved that from two predictor of use behavior (behavioral intention and facilitating conditions), proved behavioral intention has a significant influence on use behavior. Variability of use behavior can be explained 5.5% by using behavioral intention and facilitating conditions. This research also shown that the influences of social influence on behavioral intention is moderated by gender. Based on this results, it can be concluded that the UTAUT model is not good enough in explaining students' intentions in using the LMS.

Keywords: Exelsa, *Learning Management System*, PLS, UTAUT.