Effect of Internet Utilization, Learning Media, and Satisfaction Level on Online Learning Process during the COVID-19 Pandemic (Case Study of Management Students, Universitas Prima Indonesia)

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ABSTRACT

This research aims to find out how effect of internet utilization, learning media, and satisfaction level on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Researchers use this type of quantitative research. The population in this study were Management Students in semester 2 and 4 in the morning at Universitas Prima Indonesia. Semester 2 there are 7 classes with a total of 232 students, while in semester 4 there are 10 classes with a total of 350 students, so the total population of semesters 2 and 4 is 582 students. The sample used after the calculation using the Slovin formula is 237 samples from 582 populations. Multiple linear regression test consists of partial test (t), simultaneous test (F), and coefficient of determination test (R^2). The results of partial test (t) show that internet utilization has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Learning media has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Satisfaction level has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. The results of simultaneous test (F) show that internet utilization, learning media, and satisfaction level have significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. The results of the coefficient of determination test (R^2) show coefficient value is 0.205. This value means that internet utilization, learning media, and satisfaction level effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia by 20.5%. While 79.5% is influence by variables outside this study.

Keywords: Internet Utilization, Learning Media, Satisfaction Level, Online Learning Process During COVID-19 pandemic

INTRODUCTION

Corona virus 2019 (COVID-19) has changed human mobility, every way has been attempted by the government, one of which is implementing physical distancing. As a result of the implementation of physical distancing, many sectors and community activities have been affected, one of which is the learning process in the field of education. Currently, learning in the field of education is also not recommended offline, this policy was issued by the Minister of Education Nadim Makarin which aims to suppress and break the chain of spread of COVID-19 since early 2020.

This COVID-19 pandemic also has a direct influence on the teaching and learning process at Universitas Prima Indonesia, especially Management Students. In an effort to process the learning process during the COVID-19 pandemic, the internet is an alternative to be a solution in the world of education. Universitas Prima Indonesia in overcoming learning problems in the COVID-19 pandemic, namely using online learning media in the form of an online learning system (SPADA) that has been provided by the university on each student's portal, as well as Zoom Meeting or Google Meet as a virtual face-to-face forum, and platform WhatsApp is a place for communicating between students and lecturers and of course it is still adjusted by mutual agreement according to student needs.

The use of the internet in educational institutions in the era of the COVID-19 pandemic is very necessary. The COVID-19 situation forces every educational institution not to do offline learning directly, this is a way to prevent the spread of COVID-19. Gialamas et al. (2013) defines the internet as a tool that connects a group of individuals or individuals who have a very wide reach, so that virtual social interactions will be created. The existence of the internet is not only a solution for the world of education during a pandemic.

The whole world is affected by the spread of COVID-19 without exception, resulting in changes in every human activity, especially in the world of education. Solutions for educational institutions so that they can continue to carry out learning activities or lectures using online learning media. Although online learning is a solution during a pandemic for the world of education, online learning is not very effective in pursuing learning activities, due to the limited availability of internet networks in certain areas, interaction between educators and students cannot be established, therefore online-based learning cannot replace face-to-face learning (Yaumi, 2018).

Universitas Prima Indonesia defines online learning, and this change changes many aspects, especially from the aspect of student satisfaction. This change in learning methods makes economic management students in particular have to be able to adapt more quickly, especially in capturing material given by lecturers during online learning, and as students, of course, network utilization must be used optimally and maximally so that teaching and learning activities run well.

Students are the main consumers in the world of education, both in administration and academics. Research on the level of satisfaction is used to find out how much student satisfaction with learning activities implemented by universities. Satisfaction here is that the university fulfills all student needs in all aspects of education and administration and support. One of the most important aspects in the education system is the satisfaction of students who undergo or as consumers in the application of the learning process in educational institutions, so that from there the public can assess the quality and quality of educational institutions.

This research aims to find out how effect of internet utilization, learning media, and satisfaction level on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia.

LITERATURE REVIEW
Internet Utilization

The internet as a medium to support learning activities, where the internet provides convenience in accessing information and helps to convey the learning process, and can be accessed by educators and students. Meanwhile, according to Isnaeni et al. (2018:4) the use of the internet is as a source of learning and learning media.

According to while according to Isnaeni et al. (2018:4), indicators of using the internet as a learning resource are using the web or social media through internet

services, the internet is used as a source of information and learning, search for learning resources, and consultation and communication.

Learning Media

Media is a tool to facilitate the search for learning materials, knowledge and information that supports teaching and learning activities carried out by educators and students. Meanwhile, according to another opinion, learning media is one of the containers that educators can use in facilitating and maximizing the delivery of teaching materials, so that the goals that have been designed can be achieved.

Indicators of learning media, namely learning media must be in accordance with the stages of thinking of students, alignment of learning objectives with learning media, interactive, the media used does not take a lot of time in the learning process and fulfils the interests of students.

Satisfaction Level

Satisfaction or other terms, satisfaction has the meaning as an expression of feelings of disappointment or pleasure that arise because there is a comparison of the performance of a product or result against the expectations of consumers or users. Meanwhile, according to Immanudin (2018), student satisfaction is the feeling of pleasure and positive students caused by the services of educational institutions that meet expectations.

According to Hidayat (2012) indicators of the level of satisfaction are service quality, cost, price, emotion and product quality.

Online Learning Process

The online learning process is a learning process that uses technology as a medium to carry out learning activities, either through voice messages, video playback, email, animation, or video streaming and the use of other technologies (Kuntarto, 2017:102). Meanwhile, according to another view, the learning process online is where the emphasis is on utilizing and maximizing the function of internet technology in providing quality education and capable of skills and knowledge (Alimuddin et al., 2015:338).

Indicators of an effective learning process are the quality and delivery of good material, have effective communication between educators and students, the value given must be fair, the application of a good learning approach, mastery or organize class well, enthusiastic in participating in learning, have attitudes and views positive for students and students get good results in learning (Bistari, 2017).

RESEARCH METHODS

Researchers use this type of quantitative research. Quantitative research is research that measures the influence, correlation and influence of several variables to be examined in a study (Sugiyono, 2014:7-8).

The population is a collection of an individual or object to be studied by researchers (Mauludi, 2016:2). The population in this study were Management Students in semester 2 and 4 in the morning at Universitas Prima Indonesia. Semester 2 there are 7 classes with a total of 232 students, while in semester 4 there are 10 classes with a total of 350 students, so the total population of semesters 2 and 4 is 582 students. The sample according to Sugiyono (2014:62) is the character or characteristics and the number possessed by a population. In this study, the researcher used a random sampling method, which means that in getting a sample it was done randomly. The sample used after the calculation using the Slovin formula is 237 samples from 582 populations.

The method of analysis using multiple linear regression test. Multiple linear regression analysis has a function as a tool in knowing a relationship or influence of independent variables on the dependent variable linearly (Priyatno, 2014:148). Multiple linear regression test consists of

partial test (t), simultaneous test (F), and coefficient of determination test (R^2).

RESULT
Multiple Linear Regression Test

Multiple linear regression test has a function as a tool in knowing a relationship or the influence of independent variables on the dependent variable linearly. Researchers have tested through statistical calculations using the SPSS application, the results are as follows:

Table 1. Multiple Linear Regression Test Results

Variable	Sig.	Information
Internet Utilization	0.006	Significant
Learning Media	0.031	Significant
Satisfaction Level	0.000	Significant
F Sig. = 0.000		
R^2= 0.205		

Dependent Variable: Online Learning Process During

Partial Test (t)

Based on Table 1, results of partial test (t) show that internet utilization has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Learning media has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Satisfaction level has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia.

Simultaneous Test (F)

Based on Table 1, results of simultaneous test (F) show that internet utilization, learning media, and satisfaction level have significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia.

Coefficient of Determination Test (R^2)

Based on Table 1, results of the coefficient of determination test (R^2) show coefficient value is 0.205. This value means that internet utilization, learning media, and satisfaction level effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia by 20.5%. While 79.5% is influence by variables outside this study.

CONCLUSION AND SUGGESTION

The results of partial test (t) show that internet utilization has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Learning media has significant effect on online learning process duringthe COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. Satisfaction level has significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. The results of simultaneous test (F) show that internet utilization, learning media, and satisfaction level have significant effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia. The results of the coefficient of determination test (R^2) show coefficient value is 0.205. This value means that internet utilization, learning media, and satisfaction level effect on online learning process during the COVID-19 pandemic in case study of Management Students, Universitas Prima Indonesia by 20.5%. While 79.5% is influence by variables outside this study.

Suggestions for further research that wants to research related to this research, namely the addition of variables related to the focus of research and also the object of research is not only carried out in management students but can take other majors so that the results are more accurate and varied.

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