THE EFFECT OF ACCEPTED EASE OF USE AND SATISFACTION ON THE INTENTION OF THE CONTINUITY OF THE LEARNING MANAGEMENT SYSTEM.

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Article Info	Abstract
	This study aims to determine whether the variable Perceived ease of use, satisfaction affects the continuance intetion of Google Classroom users at the State University of Jakarta. A total of 200 respondents or students from Jakarta State University were obtained by survey method using Google Form and using Likert Type by purposive sampling. By using the Structural Equation Modeling (SEM) method, the results show that Perceived ease of use has a positive and significant effect on satisfaction and continuance intetion and satisfaction has a positive and significant effect on continuance intetion with Plabel value < 0.050 and C.R value > 1960.

Abstrak

Penelitian ini bertujuan untuk mengetahui apakah variabel kemudahan yang diterima, kepuasan berpengaruh pada kontinuitas penggunaan pengguna Google Classroom di Universitas Negeri Jakarta. Sebanyak 200 responden atau mahasiswa dari Universitas Negeri Jakarta didapatkan dengan metode survei dengan Google Form dan menggunakan Likert Type secara purposive sampling. Dengan menggunakan metode Structural Equation Modeling (SEM) didapatkan hasil bahwa kemudahan yang diterima berpengaruh positif dan signifikan terhadap kepuasan dan kontinuitas penggunaan serta kepuasan berpengaruh positif dan signifikan terhadap kontinuitas pengguaan dengan nilai Plabel <0.050 dan nilai C.R > 1960.

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INTRODUCTION

According to Kurie, the founder of codingcamp.id at detik.com, digital learning is very much but there are still many who have not gotten used to it. capable or marginalized who rarely hold technology tools on them will find it difficult in the future to use technology (detik.com, 2019). Reporting from the Republika.co.id news portal, Widyanuratikah (2020) wrote that digital literacy in Indonesia is still very low, according to PTP Pusdatin Kemendikbud Gogot Suharto. He said that Indonesia was still ranked 56 out of 63 countries that took part in the mapping of the World Digital Competitiveness Ranking 2020 (WDCR 2020). WDCR 2020 measures the capacity and readiness of 63 countries to adopt and exploit digital technology. The development and use of technology in the 4.0 era is indeed fast, but in the field of education the use of technology and communication is still less than optimal. According to Plt. Ministry of Education and Culture Gogot Suharwoto told medcom.id that technology in the education sector is not as fast as other technologies such as finance (Finance or Fintech) (medcom.id, 2020)

The facts above can at least describe how the condition of education in Indonesia, the burden or problems faced by the education system in Indonesia in addition to the unequal facilities, the use of learning media obtained by students to support teaching and learning activities is also less than optimal, even though in this modern era technological advances very fast. It is time for Indonesian education to be able to maximize the use of information and communication technology for teaching and learning activities

According to Thomson in Ansong-Gyimah (2020) learning can be done without meeting face to face because technology at this time is sophisticated with technology, educators and students can meet face to face without having to be close or come to school. The technology that becomes the intermediary is called e-learning. E-learning or electronic learning is any teaching and learning that uses the internet, e-learning consists of infrastructure, systems, applications and content. Content on e-learning can be stored in a learning management system (LMS) (Putra et al., 2020). . Reporting from Kompas.com, the results of a national survey from the Indonesian Survey Flow Google Classroom ranked first as the platform used during PJJ (Kamil, 2020)

Based on the results of the initial survey conducted by researchers, although respondents felt the benefits of using a learning management system (LMS), respondents also still felt the shortcomings of the LMS, such as in operating the LMS, there were some respondents who still felt difficulties, there were features that were difficult. accessed and for free users there are features that are limited, in the provision of material through the LMS the explanation given is also limited because the LMS features do not support and there are technical problems such as the internet network which must be strong and stable.

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Whereas based on the TAM theory, Perceive Ease of Use is one of the important factors in adapting new technologies (Ashfaq et al., 2020). The perceived ease of use is one of the most important factors in determining one's satisfaction. If a person's level of satisfaction is not met, according to the expectation confirmation model (ECM) theory, it will affect the continuity of use (continuance intention) on a technology (Ashfaq et al., 2020; Bhattacherjee, 2001). Therefore, while there are still obstacles in the use of LMS, researchers want to find out whether the level of perceive ease of use, satisfaction is sufficient to affect the continuity of use (continuance intention) in the use of LMS at the State University of Jakarta by using Google Classroom as object of research.

RESEARCH THEORITICAL
Acceptable Ease of Use (Perceive Ease of Use)

According to Fred D. Davis in Shang & Wu's research (2017), perceived ease of use is a person's level of confidence that using a system will not expend much effort in its operation. According to Bhattacherjee (2001) perceived ease of use can also represent the user's belief that using technology can enhance their experience.

Based on the explanation above, the notion of perceived ease of use can be concluded as the ease that users receive when using a new information system, and does not expend so much effort to adapt an information system and does not burden the user mentally and physically.

Satisfaction

Based on the theory of Bhattacherjee (2001) expectation confirmation model (ECM) satisfaction is the result of user expectations being met before trying an information system. In the theory of expectation confirmation model (ECM) the level of satisfaction is based on how much an information system provides usefulness for the user and how much the user expects before using the information system. In the Technology Acceptance Mode (TAM) developed by Fred D. Davis (1989) satisfaction is an influence of positive feelings and negative feelings called dissatisfaction. Besides being in the technology acceptance mode (TAM) satisfation model in the expectation confirmation theory (ECT) developed by Ollver (1980) and the model used as the basis for developing the expectation confirmation model (ECM), satisfaction is a condition where user expectations are met after using an information system.

Continuance of Use (Continuance Intention)

Based on Bhattacherjee (2001) in the model he developed, the expectation confirmation model (ECM) explains a person's behavior after using an information system. In his research, continuance intention is the intention to use an information system that will appear when user expectations are achieved or confirmed after they use an information system. Bhattacherjee (2001) explains that continuance intention is the same as repurchase intention because the decision to buy or continue to use an item or information system is determined by receiving or buying the item first, then after using or buying the item the user will get experience about the item they have purchased. or use and will do the evaluation. If in the evaluation they are satisfied and their expectations for the item are fulfilled, then a sense of wanting to use or buy the item will arise in the future

Based on the explanation above, the researcher concludes that continuity of use (continuance intention) is the intention to continue using an information system after the user has used it.

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HYPOTHESES DEVELOPMENT
Received Ease and Satisfaction
In the research of Shang et al. (2017) discussing what factors contribute to the intention to shop for food and non-food items via cellular and other media (mobile shopping app). The level of ease obtained or percived ease of use for each user may vary due to the diverse habits, age and gender of users, so their level of satisfaction will also vary (Shang & Wu, 2017). In his research, it can be interpreted that different levels of perceived ease of use will affect different levels of satisfaction as well. In another study that examined the learning management system (LMS), namely (Ashrafi et al., 2020), said that the ease received by students who use the learning management system (LMS) will affect satisfaction. This is based on researcher Liao in (2020) whose conceptual model combines two theories, namely the theory of planned behavior and the expectation disconfirmation model with the online service context, resulting in that percived ease of use greatly affects satisfaction.

So the researcher assumes that the convenience received has a role in positively influencing user satisfaction in the use of learning management systems (LMS).
H1: The convenience received has a positive and significant effect on satisfaction.

Acceptable Ease and Continuity of Use
In Cheng's research (2018) which discusses enterprise resource planning (ERP), it is stated that perceived ease of use will affect the continuity of a person's use if the user or in the context of this research is the company feels the ease or difficulty in using eterprise resource planning (ERP) software. will increase the continuity of use of the software. Regarding online shopping, the research conducted by Shang et al. (2017) discussing online shopping apps, this study seeks to find out the factors that influence continuance intention in online shopping. In the results of his research, perceived ease of use positively affects continuance intention. In another study made by Liu & Pu (2020) discussing the model that explains the factors that influence the continuity of the use of one to one online learning, in his research there is a hypothesis that connects perceived ease of use with continuance intention and the results of this study say that perceived ease of use has an effect on continuance intention.

So the researcher assumes that the ease of acceptance has a role in positively influencing the continuity of user use in the use of learning management systems (LMS).
H2: Ease of Acceptance has a positive and significant effect on Continuity of Use.

Relationship of Satisfaction and Continuity of Use
In the expectation confirmation model (ECM) satisfaction will affect continuance intention in an information system, but the level of satisfaction will vary depending on how much user expectations are met. If the level of fulfillment is low, the level of satisfaction will be low as well as its effect on continuance intention (Bhattacherjee, 2001). In Cheng's research (2018) which discusses enterprise resource planning (ERP) satisfaction is the cause of continuance intention, the more users feel satisfaction, the greater the likelihood of user continuance intention. The results of this study say that satisfaction affects the continuance intention of ERP software. In other studies such as that of Joo et al. (2017) regarding continuance intention in digital books, his research results that satisfaction affects the continuance intention of digital books. The same thing happened to Cheng (2019)'s research which researched e-learning. In his research, he found that satisfaction greatly affects continuance intention.

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So the researcher assumes that satisfaction has a role in positively influencing the continuity of user use in the use of learning management systems (LMS).
H3 : Satisfaction has a positive and significant effect on Continuity of Use
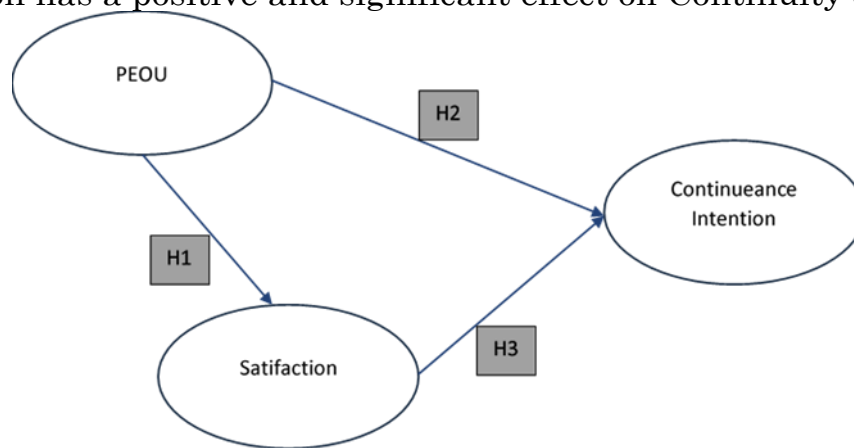
RESULTS AND DISCUSSION
VALIDITY AND RELIABILITY TEST

The validity test is used so that the instrument or benchmark used is appropriate or not so that researchers can measure something correctly (Hair Joseph F. JR et al., 2018). The purpose of measuring the accuracy of the instrument researchers can measure accurately. The loadin factor of each indicator must be < 0.40.

The reliability test according to Susan in Sugiyono (2018) is how consistent and stable the data is obtained for testing. Even if the test is carried out repeatedly, the results of the data obtained will continue to be consistent. If the value of Cronbach's Alpha > 0.60 then the data is said to be reliable.

| Variabel	Indikator	Faktor Loading	Cronbanch's Alpha
Kontinuitas Penggunaan	Z1	0.765	0.928
	Z2	0.835	
	Z3	0.889	
	Z4	0.868	
	Z5	0.894	
	Z6	0.891	
Kepuasan	Y1	0.825	0.949
	Y2	0.878	
	Y3	0.929	
	Y4	0.916	
	Y5	0.910	
	Y6	0.904	
Kemudahan yang Diterima	X1	0.850	
	X2	0.864	
	X3	0.813	0.889
	X4	0.839	
	X5	0.835	

CFA TEST

The CFA (Confirmation Fcator Analysis) test is a way to determine how well the benchmark variables represent their constructs (Hair et al., 2018). Testing at the

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CFA stage must meet several minimum value requirements at the cut off value. Goodness fit indices , chi-square, probability, CMIN/DF, TLI, CFI, GFI, AGFI and RMSEA. If in testing the model is still not fit, then there must be modifications to the shape of the model. Here is the researcher's model.

| Indeks Model	Goodness of Fit Indices Cut-Off Value	Hasil Model	Kesimpulan
Chi -Square	Diharapkan Kecil	217.000	Diharapkan Kecil
Probabilitas (P)	≥ 0.05	0.000	Not Fit
CMIN/DF	≤ 2.00	1.871	Fit
TLI	≥ 0.95	.959	Fit
GFI	≥ 0.90	.885	Not Fit
AGFI	≥ 0.90	.849	Not Fit
CFI	≥ 0.95	.965	Fit
RMSEA	≤ 0.08	.066	Not Fit
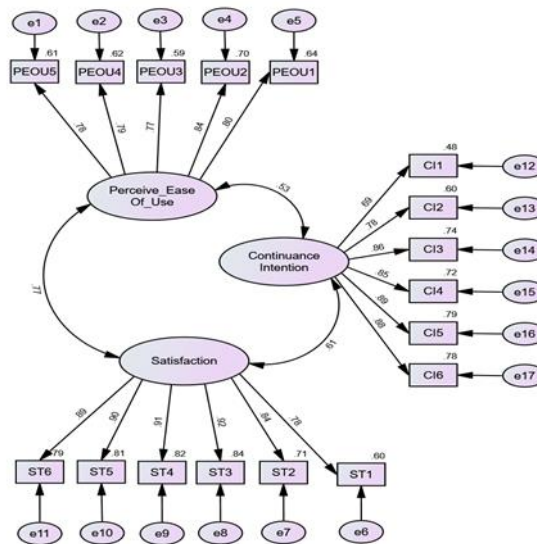
Based on the picture and table above, there are still Goodness of fit indices that are not fit, so there are several indicators that must be discarded. Referring to the results of the output modification indices. The results of the output modification indices below show that the following model produces a fit model.
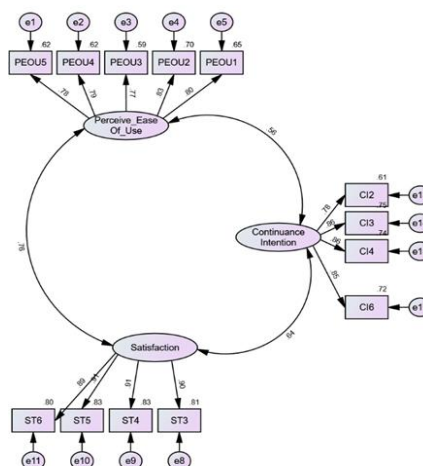
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Indeks Model	Goodness of Fit Indices Cut-Off Value	Hasil Model	Kesimpulan
Chi -Square	Diharapkan Kecil	71.517	Diharapkan Kecil
Probabilitas (P)	≥ 0.05	.191	Fit
CMIN/DF	≤ 2.00	1.154	Fit
TLI	≥ 0.95	.994	Fit
GFI	≥ 0.90	.950	Fit
AGFI	≥ 0.90	.926	Fit
CFI	≥ 0.95	.995	Fit
RMSEA	≤ 0.08	.028	Fit

HYPOTHESIS TESTING

There are three things that researchers can pay attention to to determine whether the SEM model is declared feasible or not (Haryono, 2016), namely; Absolute Fit Indicates, Incremental Fit Indicates, and Parsimony Fit Indicates. After all three things are fit then hypothesis testing can be done, along with the results of hypothesis testing using SPSS Amos version 26.
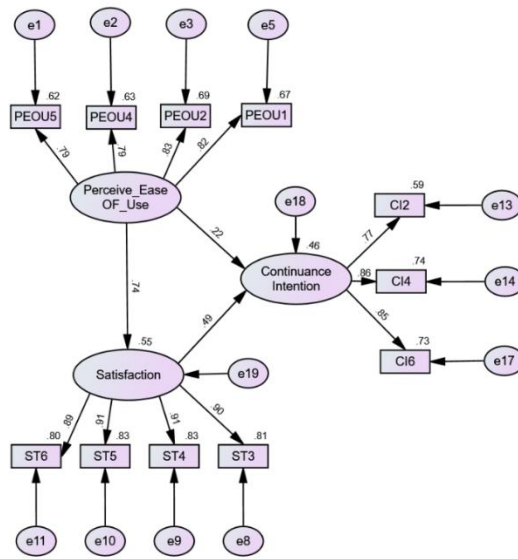
			Estimate	S.E	C.R.	PLabel
Satisfaction	<--	Perceive_Ease_OF_Use	1.060	.106	9.996	***
Continuance_Intention	<--	Perceive_Ease_OF_Use	.228	.107	2.128	.033
Continuance_Intention	<--	Satisfaction	.351	.076	4.650	***

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			Estimate
Satisfaction	<--	*Perceive_Ease_OF_Use*	.742
Continuance_Intention	<--	*Perceive_Ease_OF_Use*	.224
Continuance_Intention	<--	*Satisfaction*	.494

Based on the figure and table above, the P. label results are >0.05 and the C.R results exceed 1.960. So it can be concluded that there is a significant relationship between each construct that the researcher proposes.

DISCUSSION
Ease of Accepted (Percieve ease of Use) to Satisfaction (Satifaction)
    Based on table 4.15, the Plabel value < 0.05 is (***) or close to 0.00 and the C.R value > 1.960 is 9,996. This means that the researcher's first hypothesis can be accepted because of the positive and significant influence between the variables of ease of use (Percieve ease of Use) and satisfaction (Satifaction), with a value of .0.742. The results of the positive influence between these variables are also in line with the journal results of Ashrafi et al. (2020), Cheng (2018), Shang et al. (2017), and Ashfaq et al. (2020) which says that the ease with which users of an information system will affect their satisfaction.

Percieve ease of Use for Continuity of Use (Continueane Intention)
    Based on table 4.15, the Plabel value < 0.050 is 0.033 and the C.R value > 1.960 is 2.128. This means that the second hypothesis of researchers can be accepted because of the positive and significant influence between the variables of ease of use (Percieve ease of Use) and continuity of use (Continueane Intention), with a value of .224
    The test results on the first hypothesis show that the ease of acceptance (Percieve ease of Use) has a positive and significant effect on the satisfaction of continuity of use (Continueane Intention), with a Plabel value < 0.050 (0.033) and a CR value > 1.960 which is 2.128 and a positive value of 0.224 . The results of the positive influence between these variables are also in line with the journal results from Ashfaq et al. (2020), Shang et al.(2017), Cheng (2018), Liu et al. (2020) which says that the ease with which the user of an information system receives will affect the continuity of its use.

Satisfaction with Continuity of Use (Continueane Intention).
    Based on table 4.15, the Plabel value < 0.050 is (***) or close to 0.000 and the C.R value > 1.960 is 4.650. This means that the researcher's third hypothesis can be accepted because of the positive and significant influence between the variables of satisfaction (Satifaction) and continuity of use (Continueane Intention), with a value of .224
    The test results on the first hypothesis show that satisfaction (Satifaction) has a positive and significant effect on the satisfaction of continuity of use (Continueane Intention), with a Plabel value < 0.050 that is (***) or close to (0.000) and a CR value of > 1.960 which is 4.650 and a value of 4.650. positive effect of 0.494. The results of the positive influence between these variables are also in line with the journal results from Ashfaq et al. (2020), Shang et al.(2017), Cheng (2018), Amoroso et al. (2017)

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which says that user satisfaction in an information system will affect the continuity of its use.

CONCLUTION AND SUGGESTION
CONCLUTION

1. The higher the employee's intention to carry out organizational commitment. Vice versa, if the organizational culture obtained by students is lacking or low, the employee's intention in organizational commitment will decrease.

2. The higher the job satisfaction obtained by employees, it will have an impact on increasing the organizational commitment of employees. Vice versa, if the job satisfaction obtained by employees is less or low then the employee's organizational commitment will decrease.

3. If the Organizational Culture and Job Satisfaction are high, it will increase employee organizational commitment. On the other hand, if the Organizational Culture and Job Satisfaction are low, the employee's organizational commitment will decrease.

IMPLICATIONS

Based on the results of research on Organizational Culture and Job Satisfaction on Employee Organizational Commitment in theDivision, Business Development MR. DIY in Jakarta, it is known that Organizational Culture and Job Satisfaction on Organizational Commitment have a positive and significant influence. The higher the Organizational Culture and Job Satisfaction will increase the Organizational Commitment of employees. Therefore, if the Organizational Culture is fulfilled, the employee's Organizational Commitment will increase.

SUGGESTION

1. Company leaders are expected to be able to apply Organizational Culture to employees well. This is important because with the Organizational Culture that has been obtained by employees well, employees will have their own interest in implementing Organizational Commitments.

2. For employees, it is expected to increase their commitment to the organization. This will have a good impact on the employees themselves, namely employees will understand very well how important commitment is in an organization. In addition, employees can increase job satisfaction that will be obtained. Then, employees will also be able to face various difficulties and challenges that will exist in the company later.

3. For researchers who wish to conduct research on Organizational Commitment, it is hoped that they will examine other factors that can influence employee Organizational Commitment so that further research will be more useful and add   insight   scientific.
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