

## Rekomendasi strategi penggunaan berkelanjutan E-learning pada sekolah dasar = Strategy recommendations for continuance intention to use E-learning in primary schools

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### Abstrak

Perkembangan e-learning meningkat setiap tahunnya. tingkat pertumbuhan rata-rata per-tahun sebesar 7,9% dengan total e-learning market 52,5 Miliar USD di seluruh dunia. Sebagai posisi ke-8 tingkat pertumbuhan e-learning tertinggi di dunia, Indonesia memiliki total e-learning market USD 12,2 miliar dengan tingkat pertumbuhan rata-rata 25% pada tahun 2017. Indonesia memiliki potensi besar untuk mengembangkan e-learning yang lebih besar dan prospektif. Menteri Pendidikan dan Kebudayaan Republik Indonesia berencana menetapkan e-learning secara permanen dengan mengubah pembelajaran tradisional menjadi hybrid learning termasuk pada tingkat sekolah dasar. Tujuan dari penelitian ini adalah untuk merancang rekomendasi strategi yang mempengaruhi penggunaan berkelanjutan untuk menerapkan e-learning di tingkat sekolah dasar. Model konseptual dikembangkan berdasarkan dua teori, yaitu Expectation Confirmation Model of IS Continuance (IS-ECM) dan Information System Success Model (ISSM). Total data responden penelitian ini adalah 195 sampel yang dianalisis menggunakan metode Partial Least Square SEM (PLS-SEM). Hasil penelitian menunjukkan bahwa 4 dari 11 hipotesis ditolak karena tidak memenuhi persyaratan yaitu H1, H4, H7, dan H10. Berdasarkan hasil ini, terdapat 10 rekomendasi strategi yang diajukan dan dinilai oleh beberapa expert. Penilaian menggunakan metode integrasi importance-performance analysis (IPA) dan Kano, dimana terdapat 4 strategi dipilih sebagai prioritas perbaikan dan 3 strategi dipilih sebagai prioritas pertahanan.

.....The demand for e-learning has increased every year. Its annual worldwide average growth rate is 7.9%, with a total worldwide e-learning market of USD 52.5 billion. As the 8th position of the highest growth rate e-learning worldwide, Indonesia had a total of e-learning market USD 12.2 billion with an average growth rate of 25% in 2017. Indonesia has great potential to develop a bigger and more prospective e-learning business. The Minister of Education and Culture of the Republic of Indonesia plans to set e-learning permanent by changing traditional learning into hybrid learning including at the elementary school level. The purpose of this paper is to design strategies recommendations for increasing continuance intention to apply e-learning at the primary school level. The conceptual model was developed based on two theories: The Expectation Confirmation Model of IS Continuance (IS-ECM) and the Information System Success Model (ISSM). It involved a total of 195 respondents and used the Partial Least Square SEM (PLS-SEM) method for data analysis. The results showed that 4 of the 11 hypotheses were rejected because they do not meet the requirements, such as H1, H4, H7, and H10. Based on these results, 10 strategic recommendations were submitted and assessed by several experts. The assessment was carried out by the integration method of importance-performance analysis (IPA) and Kano, where 4 strategies are selected as improvements strategic priorities, and 3 strategies are selected as keep up the good work strategic priorities.