

**CINDY CAHYANINGSIH, 22.230.0075**

**PENGUKURAN KEPUASAN MAHASISWA TERHADAP LEARNING MANAGEMENT SYSTEM MELALUI PENDEKATAN TECHNOLOGY ACCEPTANCE MODEL (TAM)**

Dibawah bimbingan Dr. P.A. Christianto, M.Kom., dan Riski Sulistyaningsih, M.Hum.

160+ halaman (CLX+)/ 5 gambar/ 16 tabel/ 27 lampiran/ 34 pustaka (2020 – 2025)

**ABSTRAK**

Pemanfaatan Learning Management System (LMS) di perguruan tinggi berperan penting dalam mendukung proses pembelajaran dan penyampaian informasi akademik sehingga perlu dilakukan evaluasi terhadap tingkat kepuasan penggunaannya. Penelitian ini bertujuan untuk mengukur kepuasan mahasiswa Institut Widya Pratama Pekalongan terhadap penggunaan LMS dengan pendekatan Technology Acceptance Model (TAM), melalui variabel Perceived Ease of Use (PEOU) dan Perceived Usefulness (PU). Metode yang digunakan adalah kuantitatif deskriptif dengan pengumpulan data melalui kuesioner tertutup berskala Likert lima poin kepada 94 mahasiswa aktif semester tiga hingga tujuh tahun akademik 2025/2026. Analisis data dilakukan menggunakan uji validitas, uji reliabilitas, dan analisis deskriptif berupa nilai mean. Hasil penelitian menunjukkan bahwa LMS dinilai memiliki tingkat kemudahan penggunaan dan kebermanfaatan yang tergolong baik, ditunjukkan oleh nilai rata-rata PEOU dan PU pada kategori tinggi. Tingkat kepuasan mahasiswa juga berada pada kategori baik, sehingga dapat disimpulkan bahwa kemudahan dan kebermanfaatan LMS berperan penting dalam membentuk kepuasan mahasiswa serta menjadi dasar evaluasi dan pengembangan sistem agar lebih optimal dan sesuai kebutuhan pengguna.

**Kata kunci:** LMS, *Technology Acceptance Model*, Kepuasan Mahasiswa

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***MEASUREMENT OF STUDENT SATISFACTION TOWARDS LEARNING MANAGEMENT SYSTEM USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM)***

*Under the supervision of Dr. P.A. Christianto, M.Kom., and Riski Sulistiyaningsih, M.Hum.*

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**ABSTRACT**

*The utilization of a Learning Management System (LMS) in higher education plays a significant role in supporting learning activities and the delivery of academic information; therefore, evaluating user satisfaction is essential. This study aims to measure student satisfaction at Institut Widya Pratama Pekalongan regarding the use of the LMS by applying the Technology Acceptance Model (TAM), focusing on Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). A descriptive quantitative method was employed, with data collected through a five-point Likert scale questionnaire distributed to 94 active students in semesters three to seven during the 2025/2026 academic year. Data were analyzed using validity and reliability tests and descriptive statistics based on mean scores. The findings reveal that the LMS is perceived as easy to use and useful, indicated by high mean scores for PEOU and PU. Student satisfaction is also categorized as good. It can be concluded that ease of use and usefulness significantly contribute to student satisfaction and may serve as a basis for further evaluation and improvement of the LMS to better meet user needs.*

***Keywords: LMS, Technology Acceptance Model, Student Satisfaction***