

**PENGARUH *ONLINE GAMIFICATION IN EDUCATION*
TERHADAP *E-LEARNER SATISFACTION* MELALUI
E-LEARNING ENGAGEMENT
(Survei terhadap Pengguna Elsa Speak di Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pendidikan Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN BISNIS
2025**

**PENGARUH *ONLINE GAMIFICATION IN EDUCATION*
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*E-LEARNING ENGAGEMENT***
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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelas Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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Agustus 2025

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PENGARUH *ONLINE GAMIFICATION IN EDUCATION* TERHADAP *E-LEARNER SATISFACTION* MELALUI *E-LEARNING ENGAGEMENT*
(Survei terhadap Pengguna Elsa Speak di Indonesia)

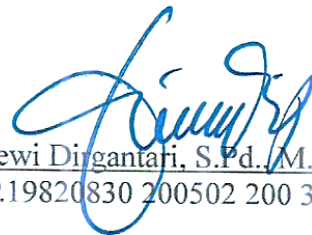
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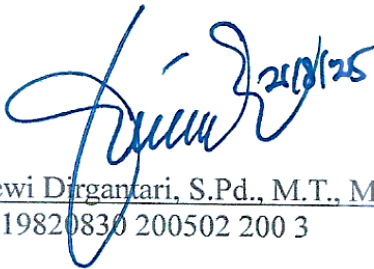


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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul "***Pengaruh Online Gamification in Education terhadap E-Learner Satisfaction melalui E-Learning Engagement (Survei terhadap Pengguna Elsa Speak di Indonesia)***" ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

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Yang membuat pernyataan,



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ABSTRAK

Levina Syafin Tejasukmana (2106428) “**Pengaruh *Online Gamification in Education* terhadap *E-Learner Satisfaction* melalui *E-Learning Engagement* (Survei terhadap Pengguna Platform *E-Learning* Elsa Speak di Indonesia)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk mengetahui pengaruh *online gamification in education* terhadap *e-learner satisfaction* melalui *e-learning engagement* pada pengguna Elsa Speak di Indonesia. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode penelitian yang digunakan pada penelitian ini adalah *explanatory survey* dan teknik pengambilan sampel adalah *simple random sampling* dengan ukuran sebanyak 349 responden. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil analisis deskriptif menunjukkan bahwa variabel *online gamification in education*, *e-learning engagement*, dan *e-learner satisfaction* berada pada kategori tinggi, yang menandakan bahwa pengguna platform Elsa Speak umumnya memiliki tingkat keterlibatan dan kepuasan yang baik dalam proses pembelajaran daring. Hasil analisis verifikatif menunjukkan bahwa *online gamification in education* memiliki pengaruh positif dan signifikan terhadap *e-learner satisfaction* melalui *e-learning engagement*, yang ditunjukkan oleh nilai *critical ratio* yang lebih besar dari nilai minimum yang ditetapkan. Temuan ini mengindikasikan bahwa semakin baik penerapan elemen gamifikasi, maka semakin tinggi pula tingkat keterlibatan pengguna, yang pada akhirnya meningkatkan kepuasan dalam menggunakan platform. Hal ini menunjukkan bahwa pengembangan dan pemeliharaan fitur *online gamification in education* pada platform Elsa Speak dapat meningkatkan *e-learning engagement*, yang pada akhirnya berdampak pada peningkatan *e-learner satisfaction*.

Kata Kunci: *online gamification in education*, *e-learning engagement*, *e-learner satisfaction*

ABSTRACT

Levina Syafin Tejasukmana (2106428) ***“The Influence of Online Gamification in Education on E-Learner Satisfaction through E-Learning Engagement) A Survey on E-Learning Platform Elsa Speak Users in Indonesia”*** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

This study aims to examine the effect of online gamification in education on e-learner satisfaction through e-learning engagement among users of Elsa Speak in Indonesia. The study employed a descriptive and verificative research design with a quantitative approach. The research method used was an explanatory survey, and the sampling technique was simple random sampling with a total of 349 respondents. Data were analysed statistically using Structural Equation Modelling (SEM). Descriptive analysis results indicate that the variables of online gamification in education, e-learning engagement, and e-learner satisfaction fall into the high category, suggesting that users of the Elsa Speak platform generally exhibit a good level of engagement and satisfaction in the online learning process. Verificative analysis results show that online gamification in education has a positive and significant effect on e-learner satisfaction through e-learning engagement, as indicated by a critical ratio greater than the minimum threshold. These findings suggest that the better the implementation of gamification elements, the higher the level of user engagement, which ultimately enhances satisfaction in using the platform. This suggests that maintaining and further developing online gamification features on the Elsa Speak platform can enhance e-learning engagement, which in turn leads to increased e-learner satisfaction.

Keywords: online gamification in education, e-learning engagement, e-learner satisfaction

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Proses penyusunan skripsi ini tidak terlepas dari berbagai hambatan dan tantangan yang dihadapi penulis. Permohonan maaf disampaikan apabila masih terdapat kekurangan dalam isi maupun penyajian karya tulis ini. Kritik dan saran dari berbagai pihak sangat diharapkan sebagai bahan perbaikan agar penulis dapat menghasilkan karya yang lebih baik di masa yang akan datang.

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