

**INTERNATIONAL STUDENTS' E-LEARNING  
SATISFACTION DURING THE COVID-19 PANDEMIC AT  
UNIVERSITAS PENDIDIKAN INDONESIA  
(Survey on International Students at UPI)**

**THESIS**

Submitted to Meet in Part the Requirements of Master Degree at  
Management Study Program



**Proposed by:  
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**MASTER OF MANAGEMENT STUDY PROGRAM  
FACULTY OF ECONOMICS AND BUSINESS EDUCATION  
UNIVERSITAS PENDIDIKAN INDONESIA  
2022**

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at Management Study Program**

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CONFIRMATION SHEET FOR

Proposal with the Title:

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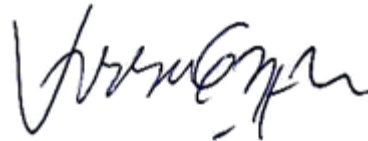
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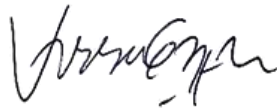
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I certify that thesis entitled “International Students’ E-Learning Satisfaction During the Covid-19 Pandemic at Universitas Pendidikan Indonesia (The Education University of Indonesia)” and all its contents are my work. I do not plagiarize or quote in a way that is not following the ethics prevailing in the scientific community. For this statement, I am ready to bear the risk/sanction, if, in the future, there is a violation of scientific ethics or there are claims from other parties regarding the authenticity of my work.

Bandung, July 2022



Zhibek Adzhigalieva

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INDONESIA**

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**Zhibek Adzhigalieva**

**Supervisors: Prof. Dr. Vanessa Gaffar, SE.Ak. MBA / Dr. Puspo Dewi Dirgantari,  
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**ABSTRAK**

*Dalam segi pemasaran, mahasiswa adalah “pelanggan utama” dalam layanan pendidikan. Meningkatnya peran mahasiswa internasional, mendorong universitas-universitas di Indonesia untuk memenuhi tujuan pemerintah dalam menarik lebih banyak mahasiswa internasional untuk belajar di negara tersebut. Oleh karena itu, universitas perlu mengukur kepuasan mahasiswa internasional. Namun, selama dua tahun terakhir, COVID-19 menyebabkan perubahan kebijakan pembelajaran di Indonesia ke dalam E-learning yang sangat mempengaruhi mobilitas siswa. Sehingga kepuasan E-learning siswa telah menjadi salah satu objek terpenting untuk belajar.*

*Tujuan dari penelitian ini adalah untuk menguji tingkat kepuasan E-Learning mahasiswa internasional di UPI selama masa COVID-19 dan untuk mengetahui apakah prediktor yaitu Interaksi dan kualitas E-Learning berpengaruh terhadap Kepuasan E-Learning mahasiswa internasional. Populasi dalam penelitian ini adalah 43 orang dan diwakili oleh mahasiswa internasional sarjana dan pascasarjana di UPI yang mengambil program sarjana selama pandemi COVID-19. Teknik sampling probabilitas (acak) diterapkan, dan rumus Slovin menghitung sampel sebanyak 39.*

*Reliabilitas data diuji dengan koefisien alpha ( $\alpha$ ) Cronbach 0,950 melewati titik kritis 0,7. Keabsahan data diuji dengan uji korelasi Pearson yang menunjukkan tingkat signifikansi kurang dari 0,05. Distribusi normal data diuji dengan koefisien Skewness dan Kurtosis yang terletak pada kisaran  $\pm 3$ . Metode penelitian kuantitatif, yaitu Uji-T Satu Sampel dan Uji-F sebagai bagian dari uji regresi berganda, digunakan untuk menganalisis data dan memverifikasi hipotesis.*

*Hasil studi menunjukkan bahwa mahasiswa internasional di UPI merasa puas dengan pembelajaran online di UPI selama COVID-19. Temuan menunjukkan bahwa Interaksi, termasuk empat dimensi dan kualitas E-Learning, yang terdiri dari karakteristik Teknologi dan karakteristik Instruktur, secara bersama-sama dan secara terpisah memiliki pengaruh positif yang signifikan terhadap Kepuasan E-Learning. Pada saat yang sama, telah terdeteksi bahwa Interaksi memiliki pengaruh yang lebih signifikan terhadap kepuasan E-Learning daripada kualitas E-Learning.*

**Kata kunci:** E-learning, E-learning quality, E-satisfaction, international students, student interaction.



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**ABSTRACT**

In terms of marketing, students are the “ultimate customers” of education services. Considering the increasing role of international students, Indonesian universities aim to fulfil the government’s purpose of luring more international students into studying in the country. Therefore, universities need to measure international students’ satisfaction. However, for the last two years, COVID-19 caused the changing learning policy in Indonesia to the E-learning format and hugely affected students’ mobility. Following it, the E-learning satisfaction of students has become one of the most important objects for learning.

The purpose of this study is to examine the level of E-Learning satisfaction of international students at UPI during the COVID-19 and to find out whether the predictors, namely Interaction and E-Learning quality, influence the E-Learning Satisfaction of international students. The population in this study is 43 and represented by undergraduate and postgraduate international students at UPI who took degree programs during the COVID-19 pandemic. The probability (random) sampling technique was applied, and Slovin’s formula calculated the sample of 39.

The reliability of the data was tested with Cronbach's alpha ( $\alpha$ ) coefficient 0,950 passed the critical point of 0,7. The validity of the data was tested with the Pearson correlation test, which showed a level of significance of less than 0,05. The normal distribution of the data was tested with Skewness and Kurtosis coefficients that lay in a range of  $\pm 3$ . Quantitative research methods, namely One-Sample T-Test and F-test as part of multiple regression tests, were used to analyze the data and verify hypotheses.

The study results showed that international students at UPI were satisfied with online learning at UPI during COVID-19. The findings showed that Interaction, including four dimensions and E-Learning quality, which consists of Technological characteristics and Instructor characteristics, together and separately have a significant positive influence on E-Learning Satisfaction. At the same time, it has been detected that Interaction has a more significant effect on E-Learning satisfaction than E-Learning quality.

**Keywords:** E-learning, E-learning quality, E-satisfaction, international students, student interaction.

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