



PRIMARY RESEARCH

The influence of the perceived usefulness and the perceived easy use of edmodo on the students' behavioral intention to use edmodo in learning (Students of Fakultas Ekonomi Universitas Panca Bhakti Pontianak)

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Keywords

Perceived usefulness
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Abstract

This research aims to know how The Perceived Usefulness (PU) and the perceived easy use of Edmodo influence the students' intention To use edmodo in learning at fakultas Ekonomi Universitas Panca Bhakti. The method used is quantitative and analyzes the relationship between independent variables with the dependent variable; the measurement method uses a Likert scale by taking 200 respondents from the existing population as a research sample. For the regression test, the researcher uses statistical analysis with SPSS program. Perceived usefulness has a positive and significant impact on behavioral intention to use Edmodo, which has the ability of p -values $0.000 < 0.05$. While perceived ease of use has a positive and significant effect on behavioral intention to use edmodo, that is having the ability of p -values value $0.000 > 0.05$. Suggestions for further researchers relevant to this title are to add variables or other factors such as a trust for students that can affect or improve the students' performance.

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INTRODUCTION

The progress of science cannot be separated from the support and role of the development of Information Technology (IT). Various aspects of public life, ranging from issues of health, entertainment, education, transportation, and security are very dependent on the support of IT. Meanwhile, to answer the challenges of an increasingly advanced era, IT also provides a very high contribution to the world of education with many emerging.

E-learning technology that facilitates integrated communication in a teaching and learning process based on the Learning Management System (LMS). The use of E-Learning for learning will allow teachers and students to share notes, links and documents electronically. The teacher also can send warnings, events and assignments to students and can decide to send something in a publicly visible time frame. Besides, several E-Learning applications provide facilities for parents to be able to monitor all student activities, as

long as parents have a parent code for the students concerned.

The E-Learning application has also been applied to support the teaching and learning process in the Department of Commerce Administration, especially in the Class of (collaboration). Alfamart employees 2015-2016, amounting to 22 people. Among the various types of E-Learning applications available on the market, the choice falls on the E-Learning application named Edmodo by considering some of Edmodo's advantages as follows:

(1). User Interface: Adapting the look like Facebook simply, (2). Compatibility: Edmodo supports previewing various types of file formats, (3). Edmodo application can not only be accessed using a PC (laptop/desktop) but can also be accessed using a gadget based on Android OS (www.edmodo.com).

We can use E-Learning application of Edmodo to support learning in all other parallel classes except in Classes (col-

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laboration). Alfamart employees only have several meetings (face to face) in 1 semester which is shorter than the class other parallel classes, i.e., only between 10-12 times face to face per semester. In comparison, identical levels have 19 face to face in one semester. We expect that the superiority of Edmodo E-Learning application will be able to facilitate the teaching and learning process between lecturers and students to complete course material with the same weight as other parallel classes.

Edmodo is an E-Learning application that has become so global, and a series of excellence that assists the teaching and learning process, and its benefits are so great for the world of education. However, some users/users think that in our country, Edmodo application is still less popular (www.1000macamBenefits.com).

The availability of information technology as part of an organizational component will not necessarily have the same impact on HR within it. The possible positive effect is that the presence of information technology will be able to optimize the performance of HR in the organization. Conversely, the negative impact is the rejection of HR on the presence of information technology.

The findings of several previous studies show that the most significant cause of failure of technology acceptance information within an organization is precisely due to the behavioural aspects of the HR of the organization concerned (Jogyanto, 2007; Rijal, 2016). We conduct this research to measure the interaction of each component, namely the behaviour of students in the Department of Commerce Administration. Especially Classes (collaboration) Alfamart employees in interpreting the presence of information technology that is Edmodo E-Learning application by adopting the Technology Acceptance Model (TAM) model socialized by Davis in 1986. This model is theoretically proven capable of helping researchers in explain and predict the behaviour of users both individually and organizations why they accept or reject the use of information technology (Davis, 1989; Taiwan, Na-Nan, & Ngudgratoke, 2016).

Research Hypothesis

H1: Perceived of Usefulness has a partial and significant effect on the Desire to use Edmodo.

H2: Perceived Ease of Use (PEU) has a partial and significant effect on the Desire to use Edmodo

H3: Perceived of Usefulness and Simultaneous Ease of Use affect simultaneously and significantly to the Desire to use Edmodo.

LITERATURE REVIEW

IT refers to a technology that can process data, including processing, obtaining, compiling, storing, global and connected. Edmodo is social media manipulating data in various ways for microblogging networks that are safe for students and produce, communicate and teach. Everyone can join in and spread quality information (Haag & Keen, 1996). The rapid progress of information technology makes various aspects of human life can no longer escape from the existence of information technology. Almost all fields of life have utilized the advantages of information technology because information technology has no doubt made all aspects of human life more effective and efficient. A range of fields of human life that are now highly dependent on the existence of information technology includes Law and crime, entertainment, government, medicine, industry and manufacturing, business and banking, the military, and education.

Utilization of information technology in education can be done in various forms, for example, Computer-based learning, research, online libraries, online discussions, online classes, as well as the use of E-Learning applications in a teaching and learning process.

Edmodo has a design similar to the Facebook, with a series of facilities specifically aimed at advancing the world of education such as the Profile, Photo and Save features of various documents and photos, making it a convenient place for lecturers and students to communicate, collaborate and share content. Lecturers can also send grades, assignments and quizzes to students, while students can submit homework and view their grades and lecturer comments may have been posted about their works. Lecturers can also make polls and post topics for discussion among students. Besides, lecturers can differentiate and create independent learning through the creation of sub-groups in the delivery of teaching material. After each period of teaching, material submission is complete, and the lecturers can exit the Edmodo application and create a new group for the delivery of other subsequent teaching materials. The features provided by Edmodo application to support all aspects involved in the progress of student learning can be monitored easily, including: Polling, Gradebook, Quiz, Library, Assignment, Parent Code.

From the various features above, the benefits provided by Edmodo E-Learning application are as follows:

1. Learning methods delivered by the teacher become more fun and not boring.
2. Can make teachers, parents and students close. Because with Edmodo, this communication between teacher and students.

3. As one of the more accessible learning media, it is more practical to expedite the learning process. Because teachers can give assignments more efficiently, learning can also be done anytime and anywhere.

4. The teacher can also monitor student interactions with other students because they are in one community.

5. Parents of students can also control their children's learning activities and learning outcomes more easily and practically (www.1000macambeneficial.com).

Model of Technology Acceptance

TAM is one of the theories about the use of information technology that can explain individual behavior towards the use of information technology. TAM uses two primary variables for technology acceptance, namely: Perceived Benefit/Use (PU) and Perception Ease of use (Perceived ease of use/PEU).

TAM is one model that aims to explain the determinants of technology acceptance in general. Davis (1989) developed this model in 1986 based on the Theory of Reasoned Action (TRA) theory.

Perceived of Usefulness

Perceived use/benefit perception (PU) is the level at which users believe that technology can help improve the performance of their work (Davis, 1989).

The Perceived of Usefulness/PU in this research refers to the use of information technology in the form of the use of Edmodo e-learning application that is believed to have benefits/uses to improve student performance in following the learning process. The dimensions of uses/benefits of using technology will include:

1. Use: includes making work more comfortable, useful, increasing productivity.
2. Effectiveness: includes enhancing efficiency, developing work performance.

PEU

PEU is the level at which users believe that information technology is easily understood and used (Davis, 1989). In this case, the indicator of perception of ease is when students easily learn and use Edmodo e-learning applications without the need.

A lot of effort and mental burden. Indicators of ease of use of information technology are

1. Information technology is effortless to learn
2. Information technology does easily what the user wants.
3. Information technology is effortless to improve user skills
4. Information technology is effortless to operate.

Wants/Intention to use Technology (Behavioral Intention to Use/IU)

While Behavioral Intention to use/IU is the desire (intention) or interest of users always to use information technology. In other words, the user's attitude towards the use of information technology can take the form of acceptance or rejection as a result of someone's activities using technology in their work. A person's attitude consists of elements of perspective, affective behaviour. Someone will be satisfied using information technology if they believe that the information technology is easy to use and will increase their productivity which is reflected in the real conditions of use. Someone's interest in technology can be seen from the attitude of attention to information technology, for example, the desire to learn, the desire to always use and the desire to motivate other users.

Previous Research

Researchers pretty much do related research that adopts the TAM model to get a picture of user acceptance of information technology. As with previous studies conducted in the Faculty of IT Unisbank Semarang (Hashem, Suleiman, Suleiman, & Suleiman, 2018; Purwatiningsy, 2013) who found the fact that the PEU and technology (Perceive Usefulness/PU) factors in the use of technology were acceptable by Stikubank University students.

The results of TAM applications in other studies, conducted by (Firdaus, 2012) concludes that the ease of use PEU of information systems will cause feelings in a person to believe that the application. These have benefits and uses (Perceived of Usefulness/PU), so they feel comfortable to use the form in their work.

Edmodo is a social networking platform built for teachers/teachers, students and parents/guardians with designs similar to Facebook's social media apps, with a set of facilities explicitly designed to initiate a teaching and learning process, as the facilities found in Edmodo would make the teaching and learning process more enjoyable, realistic, simpler and faster.

TAM is a popular model and widely used in various studies related to the process of IT adoption and use in general. The model developed by Fred D. Davis believes that two human values, namely: PU and PEU are the key determinants of a person's behavior/perception in the use of adopted information technology.

The conceptual structure of the analysis in Figure 1 demonstrates the following explanation: The student perceptions of usability and ease of use of Edmodo e-learning applications are assessed by the TAM model, namely Perceived of

Utility (PU) and PEU. While the willingness of students to use the Edmodo e-learning program is calculated from Be-

havioral Intention.

Theoretical Thinking Framework

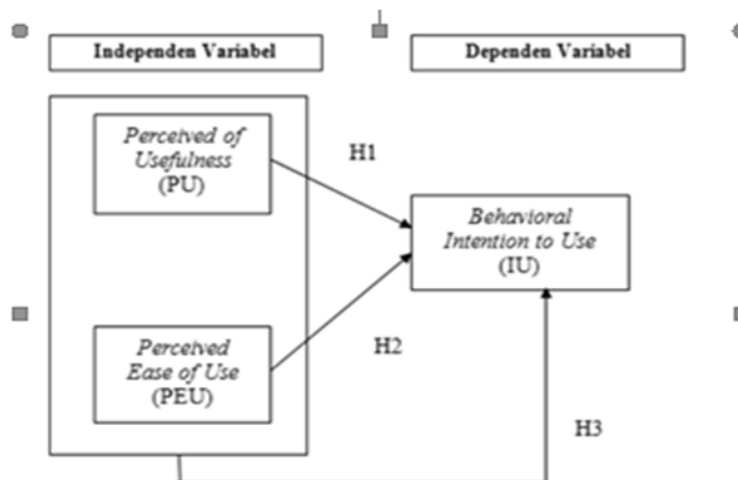


FIGURE 1. Theoretical thinking framework based on TAM

RESEARCH METHODOLOGY

Type of Research

The research approach used is a survey research method, which, according to [Indriantono and Bambang \(2002\)](#), is a primary data collection method obtained directly from sources through oral and written questions.

Although this form of study is an analytical study, it describes the causal relationship between hypothesis test research variables. arch that explains the causal relationship between research variables with hypothesis testing.

Research Sites

The research location is in the department of Management, Economic Faculty of Universitas Panca Bhakti.

Research Design

Using the TAM approach, a model was built to analyze and understand the factors that influence user behaviour in accepting the use of technology.

Research Variables

According to [Arikunto \(2010\)](#), the research variable is the research object or the research subject. It is in line with [Hadjar, Cohadon, Aminoff, Pinard, and Heidmann \(1999\)](#) view, meaning the variable is the object of observation or the phenomenon under study.

This analysis uses two independent variables:

(1) PU variable

(2) PEU variable and one dependent variable, namely:

(1) The desire/intention/interest of the user to use technology (Behavioral Intention to Use/IU).

Research Parameters

To test User Behavior in accepting Edmodo e-learning application technology is a reference from Davis parameters: Parameter of Perceived Benefits (Perceived of Usefulness/PU) perceived are:

1. Using Edmodo E-Learning application can get the job done faster.
2. Using the Edmodo E-Learning application will improve job performance
3. Using Edmodo E-Learning application can increase productivity
4. Using Edmodo E-Learning application can improve work effectiveness
5. Using Edmodo E-Learning application will make doing work easier

Ease Perception Parameters:

Usage (Perceived ease of use/PEU) is:

1. Learning the functions/menus of the Edmodo feels easy.
2. Get the desired information through the Edmodo E-Learning app easily.
3. The instructions/navigation of the Edmodo E-Learning application are clear and easily understood.
4. Discover the Edmodo with very flexible to interact.
5. It takes a short time to learn to use Edmodo E-Learning application.
6. The Edmodo E-Learning application is easy to use.

e.3 Parameters Desires/intentions/interests Users to use technology (Behavioral Intention to use/IU) are:

1. Students have the desire to follow the process of learning and teaching using the Edmodo E- Learning application.
2. Students have the desire to use the Edmodo E-Learning

application

3. Students motivate others to take the exam using Edmodo

E-Learning application.

The following table describes the instrument of research grid.

TABLE 1. The indicators of variables

Variable	Indicators
PU	<ul style="list-style-type: none"> • Use of Edmodo can help get the job done faster. • Use of Edmodo improves performance work on exam questions. • Use of Edmodo can improve effectiveness of working on exam questions. • Edmodo application provides benefits to students • Use of Edmodo will make it easier doing exam questions.
PEU	<ul style="list-style-type: none"> • The functions/menus of Edmodo application are easy to learn. • Information about workmanship is easily obtained through the Edmodo application • Instructions/navigation for E-Learning applications of Edmodo is clear and easy to understand. • Edmodo E-Learning application is very flexible and makes it easy to interact between questions • Learning to use Edmodo application only requires short time. • Edmodo application is easy to use.
Behavioral Intention to Use	<ul style="list-style-type: none"> • Students have the desire to take the exam using Edmodo application • Students have the desire to use the application Edmodo • Students motivate others to take exams, using the Edmodo application

Population and Research Samples

According to (Sugiyono, 2011), the population is the overall or totality of the object under study whose characteristics will be estimated or studied. The population is all students of the Faculty of Economics, class 20181-2019 in the Strata 1 Program of Management and Accounting Department of Panca Bhakti University Pontianak, who attended lectures using the Edmodo application in the academic year 2019-2020, totaling 200 people.

Data Collection Methods

The method used was a questionnaire, which is a data collection technique by distributing a list of questions to a total of 200 respondents to fill out.

RESEARCH RESULTS

Realibility Test

A questionnaire is said to be reliable if someone's answer to the statement is consistent or stable from time to time. The method used to test the reliability of the questionnaire in this study is to measure the honesty with the Cronbach

Alpha statistical test. The results of the reliability test can be seen in Table 2 below.

From Table 2 it can be seen that the results on Cronbach Alpha show a number > 0.60. According to Ghozali (2009), the questionnaire instrument is reliable if it has a Cronbach Alpha value > 0.60. So from the above data, it can be concluded that all statement items on each variable are declared reliable.

Validity Test

The validity test in this study was used to test the validity of the questionnaire. the Validity shows the extent to which the accuracy and accuracy of a measuring instrument carry out the function of the measuring device. Analysis of each item was performed using Pearson's Product Moment Correlation method. In this study, the validity test was carried out with the help of the latest Statistical Package for Social Sciences(SPSS) program version 25 (Priyatno, 2012). The results of the validity test in this study can be seen in Table 3.

TABLE 2. Reliability test results on perceived usefulness (X1), perceived ease of use (X2), and behavioral intention (Y)

Research Variable	Cronbach Alpha	Information
Perceived Usefulness (X1)	0.858	reliable
PEU (X2)	0.853	reliable
Behavioral Intention (Y)	0.824	reliable

TABLE 3. The output of validit test on perceived usefulness (X1), perceived ease of use (X2), and behavioral intention (Y)

Research Variable	Indicators	Product Moment Pearson	Information
Perceived usefulness	X1	0.752**	Valid
	X2	0.867**	Valid
	X3	0.838**	Valid
	X4	0.662**	Valid
	X5	0.856**	Valid
PEU (X2)	X21	0.763**	Valid
	X22	0.805**	Valid
	X23	0.815**	Valid
	X24	0.729**	Valid
	X25	0.801**	Valid
	X26	0.667**	Valid
Behavioral Intention (Y)	Y1	0.887**	Valid
	Y2	0.835**	Valid
	Y3	0.862**	Valid

An instrument item's validity can be determined by comparing the Pearson Product Moment correlation index with a significance level of 5%. If the probability of the correlation results is less than 0.05 (5%), the instrument is declared valid, and if the resulting probability value correlates greater than 0.05 (5%), the tool is declared invalid. Based on the test in the table above, all the levels of significance of

the indicator questions below 0.05 and it can be concluded that all variables are valid.

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used to predict a dependent variable Y based on two or more independent variables in a linear equation (Ghozali, 2009).

TABLE 4. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.811	.698		1.162	.247
TotalX1	.260	.051	.394	5.055	.000
TotalX2	.226	.046	.385	4.943	.000

a. Dependent Variable: Totally

From the regression equation above, some things can form the explanation as follows:

- Constants (a) = 0,811 is a constant value, where if perceived usefulness and perceived ease of Use = 0, Behavioral Intention of 0.811 or constants of 0.811 refers to a result of external (external) factors besides X1, and X2 variables.
- The regression coefficient of Perceived Usefulness variable (X1) of 0.260 means that there is a positive influence between X1 on Y. It can reveal that the better the perceived usefulness, the higher the effect on behavioral intention to use Edmodo.

- The coefficient regression of perceived ease of use (X2) of 0.266, means that there is a positive influence between X2 on Y. It can take the inference that the better the perceived ease of use, the higher the effect on the behavioral intention to use Edmodo.

The coefficient of determination (R^2) essentially measures how far the model can explain variations in independent variables. The coefficient of determination is between 0 and 1. The calculation of the coefficient of determination using the SPSS 25 program can be seen in Table 5 below:

TABLE 5. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.537	1.312

a. Predictors: (Constant), TotalX2, TotalX1

Table 5 regarding the summary model explains that

1. R is the relationship between two or more independent variables with the dependent variable. Values range from 0 to 1. If the value is close to 1, the connection gets tighter. Conversely, if R approaches 0, the relationship gets weaker. The R number obtained is 0.736, which means the correlation between perceived usefulness and perceived ease of use towards behavioral intention to use Edmodo is 0.736. It shows a strong influence.
2. Adjusted R square of 0.542. It shows the contribution of the influence of independent variables on the dependent variable. It can be interpreted as 54.2% of behavioral intention to use Edmodo variables was influenced by per-

ceived usefulness (X1) and perceived Ease of Use variables (X2). In contrast, other variables not included in this research model influence the remaining 45.8. The influence of 54.2% shows that the impact is fairly strong.

Hypothesis Testing

F test is used to determine the independent variables together have a significant effect on the dependent variable. Or to find out whether the regression model can be used to predict the dependent variable or not. The significance level uses $\alpha = 5\%$ or 0.05 (Ghozali, 2009). The results of simultaneous test calculations (Test F) can be seen in Table 6 below:

TABLE 6. ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	400.654	2	200.327	116.339	.000 ^b
Residual	339.221	197	1.722		
Total	739.875	199			

a. Dependent Variable: TotalY

b. Predictors: (Constant), TotalX2, TotalX1

The ANOVA table above shows that the F value of 116.339 with a significance value of 0.000 means that the probability value of significance is less than or (0.000 < 0.05). It can reveal that the importance shows 0.000, which means the relationship between perceived usefulness and perceived ease of use on behavioral intention to use Edmodo has a significant effect.

Partial Test (t Test)

The t -test is used to test each variable partially. t -test results can be seen in the coefficients table in the sig column

(significance). If the probability value of t or importance < 0.05, it can be said that there is an influence between the independent variables on the dependent variable. If the probability of a T value or significance > 0.05, it can be said that there is no significant effect of each independent variable on the dependent variable (Ghozali, 2009). The results of partial test calculations (t -test) processed with the SPSS 25 program can be seen in the following Table 7.

TABLE 7. The result of partial test (t test)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.811	.698		1.162	.000
TotalX1	.260	.051	.394	5.055	.000
TotalX2	.226	.046	.385	4.943	.000

a. Dependent Variable: Totally

Table 7 above has shown that t -test (1) Obtained a significance value of 0,000 on perceived usefulness variables, where the significance value of < 0.05. It shows that perceived usefulness has a positive and significant effect on behavioral Intention to use edmodo. Thus H1 is accepted. And It also obtained a significance value of 0.000 on the variable perceived Ease of use, where this significant value < 0.05. It shows that perceived ease of use has a positive and significant effect on behavioral intention to use edmodo. Thus H2

is accepted.

DISCUSSION

Effect of PU on Behavioral Intention to use Edmodo at Fakultas Ekonomi Universitas Panca Bhakti

The coefficient of Perceived usefulness is 0.260. It explains that the higher the perceived usefulness has an impact on the overall improvement in behavioral Intention to use Edmodo. Perceived usefulness variables are declared influen-

tial because, based on research data conducted on respondents acknowledge that perceived usefulness is excellent.

Effect of PEU on the Students Behavioral Intention to use Edmodo at Fakultas Ekonomi Universitas Panca Bhakti Pontianak

The coefficient of perceived ease of use is 0.226. It explains that the higher the perceived ease of use has an impact on the overall improvement in behavioral intention to use Edmodo. It is because the respondents' assessment of the perceived ease of variable is good. The results of this study can be interpreted as the fact that the lecturers who always motivate the students give employees the confidence continues to practice how to use Edmodo.

Effect of perceived usefulness and perceived ease of use on the students' behavioral intention to use Edmodo at Fakultas Ekonomi Universitas Panca Bhakti Pontianak

The results of this study indicate that the independent variables of perceived usefulness (X1) and perceived ease of use (X2) are proven to have a simultaneous linear relationship to the behavioral intention to use edmodo (dependent variable) (Y). These results can reveal the significance value of the F test results of 0.00 less than 0.05. High perceived usefulness and the perceived ease of use will provide a particular enthusiasm for the students to study harder and more happily so that it will improve the students performance. Perceived usefulness and perceived ease of use are two factors that influence the students behavioral intention to use Edmodo, so these two things must be created properly in the Faculty of Economics, Universitas Panca Bhakti Pontianak. The results of this study prove that perceived usefulness and perceived ease of use significantly affect the students behavioral intention to use edmodo.

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CONCLUSION

The results of the study indicate that simultaneously (together) variables of perceived usefulness (X1) and perceived ease of use (X2) on behavioral intention to use edmodo. The adjusted R² value obtained shows a value of 0.537 or 53.7%, which means that the influence of perceived usefulness (X1) and perceived ease of use (X2) on behavioral intention to use edmodo at AT Fakultas Ekonomi Universitas Panca Bhakti Pontianak is 53.7% and the remaining 46.3%, and other external factors not examined in this study.

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RECOMMENDATIONS

Based on the results of this study also showed that perceived usefulness and perceived ease of use positively and significantly affected the students behavioral intention to use Edmodo, it suggests the dean of Fakultas Ekonomi Universitas Panca Bhakti Pontianak to continuously motivate their students to use Edmodo during their online study. Suggestions for further researchers relevant to this title are to add variables or other factors such as trust for students that can affect or improve the students performance.

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