The Importance of E-Trust and E-Satisfaction in Asynchronous Online Learning

by Chusnul Rofiah

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ABSTRACT

Online learning models have been developed for students who are mature and independent in the the learning process. Moodle (Modular Object-Oriented Dynamic Learning Environment) is a learning platform that implements a synchronous system which is easy to modify and adapt according to the needs of the previously described learning activities, such as a platform for displaying the past and current teaching materials. This study aims to identify the variables that form Attitudinal Loyalty. The intervening variables are Behavioral Loyalty, E-Satisfaction, and E-Trust. The independent variables include Efficiency, Privacy, Reliability, Emotional Benefit, and Customer Service. Respondents in this study were 164 university students who used Moodle as an Asynchronous Learning System. This study's findings indicate that Behavioral Loyalty has the greatest influence on Attitudinal Loyalty. Moreover, *Efficiency* has the strongest influence in shaping E-Trust, E-Satisfaction, Behavioral Loyalty, and Attitudinal Loyalty. This study expands the theory of E-Loyalty for Learning Management Systems which is an important part of the E-service quality theory.

Keywords: Attitudinal Loyalty, Behavioral Loyalty, Emotional Benefit, Customer Service.

1. INTRODUCTION

During the COVID-19 pandemic, one of the most affected sectors is the sector of education ranging from elementary to higher educations. Students were unable to participate in face-to-face learning activities since the issuance the online learning and working from home policy by the Minister of Education on March 17, 2020. Academic and non-academic activities at universities also had to be conducted online. Various technologies and methods were used by teaching staff to deliver teaching and learning. Various private and state universities in Indonesia were trying to stay productive in undertaking academic and non-academic activities. Although learning is conducted online, the correct system must be carried out so that the teaching materials can be effectively conveyed to students. Asynchronous learning systems are widely used at universities in Indonesia, which allow students to be more independent in their study.

Online learning models have been developed for students who are mature and independent in the learning process. Moodle (Modular Object-Oriented Dynamic Learning Environment) is a learning platform for implementing an asynchronous system. Market competition causes companies to provide various products and the best services to satisfy their customers (Ronald and Amelia, 2017). For the same reason, Moodle is provided to increase

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