

ABSTRACT

A national survey conducted in October 2020 by the Arus Survei Indonesia Institute showed that Google Classroom is the application that has the most number of uses during distance learning. However, the number of uses cannot be used as a reference in assessing the success of application implementation. Measuring user satisfaction is one way to assess an application, which can describe the user's perception or assessment of the application or service used, so an analysis of user satisfaction is important to determine the assessment of Google Classroom users, including users at Siliwangi University. The undefined assessment of Google Classroom users at Siliwangi University is the reason for conducting an analysis process using 5 user satisfaction variables from the End User Computing Satisfaction (EUCS) model. The data analysis process uses the Partial Least Square Structural Equation Modeling (PLS-SEM) method to analyze variables that have a significant effect on user satisfaction. The results showed that the satisfaction level for the content variable has a percentage of 79,8% which is included in the satisfied category, the accuracy variable is in the very satisfied category with a percentage of 81,4%, the format variable is in the very satisfied category with a percentage of 77,9%, the ease of use variable is in the very satisfied category with a percentage of 82,8%, timeliness variable is in the very satisfied category with a percentage of 76,4%, and the user satisfaction variable is in the very satisfied category with a percentage of 81,9%. Variables that have a significant effect on user satisfaction are accuracy and ease of use, while content, format, and timeliness do not have a significant effect on user satisfaction because there is a negative value or a value of 0 (zero) among the lower percentile (perc.025) and upper percentile (perc.975).

Keywords : *Classroom, EUCS, User Satisfaction, PLS-SEM*