

Analisis Faktor yang Memengaruhi Switching Intention dari E-learning Gratis ke E-learning Berbayar berdasarkan Teori Push-Pull-Mooring dan Value-based Adoption Model: Studi Kasus Ruangguru = Analysis of Factors Influencing Switching Intention from Free E-learning to Paid E-learning based on the Push-Pull-Mooring Theory and Value-based Adoption Model: A Case Study of Ruangguru

Amelia Maharani Nurmalitasari, author

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Abstrak

Pada era digital ini, pembelajaran daring makin umum digunakan untuk mendukung pembelajaran siswa di Indonesia, salah satunya melalui platform e-learning, yaitu Ruangguru. Ruangguru, sebagai salah satu platform e-learning terbesar di Indonesia, menawarkan berbagai layanan pendidikan, mulai dari video pembelajaran hingga konsultasi akademik dengan pengajar, memiliki peningkatan jumlah pengguna yang konsisten dan telah mencapai jutaan pelajar. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi niat pengguna Ruangguru versi gratis untuk beralih ke versi berbayar. Dengan menggunakan kerangka teori push-pull-mooring dan value-based adoption model, penelitian ini memeriksa hubungan antara faktor push dan faktor pull terhadap price value, serta hubungan price value dan faktor mooring terhadap switching intention. Faktor push yang diteliti meliputi learning content dissatisfaction dan feature limitation pada Ruangguru versi gratis, sedangkan faktor pull mencakup personalized learning, perceived interactivity, dan learning progress. Faktor mooring yang diteliti adalah network externality, buying power limitation, dan risk aversion. Data kuantitatif diperoleh dari 341 responden melalui survei, sedangkan data kualitatif dikumpulkan dari 11 narasumber melalui wawancara secara daring. Analisis data kuantitatif dilakukan menggunakan PLS-SEM dan analisis data kualitatif menggunakan content analysis. Hasil penelitian menunjukkan bahwa learning content dissatisfaction, personalized learning, perceived interactivity, dan learning progress memiliki pengaruh positif terhadap price value Ruangguru versi berbayar, serta bahwa price value dan network externality memiliki pengaruh positif terhadap niat beralih dari Ruangguru versi gratis ke versi berbayar. Sebaliknya, terdapat tiga faktor, yaitu feature limitation, buying power limitation, dan risk aversion, yang tidak berpengaruh signifikan terhadap niat beralih tersebut. Penelitian ini diharapkan dapat memperluas pemahaman tentang penerapan teori push-pull-mooring dan value-based adoption model dalam konteks e-learning. Selain itu, penelitian ini dapat memberikan rekomendasi bermanfaat bagi Ruangguru dan penyedia layanan e-learning lainnya untuk merancang strategi pengembangan produk dan pemasaran yang lebih efektif guna meningkatkan performa pembelajaran siswa, serta kepuasan dan retensi pengguna dalam suatu platform e-learning.

.....In this digital era, online learning is increasingly used to support student learning systems in Indonesia, one of which is through an e-learning platform, Ruangguru. Ruangguru, as one of the largest e-learning platforms in Indonesia, offers various educational services, ranging from video lessons to academic consultations with teachers, and has consistently increased its user base, reaching millions of students. This study aims to analyze the factors that influence the switching intention of Ruangguru's free version users to use the paid version. By implementing the push-pull-mooring framework and the value-based adoption model, this research examines the relationship between push and pull factors on the price value of

Ruangguru's paid version, as well as the relationship between price value itself and mooring factors on switching intention. The push factors studied include learning content dissatisfaction and feature limitations in Ruangguru's free version. The pull factors encompass features and services in Ruangguru's paid version that facilitate personalized learning, perceived interactivity, and learning progress. The mooring factors examined are network externality, buying power limitation, and the users' level of risk aversion. Quantitative data was obtained from 341 respondents through surveys, while qualitative data was collected from 11 sources through online interviews. Quantitative data analysis was conducted using PLS-SEM and qualitative data analysis using content analysis. The results of the study show that learning content dissatisfaction, personalized learning, perceived interactivity, and learning progress positively influence the price value of Ruangguru's paid version, and that price value and network externality positively influence the intention to switch from the free version to the paid version. On the other hand, there are three factors, namely feature limitation, buying power limitation, and risk aversion, that do not significantly affect the switching intention. This study is expected to broaden the understanding of the application of the push-pull-mooring theory and value-based adoption model in the context of e-learning. Additionally, this research can provide valuable recommendations for Ruangguru and other e-learning service providers to design more effective product development and marketing strategies to improve student learning performance, as well as user satisfaction and retention in an e-learning platform.