

International Conference on
Ethics of Business, Economics,
and Social Science

PROCEEDING

"Information Technology and Global Risk Impacts on
Economics and Business Education"

ICEBESS

2018

FACULTY OF ECONOMICS
YOGYAKARTA STATE UNIVERSITY



International Conference on Ethics of Business, Economics, and Social Science (ICEBESS) Proceeding

Chief Editor:

Setyabudi Indartono, Ph.D.

Secretary:

Dr. Denies Priantinah, M.Si.Ak., CA

Editorial Board:

Ali Muhson, M.Pd.

Arum Darmawati, M.M.

Mimin Nur Aisyah, M.Sc., Ak.

Dr. Sutirman, M.Pd.

Reviewer:

Prof. Dr. Mohsin Shaikh.

Assoc. Prof. Dr. Jamaluddin H.H.

Prof. Suyanto, Ph.D.

Prof. Zamroni, Ph.D.

Prof. Sukirno, Ph.D.

Prof. Dr. Muhyadi

Prof. Dr. Nahiyah Jaidi Faraz

Prof. Dr. Sukidjo

Dr. Sugiharsono, M.Si

Dr. Ratna Candra Sari

Dr. Maimun Shaleh, M.Si

Andreas Mahendro Kuncoro, Ph.D.

Dr. Tony Wijaya, M.M.

Dhyah Setyorini, M.Si., Ak.

Naning Margasari, M.Si, M.A.

Agung Utama, M.Si.

Kiromim Baroroh, M.Pd.

Aula Ahmad Hafidh Saiful Fikri, M.Si.

Indah Mustikawati, M.Si.

Amanita Novi Yushita, M.Si.

Muslikhah Dwi Hartanti, M.Pd.

Afrida Putritama, M.Sc, Ak.

Rr. Chusnu Syafira D.K, S.A.B, M.Si.

Abdullah Taman, M.Si., C.A

Setting & Lay Out:

Mohamad Fadhli, S.Pd.

Mahendra R.G.G.P, M.Sc

Publishing:

Faculty of Economics, Yogyakarta State
University Karangmalang Depok Sleman
Yogyakarta, 55281

Email: fe@uny.ac.id,

Website: <http://fe.uny.ac.id>

Copyright © 2018 by FE UNY

All right reserved. No part of this publication may be reproduced without the prior written permission of Faculty of Economics, Yogyakarta State University

All articles in the proceeding of Annual Conference of Management Challenges (ACoMC) Proceeding are not the official opinions and standings of editors. Contents and consequences resulted from the articles are sole responsibilities of individual writers

FOREWORD OF CHAIRMAN

Dear all participants,

On behalf of Conference Chairman, we would like to welcome to the International Conference on Ethics of Business, Economics, and Social Science (ICEBESS 2018) held August 31st - September 1st, 2018 in Yogyakarta, Indonesia. This event is organized by Faculty of Economics, Yogyakarta State University providing a highly competitive forum for reporting the latest research and ideas in various issues of ethics in Business, Economics, Social Sciences. We are pleased to present the proceedings of the conference as its published record. ICEBESS 2018 is a conference in the areas of both conceptual and empirical analysis of integrated social science challenges.

The conference program represents the efforts of many people. We want to express our gratitude to Rector of Yogyakarta State University, Dean of Economics Faculty, the members of the program Committee and the Senior Program Committee, and the reviewers for their hard work in reviewing papers.

We also thank the invited speakers, Douglas Streeter Rolph, Ph.D, Singapore University of Technology and Design; Jane S.C., Liu, Ph.D, Chaoyang University of Technology, Taiwan; Prof. Dr. Moh. Nazari Ismail, Universiti Malaya, Malaysia; and Setyabudi Indartono, Ph.D, Universitas Negeri Yogyakarta, for sharing their insights with us. Finally, the conference would not be possible without the excellent papers contributed by authors. We thank all the authors for their contributions and their participation in ICEBESS 2018.

We hope that this program will further stimulate empirical and conceptual research in Social Science, and provide better views on the social science development. Have an enjoyable conference.

Yogyakarta, August 31st, 2018
Chairman of ICEBESS

Dr. Sutirman, M.Pd

FOREWORD OF DEAN

Dear all participants,

By the grace of God Almighty, guide nook of ICEBESS (International Conference on Ethics of Business, Economics, and Social Science) which contain 59 articles can be issued on the scheduled time. This book is arranged as a summary of the international seminar results under the theme "Information Technology and Global Risk Impacts on Economics and Business Education" held by Faculty of Economics, Yogyakarta State University, Indonesia.

The ICEBESS is designed to provide a discussion spot among those who have interest in the current issues of ethics, business and economics. We are delighted and honored to be given an opportunity to hold this international event. This theme represents FE UNY's commitment to participate in solving the problems of the theme.

We recognize that the proceedings could not be realized without the tremendous support of many parties, especially the authors and the committee that had worked to review and compile. Our big gratitude goes to all those who have strived and participated in the preparation of these proceedings. We apologize for the errors and weaknesses you might notice in the product. I hope you will enjoy the conference and have a fruitful time during your stay in Indonesia.

Yogyakarta, August 31st, 2018
Dean of Faculty of Economics

Dr. Sugiharsono, M.Si

Daftar Isi

Daftar Isi.....	4
Students' Perceptions of Crossword Puzzles Media Implementation in Accounting Learning	7
Effect Foreign Direct Investment on the GDP of Asean Countries	16
The Effect of Company Size, Company Age, and Profitability on the Level of Islamic Social Reporting (ISR) Disclosure on Companies Listed in Jakarta Islamic Index (JII) For the Period 2012-2016	22
Where Do Brick and Mortar Travel Agent Customers go? Acceptance of Technology Innovation Theory in the Context of Online Shopping in Surabaya, Indonesia	36
The Effect of Trust to Users to Use Go-Pay and Grab-Pay as Payment Method	53
The Influence of Inquiry and Discovery Model in Social Science Learning on Critical Thinking Skill of Grade VIII Students in SMP Muhammadiyah 3 Depok Yogyakarta.....	67
Pandai Payment: Marriage Accounting Practices	80
Budgeting Information Framing, Responsibility and Intrinsic Motivation in Investment Decision-Making of Regional Companies.....	98
The Effect of Collaboration Strategy on Logistics Performance: Mediating Role of Logistics Capability	111
The Ethics of Care and Potential Gaps to be Fulfilled by Islamic Business Ethics Theory	121
Implementation of Active Learning Model Type of Learning Start With A Question to Increase Students' Basic Accounting Learning Liveliness.....	128
Relationship of Mutual Trusts of People Against Political Participation in the Use of the Right to Choose in Executive Elections in Indonesia	136
Analysis on The Implementation of Village Information System in Village Government Performance with Good Governance as Moderating Variable	149
Comparison of Indonesian History Learning Model Science Class and Social Class in Senior High School	169
Globalizational and Macroeconomics Performance The Case of Asean Country.....	182
Analysis Of Islamic Work Value Affect The Job Satisfaction And Organizational Commitment Of Employees In Halal Tourism Places In Jakarta.....	190
Model of Consumer Trust, Technology Anxiety, Sales Service Support, and Other in Features E-Marketplace System to Built Customer Satisfaction	208
Factors Affecting the Readiness to Entering Job Market Among Accounting Students	220
The Effect of Infrastructure, Social, Economic, and Environmental on Agribusiness Production Performance and Its Impact on Sustainable Development.....	234
The Analysis Comparison of Quality Textbooks of Sociology in High School.....	248
Meaning of Welfare and its Influence on Management of Business and Finance of Seaweed Farmers in Kertasari Village, West Sumbawa Regency	265
Marketing as A Government Program Priority in Optimizing Local's Superior Product Case Study: Shell Craft Business, Tanjungbalai.....	275
The Effect of Company's Growth, Leverage Ratio, Cash Flow Ratio, and Debt Default on The Going Concern Audit Opinion.....	281
Soft Modeling: Online Consumer Behavior on E-Business : Marketing Mix, Social Culture, Information Technology and Humanism as A Moderator	293
The Influence of Tax Knowledge, Tax Service Quality, and Tax Awareness Towards Motivation to Pay Tax	

for Private Tax Payers in Kpp Pratama of Kebumen	304
Developing Module Ecosystem Based Lombang Beach Sumenep With Guided Inquiry Approach to Improve Scientific Literacy of Science and Science Process Skills of Students	315
The Development of Learning Outcomes Test Instrument of Students' Basic Accounting Subject	325
The Influence of Website Quality on E-Learning Usage Continuity.....	335
Income Smoothing Determinants in Indonesia Banking Industry	344
The Influence Service Quality and Price Have to The Customers' Satisfaction at The Swimmingpool of Yogyakarta State University	358
Determinant Prevalence of Adults Smokers in Indonesia and Some ASEAN Countries: Comparative Study of Tobacco Products	371
Teaching Economic Crisis and Stock Market Using A Movie	381
The Impact of Mechanism Corporate Governance, Dividend Payments, and Growth Opportunities to The Earnings Quality	388
What Determinants of Academic Fraud Behavior? From Fraud Triangle to Fraud Pentagon Perspective .	400
Understanding the Relationship Between Marketing Mix Strategy and Sustainable Competitive Advantage of Private University in Central Java Indonesia	411
The Success of The School Principal in Implementing Managerial Competencies in Madrasah Ibtidaiyah	421
Visualization mapping of tourist destination in special region of Yogyakarta using Affinity Propagation method and Social Network Analysis (A Case study: post of @explorejogja instagram account in 2017)	432
Sustainable Finance Implementation: A Case Study of An Indonesian State-Owned Bank.....	441
The Influence of the subject of financial management and the income of the parents on the behavior in managing the financial	453
Analyzing Determinants Of Overdue Installment in A Financial Technology Company in Indonesia: Case Study of A Sharia-Based Financial Technology Company in Indonesia.....	461
Foreign Related Parties Transactions as Tax Avoidance Strategy in Indonesia: The Role of Corporate Governance.....	480
The Effect of Company Size, Leverage, and Corporate Governance Mechanism on Earnings Management In Sub Sector of Food and Beverage Companies Listed on IDX	493
Experimental Evidence: Does Clawback Provision Change The Earnings Management Method From Accrual To Real Activity?.....	507
Corporate Social Responsibility (CSR) in the hotel and lodge sector in KwaZulu-Natal, South Africa.....	518
Construct Validity and the Coeffisient Reliability of Spiritual Attitude Scale to Measure the Spirituality for High School Students	535
The Impact of Zakat Empowerment Program on The Village (A Case Study on The Village Development Program by Badan Amil Zakat Nasional Serang Regency).....	547
Development of Character Education Evaluation Models On Economic Learning Groups.....	556
The Readiness of Integrated Reporting Implementation in ASEAN Exchange: A Perspective of FTSE ASEAN Stars Index.....	577
Bail-Out to Bail in : An Effort To Overcome The Financial Crisis In Indonesia	593
The Effect of Academic Supervision, Participation in Teacher's Forum, and Training on The Competency of Social Science Teacher	602
Synergy Value from Bank Consolidations in Indonesia	616

Individual Characteristics, Islamic Work Values, And Organizational Commitment among Islamic Hotel Employees in Lombok Island, Indonesia	623
Transformational Leadership and Job Performance: Multiple Mediation Role of Job Satisfaction in SMEs Sector in Indonesia	634
Perceived Change Leadership: Employees vs. Directors	650
Psychological empowerment as mediator on perceptions of organizational environment with commitment to change.....	665
Social Capital and School Principal Roles in Improving School Quality of SMA Muhammadiyah 3 Yogyakarta.....	674

The Influence of Website Quality on E-Learning Usage Continuity

Mahendra Adhi Nugroho

Universitas Negeri Yogyakarta, mahendra@uny.ac.id

Diana Rahmawati

Universitas Negeri Yogyakarta, rahmawati_diana@uny.ac.id

Budi Tiara Novitasari

Universitas Negeri Yogyakarta, budi.tiara@uny.ac.id

Abstract

This research is concerning on the influence of website quality on the continuity of e-learning usage. The researchers tested the positive influence of website quality on perceived value and the positive influence of perceived value on the intention to continuance intention to use e-learning to answer the research question. The online questionnaire is distributed to the research sample, 48 lecturers who are online course creator and active users of e-learning, to gather meaningful information for the analysis. Further, data analysis is conducted by using Partial Least Square (PLS). Research result suggests that all hypothesis is proven. Website quality has a positive influence on the perceived value (H1) with P-value 0.000. Also, perceived value is proven to have a positive influence on continuance intention to use e-learning with P-value 0.000. In conclusion, website quality has a positive influence on e-learning continuance intention.

Keywords: Website Quality, Perceived Value, Intention to Continue the Use of E-Learning

1. Introduction

In the past ten years, there has been a positive trend in the development of global internet usage (Kemp, 2013, 2014, 2015, 2016, 2017, 2018). APJII, an Indonesian association of internet service providers, surveyed internet users in Indonesia in 2016 and found that 93,8% of them have been using the internet to access educational content (APJII, 2016). The finding signals that information technology and the internet has influenced life in general and education in many ways.

Internet and technology usage in education results in the invention of new learning media and system, such as e-learning. E-learning is one of the most promising and developing issues in the education sector (Chang, 2013). E-learning is described as an internet-based learning resource (Rezaei Sharifabadi, 2006) utilized to distribute independent content and conduct long-distance learning (DeGennaro, 2010). E-learning enables the users to access the material any time and anywhere and also allows the teacher to enrich the materials with various multimedia sources in an instant and a real-time manner (Surjono, 2013).

E-learning serves competitive advantage for the learning process and has been developed vastly. Indonesia is currently ranked eighth in the world, in the development of e-learning adoption with the 25% growth rate, which is above ASEAN average e-learning adoption rate (17.3%)

(Eka, 2017). Previous researchers studied factors affecting continuance intention to use e-learning by adapting DeLone and McLean (2003) model of information system success. Chiu, Hsu, Sun, Lin, and Sun (2005), Chang (2013), and Dreheeb, Basir, and Fabil (2016) suggested satisfaction as the mediator of the relation among system quality, information quality, and service quality. In addition to satisfaction variable, Chang (2013) also suggested perceived value as the mediator in the similar relationship. This research is trying to combine three dimensions of information system quality proposed by DeLone and McLean (2003) in one integrated website quality construct to earn better understanding on the relation between website quality and continuance intention to use e-learning in the learning process. This research is focusing on the influence of website quality on the e-learning continuance intention.

2. Literature Review & Hypotheses Development

2.1. Model of Information System Success

The evaluation of information system success is focusing on the advantage earned from the adopted system. In its early development in the 1980s, research focused on quality of the system and information in connection with users' satisfaction and impact on the individual as well as the organization. The sample of previous research is Alavi and Henderson (1981), Ginzberg (1981), Raymond (1985), and Sanders and Courtney (1985). Unfortunately, they have not been able to put a specific measurement on the success level.

In the early 1990s, DeLone and McLean (1992) introduced six dimensions to measure information system success including system quality, information quality, information system usage, users' satisfaction, individual impact and organizational impact. The six dimensions are later used to construct an applicative and straightforward model.

P. B. Seddon (1997) criticized DeLone and McLean (1992) model by scrutinizing on the logical process and causal relationship in the model. P. B. Seddon (1997) suggested an alternative model focusing more on the causal aspect of relation among taxonomy categories and separating it from information system success and behavior causal model resulted from information system success. Seddon success model includes three variables: (1) measurement of information and system quality; (2) measurement of perceived satisfaction and usefulness; (3) measurement of other information system usefulness.

DeLone and McLean (2003) proposed a revised model on information system success and evaluate its usefulness in more extensive use of information system especially in the development of e-commerce. They agreed on P. B. Seddon (1997) that unification of causal model and process would confuse people. However, they argued that the formula proposed by P. B. Seddon (1997) be considered a complicated success model and shifted the primary purpose of the original proposed model.

DeLone and McLean (2003) suggested a revised information system success model by adding service quality dimension as a new dimension to measure information system success and categorize the individual and organizational impact to one net dimension. Considering a voluntary basis in deciding the system application, DeLone and McLean (2003) remained using system use and intention development dimension as the essential dimensions in measuring success.

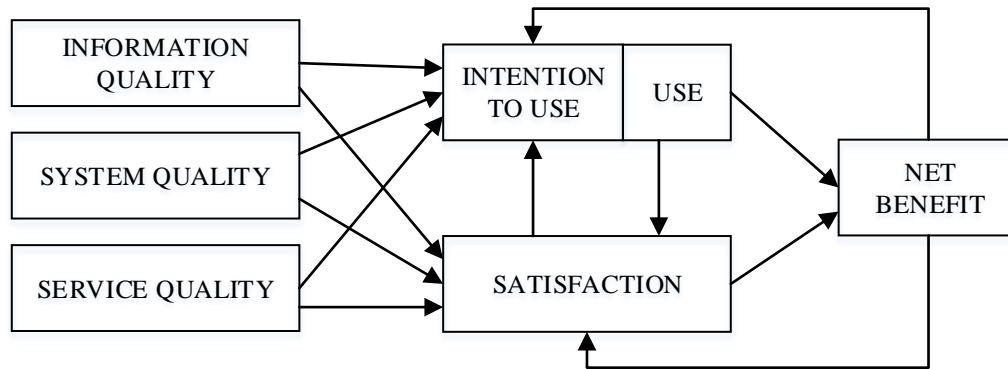


Figure 1: Success Model of DeLone and McLean (2003)

2.2 Website Quality, Perceived Value, and Continuance Intention

Information system (website) quality consists of three main constructs including system quality, information quality and service quality (DeLone & McLean, 2003). In the context of website quality, Kuan, Bock, and Vathanophas (2008) defined system quality as the degree to which the user's belief that the website is easy to navigate and able to interact consistently. Meanwhile, information quality is defined as the degree to which the user's belief that information provided in the website owns content attribute, preciseness, time format and preciseness. Lastly, service quality is defined as the degree to which the user's belief that the website is responsive, interactive, provide safety and protection to privacy, and effective in searching and comparing information.

P. Seddon, Kiew, and Patry (1994) and Chang (2013) tested the influence of system quality on the perceived value found a positive relationship between them. Saeed and Abdinour-Helm (2008) and Chang (2013) tested the relationship between information quality and perceived value and found a similar positive relationship between them. Furthermore, other research also found that service quality is significantly affecting perceived value (Chang, 2013; Tam, 2000). Perceived value is defined as the aggregate valuation on consumers' perception on the use of product and services based on what they received and gave (Zeithaml, 1988). Perceived value acts as the direct antecedent of continuance intention to use e-learning and positively influences continuance intention to use e-learning Chang (2013). Based on discussed theories, this research proposes two main hypotheses as follows:

H1: Website quality positively influence perceived values

H2: Perceived value positively influence continuance intention to use e-learning

3. Method

3.1 Sample

The research sample includes lecturers using e-learning in their teaching. To determine the minimum amount of sample, the researchers use power analysis approach assisted with G*Power 3.1.2 software (Faul, Erdfelder, Buchner, & Lang, 2009). Furthermore, A-priori power analysis for fixed model multiple regression is implemented. In detail, the predictor of single coefficient amounts to 6, error prob 0,05 with impact size medium as much as 0.15 (0,02 small; 0, 15 medium and 0,35 large) (Cohen, 1988) and power amounts to 0,08 (Chin, 1998). Based on the analysis result, it is determined that the amount of minimum sample needed is 43.

The questionnaire is distributed online to the whole population (150 lecturers). The online survey is chosen for several reasons namely easy to complete and manage, able to include various questions for any subject and provide a higher order of information as well as interactivity (Cobanoglu & Cobanoglu, 2003; Ilieva, Baron, & Healey, 2018). Vu and Hoffman (2011). Vu and Hoffman (2011) argued that online survey has become one of the most popular methods in quantitative research due to its relatively low cost and high speed. From all of the spread questionnaire, there are 48 valid responses to be analyzed.

3.2 Variable definition and measurement

3.2.1 Continuance intention to use e-learning

Continuance intention is defined as the degree of users' intention to use e-learning system and willingness to recommend the system to others. Questionnaire design adopted from Chang (2013) is used to measure the whole construct. Furthermore it is measured by using 5 points of the Likert scale.

3.2.2 Website Quality

Website quality consists of three main constructs, namely system quality, information quality and service quality (DeLone & McLean, 2003). Website quality is defined as the degree of process quality, output quality, and assurance quality wellness in e-learning. The constructs are measured by using questionnaire item introduced by DeLone and McLean (2003) and modified by Chang (2013). In detail, the constructs are measured by using 5 points Likert scale.

3.2.3 Perceived Value

Perceived value is defined as an aggregate valuation on consumers' perception on the use of a certain product or service based on what they received and gave (Zeithaml, 1988). The constructs are measured by using questionnaire adapted from Chang (2013). In detail, it is measured by using 5 points Likert scale.

3.3 Validity and Reliability

Instrument's validity is tested by using convergent validity and discriminant validity. A construct is considered to fulfill convergent validity if its average variance extracted (AVE) is greater than 0.5 and has loading factor at least 0.60 or ideally 0.70 or more (Chin, 1998). The convergent validity of this research used 0.60 loading value in the data analysis and has commonality value not less than 0.5. Furthermore, construct is considered to fulfill discriminant validity if the loading value between latent variable and its indicator is greater than the loading value between the particular indicator and other latent variable (cross loading). The result of cross loading test is provided in Table 1.

Tabel 1. *Cross Loading*

	Continuance Intention to Use	Perceived Value	Website Quality
ICU1	0.9293	0.6453	0.5504
ICU2	0.9359	0.5425	0.5728
ICU3	0.8724	0.4161	0.4129
IQ1	0.5615	0.6794	0.7539
IQ2	0.5738	0.4828	0.7019
IQ3	0.4403	0.5607	0.7786
IQ4	0.2293	0.5506	0.6953

IQ5	0.5500	0.6280	0.8466
IQ6	0.4578	0.6258	0.8033
PV1	0.4070	0.8197	0.6737
PV2	0.4499	0.8237	0.5533
PV3	0.6040	0.7902	0.4922
ServQ1	0.2648	0.4235	0.6425
ServQ2	0.2488	0.4781	0.7453
SysQ1	0.5144	0.3475	0.6063
SysQ2	0.3208	0.2827	0.6201
SysQ3	0.2612	0.4305	0.7414
SysQ4	0.4525	0.4054	0.6896

Instrument reliability is tested by calculating Cronbach's alpha and rho alpha. An instrument is considered valid if its Cronbach's alpha is higher than 0.7 and its rho alpha is higher than 0.7 (Dijkstra & Henseler, 2015). Table 2 displays the result of validity and reliability test. Based on Table 2, all criteria of validity and reliability have been fulfilled.

Tabel 2. Validity and Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Continuance Int. to Use	0.9018	0.9403	0.9375	0.8335
Perceived Value	0.7404	0.7406	0.8524	0.6582
Website Quality	0.9162	0.9289	0.9284	0.5215

3.4 Research Model and Hypotheses Testing

In this research, the hypotheses testing is conducted by using Partial Least Square (PLS) approach. To assist the hypotheses testing, PLS Smart 3.2.7 developed by Ringle, Wende, and Becker (2015) is used. Ho, Ang, and Straub (2003) mentioned that using PLS will provide an advantage to the researchers since it can estimate the size of a validity and reliability model measurement. Also, by using the indicator of the latent construct, PLS can produce a parameter for a structural model to measure the strength of hypothesized relation. Furthermore, hypotheses are tested by using bootstrapping function. The significance can be measured by comparing the value of t-statistic and t-table. Meanwhile, the direction of the relation (positive or negative) can be seen in the original sample column (Hartono & Abdillah, 2009). Figure 2 provides a clear picture of theoretical framework and hypothesis testing model.

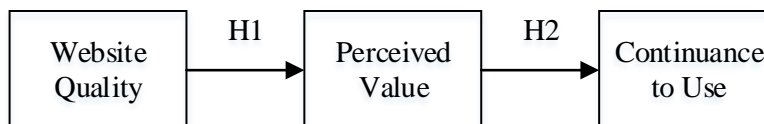


Figure 2: Theoretical Framework

4. Results

4.1 Respondent's Description

There is a fair distribution of respondents' gender in this research in which the average age is 36.32 years old. Also, on average the respondents have been using e-learning as part of the learning process for 4.09 years. Table 3 provides detailed information regarding respondent's demography.

Tabel 3. Respondent's Demography

Panel A				
	Amount	Percentage		
Male	26	54%		
Female	22	46%		
Total	48	100%		
Panel B				
	Minimum	Maximum	Mean	Std. Dev.
Age (year)	25	63	36,31	9,47
Teaching Experience (year)	1	38	9,96	8,78
Experience in using e-learning (year)	1	18	4,09	3,76

4.2 Hypotheses Testing Result

Hypotheses testing is conducted by using Partial Least Square (PLS) approach to include all indicators and construct into one testing model. T-statistic and p-value are used to determine whether or not a hypothesis is supported. Furthermore, the nature of the relation can be determined by analyzing the value of the earned original sample. If the value is positive, it indicates a positive relation and vice versa. Based on the test's result, both H1 and H2 are supported (detailed information is provided in Table 4).

Tabel 4. Hypotheses Testing Result

		Original Sample	T Statistics	P Values	Keterangan
H1	Website Quality -> Perceived Value	0.6011	10.8380	0.0000	Didukung
H2	Perceived Value -> Continuance Int. to Use	0.7078	5.5626	0.0000	Didukung

5. Discussion

This research is attempting on retesting the impact of website quality on continuance intention to use e-learning. Unlike the research conducted by Chang (2013), this research is using course creators of e-learning having the authority and full access to use e-learning in their classes as the sample. In this case, the use of e-learning is based on a voluntary basis. Also, e-learning quality to support the success of learning process has a substantial impact on the decision to use e-learning. This research shows a positive relationship between e-learning website quality and perceived value. It indicates that website quality can improve the value of e-learning.

Naturally, an individual will tend to repeat a specific activity when he experiences value-added or finds an advantage in it. In the context of e-learning, users will remain using e-learning when they find it useful. The finding of this research provides support to Chang (2013) that perceived value positively affects continuance intention to use e-learning.

Based on the research finding, it can be concluded that website quality can indirectly affect continuance intention to use e-learning. Website quality will influence continuance intention to use e-learning when the users can gain advantage from the website throughout the learning process. In other words, when the content and features of the website are unable to create value for the users, website quality is considered to be low and unable to influence the users to continue using it.

6. Conclusion and Future Research

The result of data analysis indicates that website quality positively influences perceived value (H1) and perceived value positively influence continuance intention to use e-learning (H2). Further researchers can integrate other affecting factors into the model, such as technology readiness and external support. The two factors can influence information system acceptance and adoption (Nugroho, 2015; Nugroho & Fajar, 2017).

References

- Alavi, M., & Henderson, J. C. (1981). An Evolutionary Strategy for Implementing a Decision Support System. *Management Science*, 27(11), 1309-1323.
- APJII. (2016). Data Statistik Pengguna Internet Indonesia 2016 [Press release]. Retrieved from <https://apjii.or.id/content/read/39/264/Survei-Internet-APJII-2016>
- Chang, C. C. (2013). Exploring the determinants of e-learning systems continuance intention in academic libraries. *Library Management*, 34(1/2), 40-55. doi:10.1108/01435121311298261
- Chin, W. W. (1998). Commentary: Issues and Opinion on Structural Equation Modeling. *MIS Quarterly*, 22(1), vii-xvi.
- Chiu, C.-M., Hsu, M.-H., Sun, S.-Y., Lin, T.-C., & Sun, P.-C. (2005). Usability, quality, value and e-learning continuance decisions. *Computers & Education*, 45(4), 399-416. doi:10.1016/j.compedu.2004.06.001
- Cobanoglu, C., & Cobanoglu, N. (2003). The effect of incentives in web surveys: application and ethical considerations. *International Journal of Market Research*, 45(4), 475-488.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* Lawrence Erlbaum.
- DeGennaro, A. J. (2010). *Application of Multiple Intelligence Theory to an E-Learning Technology Acceptance Model*. (Doctor), Cleveland State University, Cleveland.
- DeLone, W. H., & McLean, E. R. (1992). Information Systems Success: The Quest for the Dependent Variable. *Information Systems Research*, 3(1), 60-95. doi:10.1287/isre.3.1.60
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, 19(4), 9-30. doi:10.1080/07421222.2003.11045748
- Dijkstra, T. K., & Henseler, J. (2015). Consistent Partial Least Squares Path Modeling. *MIS Quarterly*, 39(2), 297-316.
- Dreheeb, A. E., Basir, N., & Fabil, N. (2016). Impact of System Quality on Users' Satisfaction in Continuation of the Use of e-Learning System. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 6(1), 13-20. doi:10.17706/ijeeeee.2016.6.1.13-20
- Eka, R. (2017). Melihat Tren E-Learning sebagai Komoditas Bisnis. Retrieved from <https://dailysocial.id/post/melihat-tren-e-learning-sebagai-komoditas-bisnis>
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G*Power 3.1: tests for correlation and regression analyses. *Behav Res Methods*, 41(4), 1149-1160. doi:10.3758/BRM.41.4.1149

- Ginzberg, M. J. (1981). Early Diagnosis of MIS Implementation Failure: Promising Results and Unanswered Questions. *Management Science*, 27(4), 459-478.
- Hartono, J. M., & Abdillah, W. (2009). *Konsep & Aplikasi PLS (Partial Least Square) Untuk Penelitian Empiris*. Yogyakarta: BPFE UGM.
- Ho, V. T., Ang, S., & Straub, D. (2003). When Subordinates Become IT Contractors: Persistent Managerial Expectations in IT Outsourcing. *Information Systems Research*, 14(1), 66-86. doi:10.1287/isre.14.1.66.14764
- Ilieva, J., Baron, S., & Healey, N. M. (2018). Online Surveys in Marketing Research. *International Journal of Market Research*, 44(3), 1-14. doi:10.1177/147078530204400303
- Kemp, S. (2013). *We Are Social's Compendium of Global Digital, Social, And Mobile Data, Trends, And Statistics*. Retrieved from
- Kemp, S. (2014). *We Are Social's Compendium of Global Digital, Social, And Mobile Data, Trends, And Statistics*. Retrieved from
- Kemp, S. (2015). *We Are Social's Compendium of Global Digital, Social, And Mobile Data, Trends, And Statistics*. Retrieved from
- Kemp, S. (2016). *We Are Social's Compendium of Global Digital, Social, And Mobile Data, Trends, And Statistics*. Retrieved from Singapore: <http://wearesocial.com/sg/>
- Kemp, S. (2017). *We Are Social's Compendium of Global Digital, Social, And Mobile Data, Trends, And Statistics*. Retrieved from
- Kemp, S. (2018). *We Are Social's Compendium of Global Digital, Social, And Mobile Data, Trends, And Statistics*. Retrieved from
- Kuan, H.-H., Bock, G.-W., & Vathanophas, V. (2008). Comparing the effects of website quality on customer initial purchase and continued purchase at e-commerce websites. *Behaviour & Information Technology*, 27(1), 3-16. doi:10.1080/01449290600801959
- Nugroho, M. A. (2015). Impact of Government Support and Competitor Pressure on the Readiness of SMEs in Indonesia in Adopting the Information Technology. *Procedia Computer Science*, 72, 102-111. doi:10.1016/j.procs.2015.12.110
- Nugroho, M. A., & Fajar, M. A. (2017). Effects of Technology Readiness Towards Acceptance of Mandatory Web-Based Attendance System. *Procedia Computer Science*, 124, 319-328.
- Raymond, L. (1985). Organizational Characteristics and MIS Success in the Context of Small Business. *MIS Quarterly*, 9(1), 37-52.
- Rezaei Sharifabadi, S. (2006). How digital libraries can support e-learning. *The Electronic Library*, 24(3), 389-401. doi:10.1108/02640470610671231
- Ringle, C. M., Wende, S., & Becker, J.-M. (2015). SmartPLS 3 (Version 3.2.7). Boenningstedt: SmartPLS GmbH. Retrieved from <http://www.smartpls.com>.
- Saeed, K. A., & Abdinnour-Helm, S. (2008). Examining the effects of information system characteristics and perceived usefulness on post adoption usage of information systems. *Information & Management*, 45(6), 376-386. doi:10.1016/j.im.2008.06.002
- Sanders, G. L., & Courtney, J. F. (1985). A Field Study of Organizational Factors Influencing DSS Success. *MIS Quarterly*, 9(1), 77-93.
- Seddon, P., Kiew, M.-Y., & Patry, M. (1994, 12-31-1994). *A Partial Test and Development of*

- the DeLone and McLean Model of IS Success*. Paper presented at the International Conference on Information Systems (ICIS).
- Seddon, P. B. (1997). A Respecification and Extension of the DeLone and McLean Model of IS Success. *Information Systems Research*, 8(3), 240-253. doi:10.1287/isre.8.3.240
- Surjono, H. D. (2013). *Modul Pelatihan: E-Learning Dasar*. Universitas negeri Yogyakarta.
- Tam, J. L. M. (2000). The Effects of Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intentions. *Journal of Hospitality & Leisure Marketing*, 6(4), 31-43.
- Vu, P. H., & Hoffman, J. (2011). Using Online Surveys in Vietnam An Exploratory Study. *International Journal of Market Research*, 53(1), 41-62.
- Zeithaml, V. A. (1988). Consumer perception of price quality and value: A means end analysis and synthesis of evidence. *Journal of Marketing*, 52(3): 2–22., 52(3), 2-22.