

## ABSTRAK

**Abdul Rahman, 2023. "PENGARUH *TASK TECHNOLOGY FIT* MEDIA *GOOGLE CLASSROOM* TERHADAP PRESTASI BELAJAR MAHASISWA (IMPLEMENTASI TEORI *TASK TECHNOLOGY FIT* OLEH GOODHUE DAN THOMPSON TAHUN 1995)".** Dibawah bimbingan Dr. H. Yoni Hermawan, M.Pd dan Sri Hardianti Sartika, M.Pd. Jurusan Pendidikan Ekonomi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi Tasikmalaya

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Fokus permasalahan dalam penelitian ini yaitu mengenai prestasi belajar yang diperoleh mahasiswa berbeda di setiap semesternya, baik sebelum, ketika dan setelah pandemi. Penelitian bertujuan untuk mengetahui pengaruh *task technology fit* media *google classroom* terhadap prestasi belajar mahasiswa (implementasi teori *task technology fit* oleh Goodhue dan Thompson tahun 1995). Metode penelitian yang digunakan merupakan survei eksplanatif dengan populasi mahasiswa rumpun ekonomi Universitas Siliwangi sebanyak 264 dengan pengambilan sampel menggunakan *proportionate random sampling*. Teknik pengumpulan data menggunakan kuesioner tertutup dengan teknik analisis regresi linear sederhana. Berdasarkan hasil analisis regresi linear sederhana diperoleh persamaan  $Y = 39,544 + 0,299 X$ . Dari persamaan tersebut menjelaskan bahwa nilai *constant* ( $\alpha$ ) sebesar 39,544. Hal ini berarti *task technology fit* (X) bernilai konstan atau tidak mengalami perubahan, maka prestasi belajar memiliki nilai sebesar 39,544. Sedangkan koefisien regresi *task technology fit* (X) sebesar 0,299 berarti bahwa setiap kenaikan satu item nilai *task technology fit*, dengan demikian prestasi belajar bertambah sebesar 0,299 satuan. Koefisien regresi tersebut bernilai positif artinya menunjukkan pengaruh yang searah antara *task technology fit* terhadap prestasi belajar. Kesimpulannya bahwa *task technology fit* media *google classroom* memiliki pengaruh secara signifikan terhadap prestasi belajar berdasarkan implementasi teori *task technology fit* oleh Goodhue dan Thompson tahun 1995.

*Kata Kunci : Task Technology Fit, Prestasi Belajar*

## ABSTRACT

**Abdul Rahman, 2023. "THE EFFECT OF TASK TECHNOLOGY FIT MEDIA GOOGLE CLASSROOM ON STUDENT LEARNING ACHIEVEMENT (IMPLEMENTATION OF TASK TECHNOLOGY FIT THEORY BY GOODHUE AND THOMPSON 1995)". Under the guidance of Dr. H. Yoni Hermawan, M.Pd and Sri Hardianti Sartika, M.Pd. Economic Education Department, Faculty of Educational Sciences and Teachers Education, Siliwangi University, Tasikmalaya.**

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*The main issue in this research is regarding the learning achievements obtained by different students in each semester, both before, during and after the pandemic. The research aims to determine the effect of task technology fit media google classroom on student achievement (implementation of task technology fit theory by Goodhue and Thompson 1995). The research method used was an explanatory survey with a population of 264 students from the Siliwangi University economics cluster and the sample was taken using proportionate random sampling. The data collection technique used a closed questionnaire with a simple linear regression analysis technique. Based on the results of simple linear regression analysis, the equation  $Y = 39.544 + 0.299 X$  is obtained. The equation explains that the constant value ( $\alpha$ ) is 39.544. This means that task technology fit ( $X$ ) is constant or does not change, so learning achievement has a value of 39.544. Meanwhile, the regression coefficient for task technology fit ( $X$ ) is 0.299, meaning that for every one item the value of task technology fit increases, learning achievement increases by 0.299 units. The regression coefficient is positive, meaning that it shows a unidirectional influence between task technology fit on learning achievement. The conclusion is that the task technology fit media google classroom has a significant influence on learning achievement based on the implementation of the task technology fit theory by Goodhue and Thompson in 1995.*

*Keywords: Task Technology Fit, Learning Achievement*