

**BINUS INTERNATIONAL  
BINUS UNIVERSITY**

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**Major Information System**

**Sarjana Komputer Thesis**

**Even Semester 2011/2013**

**ANALYSIS OF MOBILE LEARNING IMPLEMENTATION  
IN BINUS UNIVERSITY**

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**Abstract**

**Objectives :** The main purpose of this thesis research is actually to analyze what is the impact of the M-Learning Implementation in BiNus University either the positive or negative impact and how was the mobile BINUSMAYA Supporting the student. On the BiNus International side, author will gather the data about the behavior of the International BiNusian when accessing the Accesbi via the mobile device, so that author will know what are the feature and aspect that mostly used

**Method :** In order to identify the impact of the Mobile learning implementation in BiNus University, author will use the Technology Acceptance Model. There are 6 variable of Technology Acceptance Model which are: Perceived Mobility Value, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness, Attitude, And Behavioral Intention

On this research there are two main statistical methods: descriptive statistic and inferential statistic. Descriptive statistic is used for analyzing the demographic and frequency aspect of BiNus University and BiNus University International, while inferential statistic is used for analyzing the behavioral intention of BiNus University Student in using BINUSMAYA Mobile.

Author spread 2 type of questionnaire for 225 Respondent with the composition of 150 questionnaires which designed for BiNus University student to capture the behavior and impact of the Mobile Learning Implementation, and 75 questionnaire which designed to capture the behavior of International BiNusian in accessing the Accesbi on their mobile device

**Result** : There are 150 respondents from BiNus University which majority of survey respondent are male, and most of them are design and business and management student, which majority comes from batch 2012. Respondent mostly access the BINUSMAYA once a day. 119 respondents are Blackberry and Android user with only 108 respondents installed the BINUSMAYA Mobile on their device. As a result, 31 Respondent is not a Blackberry and Android user, and 11 respondents are Blackberry and Android user but not installing the BINUSMAYA Mobile. From 27 menu of BINUSMAYA, only Myclass, Exam, Grades, Forum, Academic Calendar and Library menu, which accessed by the respondent that is not a Blackberry and Android user, or Blackberry and Android user but did not installing the BINUSMAYA Mobile. The Inferential statistic, shows that 7 out of 8 hypotheses are accepted only H7 are rejected, because the significance value is greater than 0.05.

75 Respondent of BiNus University International, come from majority of Information System and Accounting Major and from batch 2012. 71 respondents ever accessing the Accessbi through their mobile device and 61 percent of them are facing a problem. Most of the problems are related with loading time. Feature of Accessbi that frequently accessed by International BiNusian by Mobile device are Lectures, Exam, And Score.

**Conclusion** : BINUSMAYA Mobile Implementation has affected positively to the student. author found that the system supporting BiNusian learning process by saving their time and make their learning process more effective, because the system is supported by the mobility value of Blackberry and Android, and have characteristic that accommodate the student basic needs of information.

### Key Words

Mobile Learning, BiNus University, BiNus University International, BINUSMAYA Mobile, BINUSMAYA, Accessbi, Technology Acceptance Model, Perceived Mobility Value, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness ,Attitude, Behavioral Intention, Descriptive statistic, Inferential statistic