



The Influence of Lecturer Competence, Lecturer Creativity, and Utilization of E-Learning Media (E-MTU) on Student Understanding at Universitas Mahkota Tricom Unggul During the Covid-19 Pandemic

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ABSTRACT

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The purpose of this study was to determine the effect of lecturer competence, lecturer creativity, and MTU e-learning media on student understanding at Universitas Mahkota Tricom Unggul during the Covid-19 pandemic. The path approach and associative quantitative are used because the data that will be used to analyze the relationship between variables are expressed in numbers. This study connects lecturer competence, lecturer creativity, and e-learning media E-MTU. Where the sample in this study amounted to 115 respondents. Collecting data using a questionnaire with a Likert scale that has been tested for validity and reliability. The data analysis used is Path Analysis with the data analysis method using Smart PLS. The results of this study indicate that: (1) The competence of lecturers has a positive and significant effect on students' understanding of 0.471 with a P-Value of 0000 and tcount of 3.749 > ttable 1.96. (2). Lecturer creativity has a positive and significant effect on student understanding of 0.467 and P-Value of 0.004 and tcount in this study is 2.764 > ttable 1.96 (3). The competence of lecturers through the M-TU e-learning media has a positive and significant effect on students' understanding of management by 0.305 and P-values of 0.012. tcount in this study the results obtained were 2,625 > ttable 1.96. (4). Lecturer creativity through E-Learning E-MTU has a positive and significant effect on students' understanding of management by 0.351 and P-Value by 0.002. for the calculation of tcount in this study, the results obtained were 3.765 > ttable 1.96.

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1. Introduction

The Covid-19 pandemic that has hit the world has forced the government to make various policies to break the chain of the spread of the Covid-19 virus. One of the policies taken by the government is the application of physical distancing or maintaining physical distance between individuals [1]. The physical distancing policy has prevented face-to-face learning activities at all levels of education [2]. In Decision-making in the context of implementing teaching and learning activities so that learning outcomes can still be achieved with a physical distancing policy, the ministry of education and culture issues a policy of learning at home using online learning [3]. Online learning is an option because of its flexible nature, allowing students to access information and learning resources without the limitations of space and time. Online learning is the best choice to properly carry out lectures during the Covid-19 Pandemic. Various learning methods can also be applied in online learning, and the use of various learning methods can improve student learning achievement. Moreover, now the learning process has

utilized information technology. Students are familiar with computers or laptops [4]. The development of E-Learning on each campus is also very helpful in the teaching and learning process. Apart from learning methods, some facilities are not inferior in online learning, including lecturer competence, and lecturer creativity in carrying out the teaching and learning process.

Universitas Mahkota Tricom Unggul is one of the campuses that offers a Bachelor of Management study program. The high interest of students in choosing the study program is proof that the Universitas Mahkota Tricom Unggul campus has different values compared to other campuses. Apart from improving the competence of lecturers through structured training by the campus and LLDIKTI area 1 of North Sumatra, the campus also provides e-learning facilities (E-MTU) during the pandemic to improve educational services, including internships with partner companies. It aims to equip graduates that they are worthy and declared to have managerial competence [5].

U Efforts to improve student understanding of introductory management courses to students are carried out by providing special material, one of which is through student involvement in collaborative programs between lecturers and students such as opening a joint business, internship, and others. Management graduates are expected to have reliable competencies when entering the world of work, especially in the field of management, besides that management graduates can also become professionals and practitioners such as consultants [6]. The number of teaching lecturers at Universitas Mahkota Tricom Unggul is 14 people, where all lecturers have a minimum rank of expert assistant, this shows that administratively lecturers at Universitas Mahkota Tricom Unggul can be said to be very good, while the ratio between educators and students is 1:5,93 as stated at https://pddikti.kemdikbud.go.id/data_pt. By the provisions of the ministry of education that the ratio between lecturers and teaching staff is at most 1:30, which means that lecturers at Universitas Mahkota Tricom Unggul have a workload that is not too much so that the level of competence and creativity is also very good.

2. Literature Review and Submission of Hypotheses

2.1 Competence

In general, the definition of competence is an ability or skill possessed by a person in carrying out a job or task in a particular field, by the position he holds [7]. Etymologically the word "competence" is adapted from English, namely "competence" or "competency" which means skill, ability, and authority. So that the notion of competence is a combination of a person's knowledge, skills, and personality attributes rove his performance and contribute to the success of his organization [8]. Competent lecturers are generally seen from how far the lecturer has mastered the material and the lecturer can apply the right learning model for the material being studied. According to Djamarah, competent educators are educators who have the skills to provide reinforcement, ask questions, make variations explain, and open and close lessons [9]. Competence is a set of knowledge, skills, and behaviors that must be possessed, internalized, and mastered by teachers in carrying out professional duties [10]. The competencies possessed by lecturers are a reflection of observing the success of lecturers in teaching students. The level of understanding of students in a course will be better if it is balanced with good competencies possessed by lecturers. Lecturers have a very big role in improving the quality, relevance, and efficiency of education [11].

2.2 Creativity

Creativity is a phenomenon, where a person communicates a new concept that is obtained as a result of a mental process in generating ideas, which is an attempt to fulfill a need that is influenced by ecological pressures [12]. Creativity can also be interpreted as the ability to produce new products, appropriate with high quality, Creativity can also be seen in how individuals attach importance to a process in problem-solving and the latest research [13]. Creativity is the key to a lecturer's success in motivating his students to be enthusiastic about learning online and not be a psychological burden. Lecturers are required to be able to design or design online learning that is light and effective, by utilizing appropriate online devices or media and by the material being taught. Lecturers must be able to choose and limit the extent of the scope of the material and what applications are suitable for the material and learning methods used [14]. Individual creativity in each lecturer is a necessary

prerequisite for innovative behavior. Based on this core role of creativity, the increase in lecturers' creativity also increases due to their psychological capital, which can encourage lecturers to experiment and apply creative ideas, if they see benefits for their work [15].

2.3 E-Learning E-MTU

In the traditional learning paradigm, the teaching and learning process usually takes place in the classroom with the presence of lecturers in the classroom and rigid schedule arrangements where the teaching and learning process can only take place at a predetermined time and place. The teacher's role is very dominant and [16]. Meanwhile, learning during the Covid-19 pandemic was certainly different, it encouraged every campus community to switch to online learning. E-learning is a form of learning model that is facilitated and supported by the use of information and communication technology [17]. E-learning consists of two parts, namely e- which stands for electronics, and learning which means learning. So e-learning means learning by using the services of electronic devices, especially computer devices. There is the word "especially computers" at the end of the sentence which gives the understanding that computers are electronic devices in addition to other electronic learning tools [18]. E-MTU is a web-based learning media developed by the IT team at Universitas Mahkota Tricom Unggul which can be accessed by lecturers and students through the <https://e-mtu.ac.id> page.

2.4 The Influence of Lecturer Competence on Students' Understanding

Lecturer competencies include pedagogic competence, personality competence, social competence, and professional competence obtained through professional education [19]. The competence of a lecturer is an important factor in student academic achievement [20]. Competent lecturers are generally seen from how far the lecturers have mastered the material and the application of appropriate learning models for the material being studied [21]. In addition, the assessment is also about the ability of lecturers to teach the material with effective methods so that students can understand and implement them. The ability of the lecturer to explain the lecture material and the ability the lecturer to answer student questions [22].

H1: Lecturer competence has a significant effect on student understanding

2.5 The Effect of Lecturer Creativity on Student Understanding

Lecturer creativity is the ability to modify innovative and creative learning. Lecturers who have these abilities will find it easier to develop innovative learning so that the learning process can run optimally. The development of innovative learning is needed by educational institutions, especially vocational institutions where the learning process focuses more on skills [23]. Therefore, the creativity of a lecturer greatly affects the level of student understanding, it also plays an important role in the success of student learning, the lecturer not only transfers knowledge but the lecturer also facilitates learning activities so that students can be active in participating in learning. Creative learning is one of the nation's cultures and character. Creative learning is also important in improving the quality of learning so that creativity is a competency in terms of learning processes and outcomes [24].

H2: Lecturer's creativity has a significant effect on student understanding

2.6 The Effect of Using E-Learning on Student Understanding

One of the important points in the 4.0 education revolution is the use of technology to support future educational progress. With the current pandemic situation, education is very dependent on the sophistication of communication technology [25]. The use of E-Learning in the learning process allows the learning process to continue even if you are not physically present in the classroom. Learning activities are very flexible because they can be adjusted to the time of lecturers and students and there are no limited learning resources because they are directly connected to the internet. This e-learning application can facilitate training and learning activities as well as formal and informal teaching and learning processes, as well as facilitating activities and communities of electronic media users, such as the internet, intranet, CD-ROM, video, DVD, television, cellphone, PDA, and so on. others [26]. The readiness of the e-learning system, and support from lecturers and students in the process of teaching and learning activities by providing feedback from students will make e-learning media the main key [27].

H3: The use of E-MTU has a significant effect on student understanding

Path analysis based on Partial Least Square (PLS)

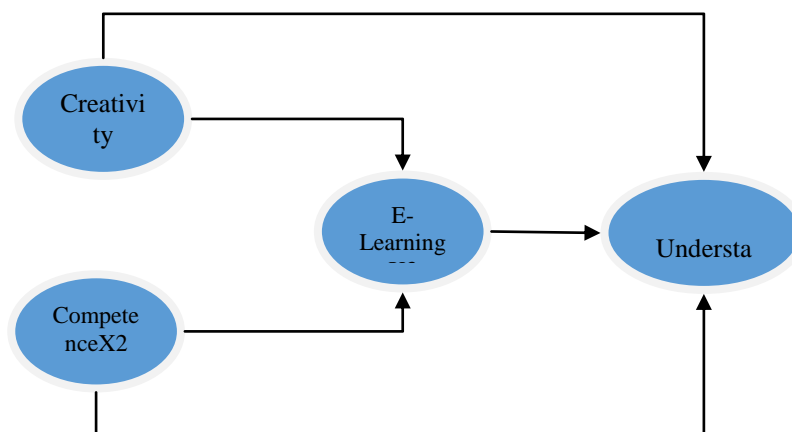


Figure 1. Theoretical Framework

3. Research Methods

This research approach aims to prove that there is a direct and indirect effect between the independent variables on the dependent variable. This study uses an associative and quantitative approach using path analysis. This research was conducted at Universitas Mahkota Tricom Unggul which is located at Jl. Pematang Pasir, Tj. Mulia Hilir, Kec. Medan Deli, Medan City, North Sumatra 20241 The time of study was carried out from January 2022 to June 2022. The population in this study were students of the Management S1 study program at Universitas Mahkota Tricom Unggul. The sampling technique is quota sampling. Where the sample in this study was active students totaling 115 respondents. Furthermore, the data collection technique used a questionnaire that was distributed to the entire sample. The questionnaire measurement scale uses a Likert scale [28]. The variables in this study are:

1. Lecturer competence, lecturer creativity, and e-learning media (e-mtu.ac.id) are called independent or independent variables.
2. Student understanding is referred to as the dependent variable known as the dependent variable

3.1 Discussion

a. Validity test

The following is the data from the validity test results through the convergent validity test and the discriminant validity test in this study:

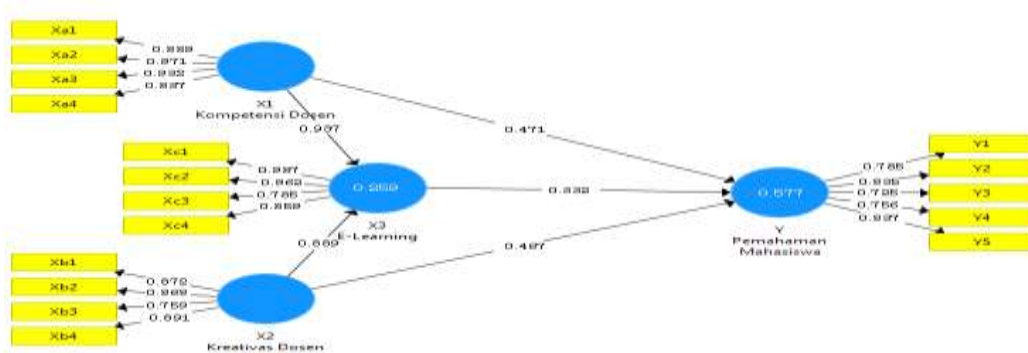


Figure 2. Validation Test Results

Based on the table above, it can be seen that the loading factor value for each indicator is > 0.70. Thus, it can be concluded that the indicators of each variable in this study are valid

b. Reliability Test

The following are the results of the reliability test based on the composite liability (CR) value which is presented in the table below:

Table 1.
RELIABILITY TEST

| | Composite Reliability | Test results |
|--------------------------|-----------------------|--------------|
| X1_ Lecturer Competence | 0.879 | Reliable |
| X2_ Lecturer Creativity | 0.843 | Reliable |
| X3_ E-Learning | 0.994 | Reliable |
| Y_ Student Understanding | 0.988 | Reliable |

Source: Smart PLS 3.3.3

Based on the data table above shows that the value of Cronbach's alpha for each variable in this study is > 0.70. Thus, it can be concluded that the variables used in this study are declared reliable.

c. t test (Bootstrapping)

In this study, hypothesis testing is a direct and indirect effect test. Based on data processing that has been carried out using the smart PLS 3.3.3 program, the results can be seen in the table below.

Table 2.
T TEST

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | t Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| X1_ Lecturer Competence -> Student Understanding | 0.471 | 0.299 | 0.095 | 3.749 | 0.000 |
| X2_ Creativity -> Student Understanding | 0.467 | 0.312 | 0.140 | 2.764 | 0.004 |
| X1_ Lecturer Competence ->E-Learning -> Student Understanding | 0.332 | 0.314 | 0.097 | 2.625 | 0.012 |
| X2_ Lecturer Creativity -> E-Learning -> Student Understanding | 0.351 | 0.312 | 0.064 | 3.765 | 0.002 |

d. The Influence of Lecturer Competence on Students' Understanding

From the results of the study above, it shows that the competence of lecturers directly has a positive and significant influence on student understanding of 0.471 with a P-Value of 0000. directly has a positive and significant effect on student understanding at Universitas Mahkota Tricom Unggul. This result is also supported by previous research which states that lecturer competence affects students' understanding [20][29][30] during the Covid-19 pandemic. If seen, competence is very

helpful for lecturers in explaining the material when learning takes place. Lecturer experience is the main key in developing material during learning so that it can help students understand. Although some lecturers at Universitas Mahkota Tricom Unggul are still young and do not have experience, it is hoped that over time the young lecturers can develop their competencies so that they can help students understand the material being taught.

e. The Influence of Lecturer Creativity on Students' Understanding

The results of this study can be seen that the direct influence of lecturer creativity is 0.467 and P-Value is 0.004. for the calculation of tcount in this study, the results obtained were $2,764 > t_{table} 1.96$, which shows the influence of lecturer creativity at Universitas Mahkota Tricom Unggul has a positive and significant influence on student understanding. This result is also supported by previous research which states that a lecturer's creativity affects students' understanding [24][31][32], especially during the Covid-19 pandemic. If we look at the creativity of lecturers, it affects students' understanding, teaching styles, selection of methods and the use of teaching tools are important in helping increase student understanding. The lecturers at Universitas Mahkota Tricom Unggul, which is dominated by experienced lecturers, really understand this, plus the combination with more energetic young lecturers is certainly very helpful in efforts to increase lecturers' creativity which in the end is expected to also increase student understanding.

f. The Influence of Lecturer Competence Through E-MTU Media on Student Understanding

From the results of this study, it can be seen that the influence of lecturer competence by utilizing E-MTU is 0.332 and P-Value is 0.012. for the tcount calculation in this study the results obtained were $2,625 > t_{table} 1.96$, it shows the influence of lecturer creativity by utilizing E-MTU at Universitas Mahkota Tricom Unggul has a positive and significant influence on student understanding during the Covid-19 pandemic. This result is also supported by previous research which states that the competence of lecturers and the use of e-learning affect student understanding [33][34] [35], especially during the Covid-19 pandemic. However, from direct observation, many lecturers at Universitas Mahkota Tricom Unggul have not been able to fully utilize E-MTU even though in terms of experience and length of teaching the competence of the lecturers is quite capable but at the same time, it is not balanced with the ability to utilize e-learning technology. The results of the questionnaire in this study only looked for the influence of lecturer competence in terms of teaching abilities in their respective fields, not competence in using e-learning so that there was no bias between lecturer competence and lecturer competence in using E-MTU.

g. The Influence of Lecturer Creativity Through E-MTU Media on Student Understanding

From the results of this study, it can be seen that the influence of lecturer creativity by utilizing e-learning media E-MTU is 0.351 and P-Value is 0.002. for the tcount calculation in this study, the results obtained were $3,765 > t_{table} 1.96$, it shows the influence of lecturer creativity by utilizing the E-MTU e-learning media at Universitas Mahkota Tricom Unggul has a positive and significant influence on student understanding during the Covid-19 pandemic. 19. This result is also supported by previous research which states that the creativity of lecturers and the use of e-learning affect student understanding [36][37][4], especially during the Covid-19 pandemic. When viewed during the Covid-19 pandemic, the creativity of lecturers in utilizing e-learning media greatly affected student understanding, but this has not been seen in lecturers at Universitas Mahkota Tricom Unggul because from direct observation of lecturers there are still many who use ordinary communication applications such as WhatsApp and zoom where there are limitations in meeting complete teaching and learning needs, plus the internet network system at Universitas Mahkota Tricom Unggul is also often unstable, which is an obstacle that must be considered.

4. Conclusion

Based on the research and discussion that has been stated above, it can be concluded that the influence of lecturer competence, lecturer creativity, and the use of e-learning media (e-MTU) on student understanding at the superior Tricom Crown University during the Covid-19 pandemic is as follows Lecturer competence has a positive and significant effect on student understanding at

Universitas Mahkota Tricom Unggul, lecturer creativity has a positive and significant effect on student understanding at Universitas Mahkota Tricom Unggul, Lecturer competence through E-MTU media has a positive and significant effect on student understanding at Universitas Mahkota Tricom Unggul. Lecturer creativity through E-MTU media has a positive and significant effect on student understanding at Universitas Mahkota Tricom Unggul.

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