

**“ANALYSIS, DESIGN AND IMPLEMENTATION OF PLATFORM
FEATURES AND THEIR IMPACT ON LEARNING
PERFORMANCE AND USER ENGAGEMENT:
A CASE STUDY OF FUNTECH.WEB.ID”**

By

Tomii Yulianto
22451033

MASTER’S DEGREE
in

MASTER OF INFORMATION TECHNOLOGY
FACULTY OF ENGINEERING AND INFORMATION TECHNOLOGY



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

Revision after the Thesis Defense on 29 August 2025

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



[TOMI YULIANTO]

Student

August 22, 2025

Date

Approved by:



Dr. Ir. Heru Purnomo Ipung, M.Eng,

Thesis Advisor

Date



Aug 27th, '25

Dr. Ir. Mohammad Achmad Amin Soetomo, M.Sc

Thesis Co-Advisor

Date

Dr. Maulahikmah Galinium S.Kom M.Sc

Dean

Date

Tomi Yulianto

ABSTRACT

“ANALYSIS, DESIGN AND IMPLEMENTATION OF PLATFORM FEATURES AND THEIR IMPACT ON LEARNING PERFORMANCE AND USER ENGAGEMENT: A CASE STUDY OF FUNTECH.WEB.ID”

By

Tomi Yulianto

Dr. Ir. Heru Purnomo Ipung, M.Eng, Advisor

Dr. Ir. Mohammad Achmad Amin Soetomo, M.Sc., Co-Advisor

SWISS GERMAN UNIVERSITY

This study examined design, technical performance, user engagement, learning outcomes, and retention in the development and performance of the Funtech.web.id online learning platform. Interactive features, a user-friendly interface, and easy navigation have been shown to increase student motivation to complete lessons. A mixed-methods approach, including surveys, interviews, and platform analysis, was used in this study. The results indicate that platform design and features significantly influence learning performance and user engagement ($r_s = 0.651$; $R^2 = 0.565$). A regression test showed a significant effect ($p = 0.000$), indicating that design improvements directly impact learning effectiveness.

ITIL Principle 4, particularly the quiz and tracking features, increased user engagement. However, weaknesses remain, such as a lack of internal communication systems, reliance on Zoom, and a lack of official support and feedback channels. The platform risks stagnation and loss of competitiveness if not addressed. Therefore, improving internal support systems, establishing feedback mechanisms, comprehensive system integration, and a continuous development framework are all necessary improvement efforts. Funtech.web.id has the ability to improve online education and maintain user engagement.

Keywords Platform Features, ITIL 4, Learning Performance, Learning Outcome, User Engagement



DEDICATION

Dedication is normally short and direct.

I dedicate this works for my beloved wife “Adelina Kristiani, S”,
son “Jevon Jeremiah” and daughter “Stevany Shalomita Midel”.



ACKNOWLEDGEMENTS

Acknowledgment: I would like to offer my heartfelt thanks for your unending work for completing this research study. This endeavor was facilitated by the faculty, and I could not pass through it without a great helping hand from my advisors. The guidance and responsiveness of our colleagues have also helped shape both the direction and quality of this inquiry.

I also want to express my deepest gratitude for the participants—students, teachers and platform users—for making this research happen by sharing their experiences & insights. This work would not have been the same without your essential data and perspectives.

My thanks go especially to the technical and administrative team of Funtech.web.id for their cooperation in data access and participation facilitation as part of this study.

Thanks also go to my family and friends, for always being there with words of kindness along the sometimes long winding journey. Believing in me has been a reason why this was done.

Thank you all for your continued support and efforts.

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