

Analysis of Student Perceptions Regarding the Use of Zep Quiz in the Learning Process

(A Descriptive Analysis of the Economics Subject: Demand and Supply Material – Grade XI, SMA Negeri 1 Sukatani, Even Semester, 2025/2026 Academic Year)

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ABSTRACT

This study aimed to analyze the perceptions of eleventh-grade students at SMA Negeri 1 Sukatani regarding the use of Zep Quiz as an evaluation medium in Economics learning on the topic of demand and supply. The study was motivated by the need to create a more engaging learning process, as some students still showed low focus and limited participation in conventional learning. A qualitative descriptive approach was employed. The research subjects consisted of 33 students of class XI F.M 4.2 as open-questionnaire respondents and one Economics teacher as an interview informant. Data were collected through open questionnaires, semi-structured interviews, and documentation, then analyzed using the Miles and Huberman interactive model assisted by MAXQDA software for the coding process. The findings showed that the learning process using Zep Quiz ran smoothly and actively engaged students, student motivation and participation increased, students' experience in understanding the material became more varied, and student perceptions of Zep Quiz as an evaluation medium tended to be positive. The advantages of Zep Quiz lay in its appeal, interactivity, and gamification elements, while its drawbacks were mainly related to internet connection stability. In conclusion, the author offers some recommendations. This study recommends that teachers continue to utilize interactive learning media while preparing alternative activities in case of network disruptions.

Keywords: *Student Perception; Zep Quiz; Learning Media; Interactive Digital Quiz; Economics Learning.*