

ABSTRACT

USER ENGAGEMENT ANALYSIS ON MOBILE APPLICATIONS USING USER ENGAGEMENT SCALE (Case Study: LinkedIn Application)

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Social media makes it easier for people to fulfill their information needs, provide opportunities for social interaction and business collaboration with stakeholders, including job seekers. One of the social media applications that can be used to find job vacancies is LinkedIn. LinkedIn connects professionals, both job seekers and employee seekers. According to Napoleon Cat data, the number of LinkedIn users in Indonesia until mid-2023 reached 24.54 million, continuing to increase every year from 2019 to mid-2023. LinkedIn users continue to increase, but based on observations on Playstore and pre-questionnaires it is known that user involvement in the LinkedIn application is still not optimal, there are still many users who still find it difficult and are less involved when using LinkedIn. User engagement aims to understand the needs and expectations of users of a system by focusing on the quality of the user experience. User Engagement Scale is a method to determine the involvement of users in an application or website. The results of research based on 402 respondents show that the Endurability dimension has an influence on user engagement when using the LinkedIn application. The Endurability (EN) dimension has a high number compared to other dimensions in the sum scale calculation reaching 8315 (21.3%). This shows that respondents agree that the application provides benefits to users such as making it easier for users to find the job vacancies needed easily and providing a variety of choices related to the information sought by users. Users feel that their experience is successful and smooth in finding the things they need when using the LinkedIn application..

Keywords: *LinkedIn application, User engagement, User Engagement Scale*