

ABSTRACT

USABILITY ANALYSIS ON NARASI.TV WEBSITE USING UNMODERATED REMOTE USABILITY TESTING AND USER EXPERIENCE QUESTIONNAIRE (UEQ) METHODS

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Human needs in the use of information and communication technology in the current era have reached a very broad scope. Website is one example of media that is often used by humans to facilitate their interaction in meeting their needs. One website that provides various information about current events, both currently happening in Indonesia and currently happening in various countries is Narasi.tv owned by PT. Narasi Citra Sahwahita. It was recorded on the SimilarWeb website, that 81,600 users had visited the Narasi.tv website as of April 2022. This proves that the use of the website as a source of information plays an important role in the success of a company. However, in its use there are still many websites that experience problems, causing a lack of satisfaction experienced by users when visiting the website. For this reason, it is necessary to carry out usability testing efforts to determine the usability level of the Narasi.tv website. This study uses Unmoderated Remote Usability Testing as a testing method and another method is added to calculate the usability level, namely the User Experience Questionnaire (UEQ). The purpose of this study is to measure the level of usability of the Narasi.tv website and provide design recommendations to companies based on the results of these measurements. The testing technique used in this study is the One Sample T Test which is calculated using SPSS.. The results of calculations on the UEQ questionnaire resulted in a score in the Attractiveness category of 1.344 (above average). The Perspicuity category produces an average score of 1.408 (above average). In the Efficiency category, it produces an average score of 1.358 (above average). The Dependability category produces an average score of 1.308 (above average). In the Stimulation category, it produces an average score of 1.375 (good). And in the Novelty category produces an average score of 0.475 (below average).

Keywords : user experience (ux), usability, unmoderated remote usability testing, user experience questionnaire (ueq)