

ABSTRACT

EVALUATION OF NEW STUDENT ADMISSION REGISTRATION WEBSITE WEBSITE USING USER EXPERIENCE QUESTIONNAIRE METHOD AND COOPERATIVE EVALUATION (CASE STUDY: PMB IT TELKOM PURWOKERTO)

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The Purwoketo Telecom Technology Institute (ITTP) New Student Registration Website (PMB) to facilitate the registration of New Student Candidates (CAMABA) at ITTP. Since the beginning of the release of the PMB Website there has been no evaluation of the system, through the excavation of data against CAMABA and PMB website staff there are many problems such as the appearance of PMB ITTP website is not systematic and consistent, the user judges the design of the display is not creative, and the user evaluates the appearance of the ITTP site is not modern. Based on the findings, it is necessary to evaluate the PMB ITTP website to measure user experience and recommendations using the User Experience Questionnaire (UEQ) method and the Cooperative Evaluation method to determine problems from user perception. The UEQ method aims to measure the scale and results of the user experience used as a prototype building recommendation based on the perception of the aspect of convenience, usability, quality, and efficiency of the system product. With the cooperative evaluation method, the evaluator can discuss directly with the respondent to identify the user's problems when using the application. The aim of this research is to measure and improve the User Experience (UX) website PMB IT Telkom Purwokerto. The results of measuring the user experience of the website increased on all UEQ variables, i.e. the attractive variable increased by 1.88, the Perspicuity grew by 1.84, the Efficiency improved by 1.54, the Dependability rose by 1.15, the Stimulation increased with 1.89 and the novelty scale rose by 1.35. Benchmark UEQ at the level of user experience new design website PMB IT Telkom Purwokerto experienced an increase in scale from before evaluation on the level Below Average to Good on all UEQ variables except the variable Stimulation increased to Excellent.

keywords : Cooperative Evaluation; Student Admission; UEQ; User Experience; Website Evaluation;