

ABSTRACT

EVALUASI *USER EXPERIENCE E-WALLET* MENGUNAKAN METODE *USER EXPERIENCE* *QUESTIONER (UEQ)*

Case studi : Shopeepay dan Gopay

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E-Wallet is a technology that we can use to make it easier to make transactions without physical contact. According to research from Gopay and Shopeepay users, complaints are often found in the form of a system that is less than optimal and the occurrence of bugs/errors in each feature. Among the complaints that are very common and often occur are difficulties in top-up where there is limited time to top-up, other complaints are the long process when withdrawing money to a personal account. The solution that can be done from both sides of the *E-Wallet* is to improve systems to minimize bugs/errors. User experience questionnaire is one of the methods used to evaluate user experience results from Shopeepay and Gopay. The purpose of this study is to evaluate to measure the level of user experience on the services that have been provided by Shopeepay and Gopay and compare the two objects. In this study the benefits of being able to find out the level of user experience from Shopeepay and Gopay services using the User Experience Questionnaire (UEQ) method and knowing what are the shortcomings of GoPay and Shopeepay services in order to get an overview so that the user experience becomes better. Data collection techniques in this study using purposive sampling technique, because in this study the determination of the sample requires consideration of criteria, namely criteria using the Shopeepay and gopay applications. Data analysis in this study uses UEQ data analysis tools. The comparison results in this study obtained scores on the attractive, perspicuity dependability and efficiency variables, Gopay excels by obtaining values of 0.05, 0.01, 0.04, -0.14 while Shopeepay excels in stimulation and novelty variables by obtaining values of 0.01 and 0.05.

Kata kunci; *E-Wallet, Gopay, Shopeepay, User Experience, User Experience Questioner*