

ABSTRACT

EVALUATION USER EXPERIENCE TO LINKAJA APPLICATION USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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The rapid development of technology, the more complete with existence *fintech*. *Fintech* which is currently developing in Indonesia namely *E-Wallet*. Several supporting applications in use *E-Wallet* including LinkAja, OVO, *ShopeePay*, FUNDS, and *GoPay*. According to research results *Daily Social*, LinkAja included *E-Wallet* which are still few users and having low on *Google Play Store* which is equal to 4.1 when compared with *E-Wallet* others such as DANA (4,3), *Shopeepay* (4,6), and *Gopay* (4,5). Various kinds of complaints were submitted by LinkAja users in the comments column *Google Play Store*. Apart from that, other complaints were also felt by LinkAja users, such as failure *upgrade*, inappropriate service, deducted balances, and so on. Of the complaints that have been mentioned, they are more directed at application services and system quality at LinkAja. The high quality of services offered is a factor in the high level of user satisfaction. With various kinds of problems and complaints related to LinkAja, it is necessary to evaluate it *user experience* so that LinkAja can improve the user experience. One model method for measuring against *user experience* and will be used in this study namely *User Experience Questionnaire* (UEQ). This research produces measurements on each aspect such as *Stimulation* (1,258), *Dependability* (1,370), *Efficiency* (1,528), *Perspiciuity* (1,788), and *Attractiveness* (1,593) who obtained a positive evaluation rating level meanwhile *Novelty* (0.448) obtained a neutral evaluation rating level, and results *benchmark* show aspect *attractiveness*, *efficiency*, *perspiciuity*, get value category "Good", *stimulation* and *dependability* get value category "Above Average", *novelty* get value category "Below Average". Aspects need to be improved *novelty* to increase user satisfaction because it is still below average. According to the data generated, it can be concluded that this study succeeded in evaluating the LinkAja application using the UEQ method.

Keywords: *Fintech*, *E-Wallet*, LinkAja, *User Experience*, *User Experience Questionnaire* (UEQ).