ABSTRACT

USER EXPERIENCE WEBSITE ANALYSIS USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD
(CASE STUDY: TELKOM PURWOKERTO IT INFORMATION SYSTEM STUDY WEBSITE)

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The Information Systems Undergraduate Study Program has a website which was created to provide information about educational programs available from a higher education institution. Several features such as student achievements, curriculum updates, and information about research results (HKI). The website also provides information about lecturer data, final project expertise groups, and email contacts for supervisors and staff. information is very useful for prospective students, lecturers, and students. but after conducting interviews and pre-research questionnaires, there were several problems related to user experience on the ITTP SI Study Program website such as the website sometimes not being accessible at certain times, website responses that were sometimes slow, out of date information, some menus that did not appear information nothing, the server response time is sometimes long, and sometimes the website is difficult to access. The purpose of this research is to produce an assessment of the user experience of the IS ITTP Study Program website, as well as provide recommendations on which aspects need to be addressed through the UEQ method. The main purpose of UEQ is to measure user experience quickly and directly. The population of this study were users of the ITTP SI Study Program website using a simple random sampling technique. Data analysis was performed using the UEQ Data Analysis Tool. The results of this study of 100 respondents showed that each scale had a low mean with a scale value of accuracy 1.04, stimulation 0.95, attractiveness 0.90, clarity 1.12, efficiency 0.96 and novelty 0.42. This shows that each of them gets a below average value. The results of this study provide recommendations for improvement in every aspect of the UEQ: attractiveness, clarity, efficiency, accuracy, stimulation, and novelty.

Keywords: Information System, User Experience, User Experience Questionnaire (UEQ), Website