

## ABSTRACT

### ***User Experience Evaluation on the Bakpia Vista Yogyakarta Website Using the Moderated Remote Usability Testing and User Experience Questionnaire (UEQ) Method***

Oleh :

Alfan Adi Chandra

19104026

*Fast-developing technology and knowledge have been created to help people carry out their daily activities and provide information quickly. Information Technology (IT) plays a very important role in improving economic and social business. With this development, it is easier for people to conduct business transactions and communicate only through website applications. One of them is an online sales web application, a sales application website can help increase sales because buyers don't need to come in person to purchase. The Bakpia Vista Yogyakarta website is an online bakpia selling website. The Bakpia Vista website is a new idea for connoisseurs and owners of Bakpia Vista which has not been widely used so it is still foreign to the common man's ears. From the problems that have been described, research will be carried out regarding the evaluation of user experience on the Bakpia Vista Yogyakarta website to see website performance from the level of user experience when using the website. The process of assessing user experience is carried out using the Moderated Remote Usability Testing method and the User Experience Questionnaire (UEQ) as a questionnaire. UEQ measurements on the Bakpia Vista website from the six categories obtained Attractiveness results with an average score of 2,514, Perspicuity got an average score of 2,522, then Efficiency got an average score of 2,500, Dependability category got an average score of 2,370, Stimulation category get an average score of 2,315, and the Novelty category gets an average score of 2,261. The UEQ benchmark results show the six categories get "Excellent" results. The results of this study indicate that the Bakpia Vista website can provide a good user experience. Whereas the moderated remote usability testing method on the performance metrics aspect gets an average value of 95%. The results of the user experience evaluation reveal that the Bakpia Vista website has a good experience for its users, but optimization still needs to be done to reduce problems.*

***Keywords: bakpia vista yogyakarta, website, user experience (ux), user experience questionnaire (ueq), moderated remote usability testing***