ABSTRACT

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USER EXPERIENCE ANALYSIS OF HALODOC APPLICATION USING USER EXPERIENCE QUESTIONNAIRE (UEQ) CASE STUDY FOR THE EAST JAKARTA REGION

The development of information technology from year to year always experiences very rapid development. HaloDoc provides a number of services including doctor consultation services, drug delivery services and laboratory services. The purpose of this study was to measure the level of user satisfaction / user experience with the HaloDoc application using the User Experience Questionnaire (UEQ). Data collection was carried out by distributing questionnaires containing questions in UEQ using Google Forms to HaloDoc application users in the city of East Jakarta. Data processing using the Data Analysis Tool (DAT) available at https://www.ueq-online.org/ , the scores obtained from each Attractiveness scale with a score of 1,60 state that it is good, Perspicuity with a score of 1,48 states that above average, Efficiency with a score of 1,59 states that it is good, Dependabilty with a score of 1,46 states above average, Stimulation with a score of 1,55 states that good, and Novelty with a score of 0,54 states below average.

Bibliography (1996 -2020)