

ABSTRACT

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USER EXPERIENCE ANALYSIS ON NETFLIX AND DISNEY+ HOTSTAR APPS USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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(xiii + 82 + appendices)

Along with the development of technology, movies can not only be enjoyed through cinemas but now can watch movies directly for example through video on demand services, namely Netflix and Disney+ Hotstar. VoD services both Netflix and Disney+ Hotstar have their advantages and disadvantages. The purpose of this study is to compare the UX of both applications that have the same usability. And to find out what aspects need to be improved in the future to increase user satisfaction in using the Netflix and Disney+ Hotstar applications. This study provides a comparison through the user experience questionnaire (UEQ) which has six aspects of assessment, including attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. The UEQ questionnaire was distributed to 100 respondents, and the data obtained from users was analyzed using DAT (Data Analysis Tool). The results of the analysis showed that respondents had a positive impression of both Netflix and Disney+ Hotstar video on demand applications where the applications showed positive evaluation (having a mean value of > 0.8). And for the variables efficiency, dependability, and novelty on the Netflix and Disney + Hotstar applications have a significance value of less than 0.05 so it is concluded that there are significant differences in the three variables. The Netflix application can further improve the user experience in the dependability aspect because it still gets a benchmark value below average, while the Disney+ application can improve the user experience in efficiency because it gets a lower benchmark value than other aspects.

References (1996-2023)