# ABSTRACT

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**USER EXPERIENCE (UX) ANALYSIS ON LINKAJA APPLICATIONS USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD**
Undergraduate Thesis. Department of Information System, Faculty of Computer Sciences and Information Technology, Gunadarma University, 2023.
Keywords: Analysis, LinkAja, User Experience, User Experience Questionnaire.

(xiii + 70 + Attachment)

The development of information technology in Indonesia is rapidly advancing. The utilization of information technology to support various daily activities of the community is increasing, including in financial transactions. LinkAja is one of the applications used to facilitate digital purchases and payments. The way LinkAja works is simple: users just need to top up their LinkAja balance and then they can use that balance for purchases or payments through the LinkAja app. LinkAja app has recorded 10 million downloads on the Google Play Store, a significant number. Despite the high number of downloads, the app's rating remains comparatively lower than similar apps. Therefore, the app developers need to focus on user experience (UX). Evaluating user experience can help in enhancing the application. The purpose of this research is to measure the level of user experience and analyze the results regarding the LinkAja app. The research process utilizes the User Experience Questionnaire (UEQ), which provides comprehensive measurements, ranging from usability to user experience. The results of this research indicate that attractiveness, clarity, efficiency, and reliability received poor ratings. Stimulation and novelty received below-average ratings. Hence, there's a need for improvements and development across all aspects, especially in attractiveness, clarity, efficiency, and reliability. With these enhancements, it's expected that the LinkAja app can enhance user experience, making it more superior compared to similar applications.

Bibliography (2017 - 2022)