

ABSTRACT

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ANALYSIS OF USER EXPERIENCE ON THE LALAMOVE APPLICATION USING THE USER EXPERIENCE QUESTIONNAIRE (UEQ)

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(xii + 57 +Attachments).

Complaints were found from users regarding the system and services on the Lalamove application such as technical problems/bugs, difficulty contacting drivers, and payment constraints. The purpose of this study was to determine the level of user experience aspects on the current Lalamove application. In this study, the number of user respondents was 100 people. It can be seen from the aspects of attractiveness and pragmatics that they have an average value that shows a positive evaluation. Respondents have different backgrounds with an age range of 17 to over 40 years who have used the Lalamove application. The results of the calculation of the average value of each variable are in the positive evaluation area above (>) 0.8. The average result of the highest variable value in the Clarity variable is 0.96, and the lowest value is in the Novelty variable of 0.40. The attractiveness and pragmatic aspects have an average value of 0.84, and the hedonic aspect has a value of 0.52. All aspects with values above 0.8 show a positive evaluation. The attractiveness and pragmatic aspects get a positive evaluation value, while the hedonic aspect gets a neutral evaluation value. There is no novelty scale here, because novelty is a more specific aspect and may not always be relevant to all aspects of usefulness or emotional satisfaction measured in the other dimensions.

References (2018 – 2023)