

## ABSTRACT

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ANALYSIS OF USER EXPERIENCE QUESTIONNAIRE (UEQ) USER SATISFACTION LEVEL OF INDONESIAN SHOPEE APPLICATION USING USER EXPERIENCE QUESTIONNAIRE (UEQ)

Thesis, Information Systems Department, Faculty of Computer Science and Information Technology, Gunadarma University, 2023

Keywords: Satisfaction level analysis, shopee, User Experience Questionnaire (UEQ).

(xiii + 56 + Appendix)

Shopee is a marketplace that is in great demand for online shopping in various countries and can be accessed easily and quickly using smartphones and computers. This application is adopted as a mobile application for consumers. This application offers a wide range of products and services, complemented by easy and secure payment methods, integration and delivery of new social technologies. On the Google Play Store, the Shopee application has been downloaded 100 million+ and has a rating of 4.3. There are still complaints from users in the review column on the Google Play Store. The number of negative reviews given by Shopee application customers shows that there is still a lack of customer satisfaction with the company's performance. Methods that can be used in usability testing measure user experience a product quickly is a method User Experience Questionnaire (UEQ). The purpose of this research is to analyze the satisfaction level of Jabodebek Shopee users using the UEQ method. Data collection was carried out by distributing questionnaires using the Google Form on the link <https://bit.ly/skripsiyudda> which was given to users of the Jabodebek Shopee application. Based on the results of calculating the average value of the UEQ scale from 100 respondents, the average value was obtained, namely Attractiveness of 1.510, Perspicuity of 2.559, Efficiency of 2.530, Dependability of 2.384 Stimulation of 2.460 and Novelty of 2.238

Bibliography ( 2016 – 2023 )