

## ***ABSTRACT***

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### **ANALISIS USER EXPERIENCE PADA LAYANAN APLIKASI LIVIN BY MANDIRI MOBILE MENGGUNAKAN METODE USER EXPERIENCE QUESTIONNAIRE (UEQ)**

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*Keyword : Analisis, User Experience, Livin By Mandiri Mobile, User Experience Questionnaire (UEQ)*

(xii+52+Lampiran)

*In this era of globalization, technology is developing rapidly. Increasingly sophisticated technology encourages the development of business strategies, one of which is banking financial institutions which are currently supported by the existence of mobile transaction facilities which are a necessity for customers. PT Bank Mandiri presents a mobile banking application called Livin By Mandiri, to make it easier for customers to get online banking services. With mobile banking, customers can make non-cash money transfers, make top-ups, e-money, E-wallet, view savings and deposit info. Based on observations made by researchers on user reviews of the Livin By Mandiri Mobile application, it was found that several users had problems. In this study, it is necessary to conduct an analysis related to user experience aimed at measuring user experience in using the Livin By Mandiri Mobile application using the User Experience Questionnaire (UEQ) method. Based on the calculation of the average value on the scale with the Data Analysis Tool, there are 6 scales, namely the average on the attractiveness scale has a mean of 1.47, perspicuity has a mean of 1.42, efficiency (efficiency) has a mean of 1, 53, dependability has a mean of 1.45, stimulation has a mean of 1.57 and novelty has a mean of 1.16. From the measurement results, it can be concluded that overall the Livin By Mandiri Mobile application already has a good benchmark level on the scale of efficiency, stimulation and novelty. However, on the attractictiveness, perspicuity and dependability scales, the results are above average (above average).*

Daftar Pustaka (2015 - 2022)