

ABSTRACT

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USER EXPERIENCE ANALYSIS IN BCA MOBILE APPLICATION USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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(xii + 43 + Attachment)

Rapid technological advances occur in various fields, one of which is in the banking sector. Advances in technology in the banking sector are marked by the presence of various mobile banking applications, for example BCA which comes with an application called BCA Mobile which is intended to make it easier for its customers to transact through digital channels. User experience analysis needs to be done to measure how the user experiences a product. In this study, we will analyze the user experience on the BCA Mobile application. The method used is the User Experience Questionnaire (UEQ) method. Data collection is done by creating and distributing questionnaires in the form of google form. This study involved 100 respondents to fill out a questionnaire. The UEQ official website has provided data analysis tools that can be used to process and analyze research data. The results showed that the average value of the UEQ scale was at a normal level. Meanwhile, the benchmark test for the attractiveness, perspicuity, efficiency, dependability and stimulation scales is still in the bad category and the novelty scale is in the below average category. So, from these results it can be concluded that the user experience of the BCA Mobile application is still low.

Bibliography (2015 – 2022)