

ABSTRACT

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User Experience Analysis of Mamikos Application Using User Experience Questionnaire Plus (UEQ+)

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Information technology has brought positive impacts in various aspects of life, including the ease of accessing information. One of the information technologies that currently holds significant influence and is widely popular in Indonesia is the Mamikos application. This accommodation search application offers features such as room search, booking, and virtual tours. However, the quality of User Interface (UI) and User Experience (UX) is crucial for the success of an application. The research purpose is to measure whether the Mamikos application provides a good user experience for the user. This research employs a quantitative approach, utilizing the UEQ+ method to analyze the user experience of the Mamikos application. The data is collected from Mamikos users aged at least 17 years and is analyzed using the UEQ+ Data Analysis Tools. The analysis results indicate that users rate the Mamikos application positively, with an average score above 0.8 across various variables. The variables of Trust, Dependability, Quality of Content, and Usefulness received the highest ratings. The Importance Rating analysis shows that users consider the UX aspects crucial, especially the usefulness aspect. This research provides a positive insight into the user experience of the Mamikos application and offers guidance for developers to enhance the UX quality and reduce usage obstacles. For users, this research offers insights into the user experience of the Mamikos application, assisting them in selecting an application that suits their needs.

References (2008-2023)