

ABSTRACT

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ANALYSIS OF USER EXPERIENCE AND SYSTEM EFFICIENCY IN THE LOVE AND DEEPSPACE GAME USING DESCRIPTIVE SURVEY METHOD AND UEQ QUESTIONNAIRE

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(xiv + 81 + Appendices)

The rapid development of the gaming industry has made User Experience (UX) and system efficiency crucial factors in evaluating the quality of a game. This study was conducted to analyze the UX and system efficiency of the Love and Deepspace game, which has garnered significant attention among players since its release in January 2024. Despite the game's positive reception, user reviews have indicated issues with UX and system performance, prompting this research. This study employs a descriptive survey method and the User Experience Questionnaire (UEQ) to collect data from Love and Deepspace players. The research sample consists of 100 respondents selected through purposive sampling, specifically those who have played or are still playing the game. The UEQ questionnaire measures six main dimensions of UX: Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. The findings reveal that Love and Deepspace exhibits varied UX across these dimensions, with some aspects receiving high scores while others require improvement. System efficiency is also identified as an area needing further attention to enhance the overall player UX.

Reference (1993-2024)