

## ABSTRACT

Atika Rahmadani.16119944

### **User Experience Analysis On Instagram Using The Method User Experience Questionnaire (UEQ)**

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Keywords : Instagram, *User Experience*, *User Experience Questionnaire* (UEQ)  
( xii + 47 + Attachment )

The level of User Experience (UX) for the Instagram application in general has not been assessed, whether it is included in the good category or not. The User Experience Questionnaire (UEQ) is a method that can be used to assess Instagram UX by taking into account the six assessment aspects in UEQ, namely Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. There are 26 questions in the UEQ, which are calculated based on the assessment aspect. The results of this study indicate that the Instagram application in the aspects of Attractiveness (1.96), Persepiciuity (1.85), Efficiency (2.03), Dependability (1.65), Stimulation (1.84), and Novelty (1.72). The results showed that the measurement scales namely Attractiveness, Efficiency, Stimulation, and Novelty were in the "Excellent" category. The Perspicuity and Dependability assessment aspects are in the "Good" category. This shows that the Efficiency scale gets the highest score, with a value of 2.03. Even though overall it gets a very good score, it still needs improvement on the Dependability scale which gets the lowest benchmark comparison score so that it can improve the quality of its service to Instagram application users.

References (2015 – 2023)