

ABSTRACT

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USER EXPERIENCE ANALYSIS OF BRI MOBILE APPLICATION (BRIMO) USING USER EXPERIENCE QUESTIONNAIRE (UEQ) METHOD

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(xi + 75 + Appendices)

Rapid development of technology has occurred in many fields, one of them is in the financial sector, banking. Technological advances in banks are marked by the emergence of mobile banking. Bank BRI created a mobile banking application called BRImo. With the services available on the BRImo application, users can make online transactions. This application combines the functions of mobile banking, internet banking and electronic money in one application with a transaction menu that is more complete and attractive than the previous application, the name is BRI Mobile Banking. This research needs to analyzed user experience, to measure how user experience is associated to the BRImo application. The method used in this study is the User Experience Questionnaire (UEQ) method with six variables, attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. Data collection was carried out by distributing questionnaires made through the Google Form, in this study 100 respondents were used. On the official UEQ website, a data analysis tool is provided which is used to analyze data research. The results showed that the novelty variable had the lowest average value. So it can be concluded that according to data from BRImo application research it is known that BRImo needs to improvement in its aspects, especially in novelty aspects, such as by creating a new idea or updating an application that makes the BRImo application attractive and used for a long time by users BRImo.

Bibliography (2018 – 2023)