

## ABSTRAK

**Ai Santi Nurangraeni – 2116191031**, Evaluasi Pengalaman Pengguna pada Website Kuliah Online Universitas Sangga Buana menggunakan *User Experience Questionnaire* (UEQ) di bawah bimbingan Hanhan Hanafiah Solihin, S.Kom., M.Kom

Perkembangan teknologi informasi cepat mengubah interaksi dan perilaku masyarakat serta tugas-tugas individu dan organisasi, termasuk di sektor pendidikan, yang menyebabkan transformasi metode pembelajaran, seperti sistem *e-learning*. Universitas Sangga Buana menerapkan sistem *e-learning* melalui platform website sebagai sarana utama untuk proses pembelajaran mahasiswa. Sebagai sesuatu yang baru website Kuliah Online pastinya memiliki ruang untuk perbaikan. Penelitian ini bertujuan untuk mengevaluasi pengalaman pengguna terhadap platform Kuliah Online Universitas Sangga Buana dengan menggunakan metode *User Experience Questionnaire* (UEQ). UEQ merupakan alat pengukuran yang komprehensif dalam menilai *User Experience* (UX) dengan enam skala penilaian: daya tarik, kejelasan, efisiensi, ketepatan, stimulasi, dan kebaruan. Melalui pengambilan sampel dengan metode *simple random sampling*, penelitian ini melibatkan 110 responden. Hasil penelitian menunjukkan evaluasi positif terhadap pengalaman pengguna terhadap website Kuliah Online. Seluruh skala yang dinilai dalam UEQ menunjukkan nilai yang menggembirakan. Aspek-aspek seperti daya tarik, kejelasan, dan efisiensi mendapatkan nilai dalam kategori "Baik", sementara ketepatan, stimulasi, dan kebaruan mendapat penilaian "Di atas Rata-rata". Website Kuliah Online dapat lebih meningkatkan skala ketepatan, stimulasi dan kebaruan.

**Kata Kunci :** *Evaluasi, Kuliah Online, User Experience, User Experience Questionnaire*

## ABSTRACT

**Ai Santi Nurangraeni - 2116191031**, *Evaluation of User Experience on Online Lecture Website of Sangga Buana University using User Experience Questionnaire (UEQ) under the guidance of Hanhan Hanafiah Solihin, S.Kom., M.Kom.*

*The development of information technology is rapidly changing the interaction and behavior of society as well as the tasks of individuals and organizations, including in the education sector, which has led to the transformation of learning methods, such as e-learning systems. Sangga Buana University implements an e-learning system through a website platform as the main means for the student learning process. As something new, the Online Lecture website certainly has room for improvement. This research aims to evaluate the user experience of the Sangga Buana University Online Lecture platform using the User Experience Questionnaire (UEQ) method. UEQ is a comprehensive measurement tool in assessing User Experience (UX) with six rating scales: attractiveness, clarity, efficiency, accuracy, stimulation, and novelty. Through sampling with simple random sampling method, this study involved 110 respondents. The results showed a positive evaluation of the user experience of the Online Lecture website. All scales assessed in the UEQ show encouraging values. Aspects such as attractiveness, clarity, and efficiency scored in the "Good" category, while accuracy, stimulation, and novelty scored "Above Average". The Online Lecture Website can further improve the accuracy, stimulation and novelty scales.*

**Keywords :** *Evaluation, E-Learning, User Experience, User Experience Questionnaire*