Measuring User Experience Of Traveloka Hotel Using User Experience Questionnaire

Aminurdin Majid[1], **Donny Maulana**[2]
Informatics Engineering, Faculty of Engineering, Pelita Bangsa University, address Kalimalang Inspection No. 9, Cibatu, South Cikarang, Bekasi Regency, West Java 17530, (021)2851818
E-mail : majid_aminurdin@mhs.pelitabangsa.ac.id[1], donny.maulana@pelitabangsa.ac.id[2]
*Corresponding author

Tri Ngudi Wiyatno[3]
Informatics Engineering, Faculty of Engineering, Pelita Bangsa University, address Kalimalang Inspection No. 9, Cibatu, South Cikarang, Bekasi Regency, West Java 17530, (021)2851818
E-mail : tringudi.dosen@gmail.com[3]

Abstract – Nowadays, there are many online travel agencies (OTAs) in Indonesia that provide various options for their customers. Before choosing which OTA to use, customers usually check each platform to ensure that they offer the best service. Traveloka is the most preferred OTA app by 67.5% of respondents. Google Play Store reviews show that users are still confused with information such as pricing and proper payment. Some features do not work properly when making hotel reservations. User Experience Questionnaire is used to quickly measure the user experience level of the product. Attractiveness, perspiculty, efficiency, accuracy, stimulation, and novelty were the six UEQ scales used. A random sample of one hundred app users was selected. The results showed that each scale was overall excellent. The criteria of attractiveness $2.485 \geq 1.750$, perspiculty $2.290 \geq 1.900$, efficiency $2.448 \geq 1.780$, dependability $2.338 \geq 1.650$, stimulation $2.393 \geq 1.550$, and novelty $2.293 \geq 1.400$. This research achieves the objectives or features of the application in terms of design, systems, and services. the result is that the Traveloka application can improve perspiculty with existing functions, so that the hotel booking process becomes easier to understand, easy to learn, simple, and clear.

Keywords – User Experience Questionnaire, User Expereince, Traveloka

1. INTRODUCTION

In the current era of globalization, technological advancements have had a huge impact on many things, one of which is the rise of online travel companies in Indonesia. This is inevitably supported by the growing need for travel, both for personal and business reasons. Online travel agencies usually do the same thing as conventional travel agencies. However, online travel agencies offer digital services that can be accessed anytime and anywhere without having to visit a physical location[1]. This progress has affected many facilities that directly affect daily activities. The tourism sector raises hopes for national economic recovery. investment in companies that offer travel, hospitality, souvenirs, and land, sea, and air transportation. Talk about tourism and hospitality[2]. Traveloka is one of the most popular online travel provider sites in Indonesia with a very wide selection of hotels and lodgings, both at home and abroad[3].

Traveloka is listed as the most preferred OTA application by respondents, with a percentage reaching 67.5%. Then Tiket.com was favored by 21% of respondents, Agoda 5.5% Booking.com 2%, Airbnb 2%, Pegipegi 1%, and other OTA applications 1%[4]. Henim & Sari (2020) conducted previous research to determine the user experience when using the student academic information system. The UX evaluation results show that each aspect of UX receives a positive perception. Benchmark results show that the entry stimulation aspect is above the good criteria, while other aspects are above average[5]. According to research conducted by Suastini, Lanang, and Satwika (2018), the application of UEQ produces impressions that tend to be positive, with an average value that reaches an excellent impression[6].

According to Abdillah's (2019) research, all "perspiculty" categories received the lowest score, and the "novelty" category received the lowest score. According to the benchmark score, the Gojek application has a rating scale that is between "above average" and "good"[7]. In addition, previous research on UX in online e-government services using the UEQ method suggests including various types of online e-government services, both those provided by one government agency and those provided by other agencies, into the study for comparison[8].

UEQ was chosen because the results obtained are more comprehensive about UX, so suggestions from previous research can provide ideas or input for future research, especially those related to UX[9]. Attractiveness, pragmatic quality, and hedonic quality are the advantages of the UEQ method, which is used for evaluation. In addition, Tools for Data Analyst is available in Excel format to facilitate UEQ measurement[10].

2. RESEARCH METHOD

User experience (UX) as it means in Indonesian "user experience" is the experience that a website or software provides to its users so that the interactions carried out are interesting, fun and easy for users to understand. According to the definition of ISO 9241-210 discussed in Wiryawan's research, User Experience (UX) is a person's understanding of the use of a product, system, or service[11].

Traveloka is a leading travel company in Southeast Asia that provides various travel needs in one platform. Traveloka offers flight tickets, hotels, train tickets, flight and hotel packages, activities and recreation, connectivity products, airport transportation, and buses. Traveloka application is an application that provides online flight and hotel booking services with a focus on domestic Indonesian travel[12].

2.1. User Experience Questionnaire (UEQ)

The User Experience Questionnaire method is used to test the user experience response by providing a questionnaire to the existing system[13]. User Experience Questionnaire (UEQ) is a research instrument used to process survey data related to user experience to conduct subjective quality assessment tests[14]. User Experience Questionnaire (UEQ) is a questionnaire used in the assessment of usability testing, the results of which will be used in measuring the level of user experience of a product quickly[15]. UEQ has 6 measurement scales that are used to measure user experience[16], namely:

1. Attractiveness: How attractive the product is overall. Do users like or dislike the product?
2. Perspicuity: How easy is the product to use.
3. Efficiency: How quickly the user completes a process/task on the product.
4. Dependability: Whether the interaction of the user and the product can be controlled by the user.
5. Stimulation: How capable the product is of motivating the user.

6. Novelty: How innovative and creative is the product. Does the product interest the user?
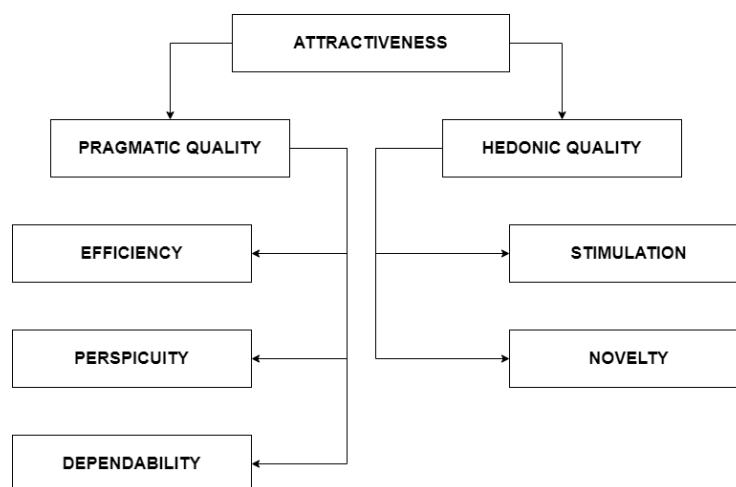

Figure 1. UEQ Measurement Scale[17].

Data transformation, namely: the results of respondents' answers to the Traveloka application are converted into weighted answer values from +3 representing the most positive value and -3 representing the most negative value. Table 1. and Table 2. are examples of transformed values, starting from negative to positive terms, can be seen in Table 1.

Table 1. UEQ Scale Transformation Negative to Positive[18]

Rating Scale	1	2	3	4	5	6	7	
Troublesome	0	0	0	0	0	0	0	Delightful
Value after transformation	-3	-2	-1	0	+1	+2	+3	

The transformed values, starting from positive to negative terms, can be seen in Table 2.

Table 2. UEQ Scale Transformation Positive to Negative[18]

Rating Scale	1	2	3	4	5	6	7	
Helpful	0	0	0	0	0	0	0	Less Helpful
Value after transformation	+3	+2	+1	0	-1	-2	-3	

Table 3. Benchmark Intervals for the UEQ Scale[5]

	Attractivenes	Perspiculty	Efficiency	Dependability	Stimulation	Novelty
Excellent	≥1,75	≥1,9	≥1,78	≥1,65	≥1,55	≥1,4
Good	≥1,52 <1,75	≥1,56 <1,9	≥1,47 <1,78	≥1,48 <1,65	≥1,31 <1,55	≥1,05 <1,4
Above Average	≥1,17 <1,52	≥1,08 <1,56	≥0,98 <1,47	≥1,14 <1,48	≥0,99 <1,31	≥0,71 <1,05
Below Average	≥0,7 <1,17	≥0,64 <1,08	≥0,54 <0,98	≥0,78 <1,14	≥0,5 <0,99	≥0,3 <0,71
Bad	<0,7	<0,64	<0,54	<0,78	<0,5	<0,3

UEQ data is processed using UEQ tools analysis, by comparing the calculated value of each scale with the value in Table 3. in order to know the meaning of the resulting value on the UEQ scale. The benchmark in interpreting the degree of validity of the instrument obtained according to Table 4.

Table 4. Validity Interpretation[19]

Correlation Coefficient	Validity Criteria
0,81 < r ≤ 1,00	Very High
0,61 < r ≤ 0,80	High
0,41 < r ≤ 0,60	Fair
0,21 < r ≤ 0,40	Low

0,00 < r ≤ 0,20	Very Low

The conclusion for rxy is consulted with the r product moment table with a significant level of 5% if rxy> r table, the research instrument is declared valid, and if rxy < r table it is declared invalid. The benchmark in interpreting the degree of instrument reliability obtained according to Table 5.

Table 5. Reliability Interpretation[20]

Correlation Coefficient	Reliability Criteria
0,81 < r ≤ 1,00	Very High
0,61 < r ≤ 0,80	High
0,41 < r ≤ 0,60	Fair
0,21 < r ≤ 0,40	Low
0,00 < r ≤ 0,20	Very Low

The conclusion for r11> r table instrument is declared reliable / trusted, and if r11 < r table eating is declared unreliable.

2.2. Literature Review

Fitranda et al. (2019) conducted research on the results of item analysis on Kahoot and Socrative, showing that the UX on Kahoot is better with all its advantages in each rating scale. However, the study received low ratings on the dependability scale for unpredictable or predictable items. Kahoot has a fun and innovative UX. Because of its website that can attract students' attention in terms of design and user-friendliness, Kahoot is preferred by students[21].

According to research conducted by Wulandari and Farida in 2018, the novelty scale is below average, while the attractiveness, clarity, efficiency, accuracy, and stimulation scales are below average (bad)[22]. Abubakari et al. (2021) conducted research on Evaluating an e-Learning Platform at Graduate School Based on UX Evaluation Technique, the results show that the six instrument scales are consistent except for the novelty scale. efficiency scale which is above average compared to the benchmark[23].

Putro et al. (2020) conducted research on the Application of UEQ and Cooperative Evaluation Methods to Evaluate the UX of Lapor Bantul, the results showed that the Benchmark UEQ user experience level of the new design of the Lapor Bantul application increased with all scales previously categorized in the below average category rose to good and on all scales the biggest increase was on the scale of clarity. Good categories on the scales of attractiveness, efficiency, accuracy, stimulation, and novelty[24].

2.3. Data Collection Methods

The literature study method is a series of activities related to library data collection methods, reading and recording, and processing research materials[25]. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer[25].

Questionnaire is a data collection method that has been carried out by providing several kinds of questions related to research problems[26]. An efficient data collection mechanism if the researcher wants to know exactly and accurately what is needed and how to measure the research variables is called a questionnaire, which can be given personally or distributed electronically[27].

2.4. Data Analysis Method

According to Sugiyono (2016: 80), in his book, Population is: "A generalization area consisting of objects / subjects that have certain qualities and characteristics that are

determined by research to be studied and then draw conclusions."[28]. The population of this study is Traveloka application users, both old and new users, several samples were taken as respondents from the entire population, using the Slovin formula for determining the sample size as follows:

$$n = \frac{N}{1+N(e)^2} \qquad (1)$$

Description:
n = Number of Samples
N = Total Population
e = Margin of Error

The validity test was carried out using the product moment formula to assess construct valildity. Construt validity is one type of validity that discusses the extent to which the items of an instrument can measure in accordance with the conceptual definition or specific concepts that have been determined.[28] The validity test is an instrument using the product moment correlation formula, with the following[28] formula:

$$r_{xy} = \frac{N(\Sigma XY)-(\Sigma X)(\Sigma Y)}{\sqrt{N\,(\Sigma X^2-(\Sigma X)^2)\,N(\Sigma Y^2-(\Sigma Y)^2)}} \qquad (2)$$

Description:
rxy = Correlation coefficient between X and Y
N = Number of Respondents (Sample)
X = Item Score of a certain number
Y = Total Score

Reliability test is defined to determine the consistency of an instrument in collecting research data. In testing the reliability of instruments that are often used is the Alpha formula. This formula is usually used for questionnaires or questionnaires[29]. Reability or reliability means trust and reliable or trustworthy. The reliability test can use the following Cronbach's Alpha[30], formula:

$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\Sigma\sigma_i^2}{\sigma_t^2}\right) \qquad (3)$$

Description:
r11 = Instrument Reliability
n = Number of Question Items or Number of Questions
$\Sigma\sigma_i^2$ = Sum of Item Variances
σ_t^2 = Total Variance

3. RESULTS AND DISCUSSION

The questionnaire in this study has the characteristics of respondents classified by gender, age, and other aspects related to the research, namely: the Traveloka hotel booking application with a total of 100 respondents, as well as the length of time using the application and the number of times using the hotel booking application.

It can be seen that the number of male respondents is 45 respondents with a presentation of 45% and 55 respondents are female with a presentation of 55%. the total number of respondents is 100 people.
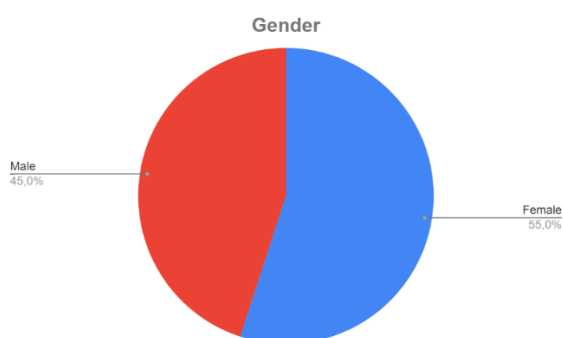
Figure 2. Total Respondent Data Based on Gender

The data in Table 6. are 10 results from respondents' answers, from 100 respondents with answers to 26 items each, on the Traveloka hotel booking application.

Table 6. Traveloka App Respondents

No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	6	7	2	1	1	6	7	6	2	5	6	1	6	7	7	7	1	2	2	7	1	7	1	2	1	7
2	5	6	3	2	1	6	6	5	2	4	6	1	6	7	6	6	2	2	1	7	1	5	1	2	2	6
3	7	7	1	1	1	7	7	7	1	1	7	1	7	7	7	7	1	1	1	7	1	7	1	1	1	6
4	7	7	1	1	1	7	7	7	1	1	7	1	7	7	7	7	1	1	1	7	1	7	1	1	1	7
5	6	7	2	2	1	6	7	7	2	1	7	1	6	7	6	6	2	1	2	7	1	7	1	1	2	7
6	7	7	3	2	1	5	7	7	1	1	7	2	7	6	6	7	1	2	2	7	2	6	3	2	2	7
7	6	6	2	2	2	6	6	6	2	6	6	2	6	6	6	6	2	2	2	6	2	6	2	2	2	6
8	7	7	4	1	3	7	7	7	3	2	6	2	6	7	7	6	1	3	1	7	1	6	2	3	1	7
9	7	7	6	1	1	7	7	6	2	4	7	2	5	6	7	7	2	3	2	6	2	6	2	2	3	6
10	7	6	2	2	2	6	6	5	2	4	7	2	6	6	7	7	2	4	4	7	3	6	3	4	3	5

Table 7. are 10 results of the transformation of the respondent's answer value from 100 respondents for the Traveloka application.

Table 7. Results of Transformation of Respondents' Answers to Traveloka Application

No	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	2	3	2	3	3	2	3	2	2	-1	2	3	2	3	3	3	3	2	2	3	3	3	3	2	3	3
2	1	2	1	2	3	2	2	1	2	0	2	3	2	3	2	2	2	2	3	3	1	3	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
5	2	3	2	2	3	2	3	3	2	3	3	3	2	3	2	2	2	3	2	3	3	3	3	3	2	3
6	3	3	1	2	3	1	3	3	3	3	3	2	3	2	2	3	3	2	2	3	2	2	1	2	2	3
7	2	2	2	2	2	2	2	2	2	-2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
8	3	3	0	3	1	3	3	3	1	2	2	2	2	3	3	2	3	1	3	3	3	2	2	1	3	3
9	3	3	-2	3	3	3	3	2	2	0	3	2	1	2	3	3	2	1	2	2	2	2	2	2	1	2
10	3	2	2	2	2	2	2	1	2	0	3	2	2	2	3	3	2	0	0	3	1	2	1	0	1	1

The validity test in the study used Pearson's Bivariate Correlate and a significant r table with 5%. The validity test was carried out on the number of respondents, namely 100 respondents for the Traveloka application, it can be seen that the r table value was 0.1946. The measuring instrument is said to be valid if r count> r table, and vice versa if r count < r table then the measuring instrument is declared invalid. The results of the validity test on the Traveloka application using SPSS software can be seen in Table 8. in the table it is evident that all questionnaire statement items are valid.

Table 8. Traveloka Application Validity Test

Question No	Value r Calculated	Value r Table	Description
1	0,322	> 0,1946	VALID
2	0,386	> 0,1946	VALID
3	0,751	> 0,1946	VALID
4	0,566	> 0,1946	VALID
5	0,818	> 0,1946	VALID
6	0,430	> 0,1946	VALID
7	0,465	> 0,1946	VALID
8	0,202	> 0,1946	VALID
9	0,667	> 0,1946	VALID
10	0,686	> 0,1946	VALID
11	0,470	> 0,1946	VALID
12	0,623	> 0,1946	VALID
13	0,200	> 0,1946	VALID
14	0,578	> 0,1946	VALID
15	0,494	> 0,1946	VALID
16	0,288	> 0,1946	VALID
17	0,516	> 0,1946	VALID
18	0,534	> 0,1946	VALID
19	0,701	> 0,1946	VALID
20	0,498	> 0,1946	VALID
21	0,570	> 0,1946	VALID
22	0,403	> 0,1946	VALID
23	0,642	> 0,1946	VALID
24	0,781	> 0,1946	VALID
25	0,695	> 0,1946	VALID
26	0,356	> 0,1946	VALID

The reliability test on the Traveloka application was carried out by entering all respondents' answers from all valid statement items, namely: 26 items and the result is the Cronbach's Alpha value on the Traveloka application, namely: 0,898 . The Cronbach's Aplha reliability level described in Table 5. for the Traveloka application is in the range 0.81 < r < 1.00 which concludes that the reliability of the questionnaire is Very High the components of the statement and the answers to the questionnaire are declared reliable, so that further data processing can be carried out.

Table 9. Traveloka Application Reliability Test

Cronbach's Alpha	N of Items	Interval Reliabilitas	Category
0,898	26	0,81 < r < 1,00	Very High

Table 10. represents 10 means per person out of 100 means per person in the Traveloka application with each UEQ scale means.

Table 10. Scale Means Per Person Traveloka App

Scale means per person					
Attractiveness	Perspicuity	Efficiency	Dependability	Stimulation	Novelty
2.67	2.75	2.75	2.25	2.50	1.75
2.17	2.25	2.25	2.00	2.25	1.25
3.00	3.00	3.00	3.00	3.00	2.75
3.00	3.00	3.00	3.00	3.00	3.00
2.50	2.50	2.75	2.50	2.75	2.50
2.33	2.50	2.25	2.75	2.25	2.25

2.00	2.00	2.00	2.00	2.00	1.00
2.33	2.75	2.00	2.75	2.00	2.00
2.17	2.25	2.00	2.25	2.50	0.75
1.83	1.75	2.00	1.50	1.50	1.50

The results of the User Experience assessment based on the UEQ scale in the Traveloka application. The average results or scale means based on all questions that have been categorized for each UEQ scale in the Traveloka application. The average impression value between -0.8 and +0.8 is a normal evaluation value, a value of > + 0.8 is a positive evaluation value, and < 0.8 indicates a negative evaluation value, it can be concluded that the Traveloka application has a positive impression of all scales, namely attractiveness, perspiculty, efficiency, dependability, stimulation, and novelty, can be seen in Table 11. for the average impression on the Traveloka application.

Table 11. Scale Means Traveloka App

Confidence intervals (p=0.05) per scale					
Scale	Mean	Std. Dev.	N	Confidence	Confidence interval
Attractiveness	2.485	0.379	100	0.074	2.411	2.559
Perspicuity	2.290	0.357	100	0.070	2.220	2.360
Efficiency	2.448	0.324	100	0.064	2.384	2.511
Dependability	2.338	0.313	100	0.061	2.276	2.399
Stimulation	2.393	0.518	100	0.101	2.291	2.494
Novelty	2.293	0.670	100	0.131	2.161	2.424

In Table 12. can be seen the results of the calculation of means and variance based on the User Experience Questionnaire (UEQ) scale. Means are the results of the average calculation of all respondents' responses based on the assessment aspects of the scale on UEQ. Based on Table 12. it can be seen that the results of measuring 6 UEQ scales, namely attractiveness with a mean of 2.485 and a variance of 0.14, perspiculty with a mean of 2.290 and a variance of 0.13, efficiency with a mean of 2.448 and a variance of 0.11, dependability with a mean of 2.338 and a variance of 0.10, stimulation with a mean of 2.393 and a variance of 0.27, novelty with a mean of 2.293 and a variance of 0.45.

Table 12. Impression Means and Variance of UEQ Aspects

UEQ Scales (Mean and Variance)		
Attractiveness	2.485	0.14
Perspicuity	2.290	0.13
Efficiency	2.448	0.11
Dependability	2.338	0.10
Stimulation	2.393	0.27
Novelty	2.293	0.45

In Figure 3. Diagram of the average mean results based on 6 UEQ scales, based on Figure 3. it can be seen that all scales are at a high level, which shows a scale of more than 2.
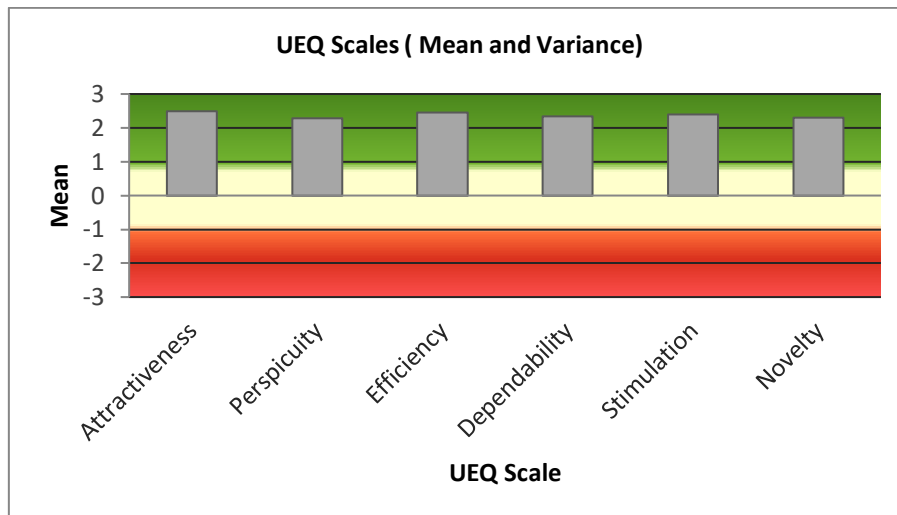
Figure 3. Mean average diagram of UEQ

In Table 13. it can be seen the Pragmatic and Hedonic Quality of the UEQ Scale with the scale categories of attractiveness, pragmatic quality and hedonic quality. Where the attractiveness scale number shows 2.49, pragmatic quality 2.36 and hedonic quality 2.34.

Table 13. Pragmatic and Hedonic Quality

Pragmatic and Hedonic Quality	
Attractiveness	2.49
Pragmatic Quality	2.36
Hedonic Quality	2.34

In Figure 4, you can see the Pragmatic & Hedonic Quality Diagram based on the user experience questionnaire scale category which shows a diagram above 2 in all scale categories.
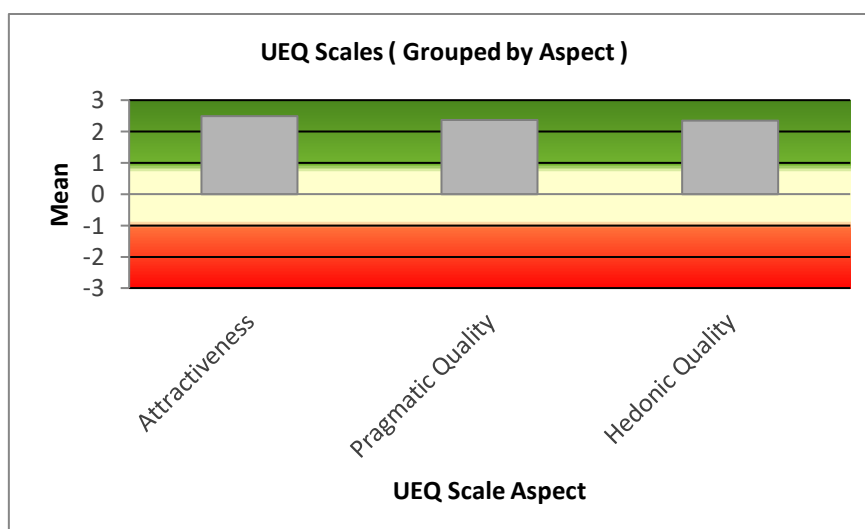
Figure 4. Pragmatic & Hedonic Quality Diagram

In Table 14, it can be seen the results of measuring the benchmark means of the user experience questionnaire scale. Where in Table 14 shows 6 UEQ scales are in excellent criteria with ueq scale measurements, namely: attractiveness scale 2,485 ≥ 1,750, perspiculty scale

2,290 ≥ 1,900, efficiency scale 2,448 ≥ 1,780, dependability scale 2,338 ≥ 1,650, stimulation scale 2,393 ≥ 1,550, and novelty scale 2,293 ≥ 1,400.

Table 14. UEQ Benchmark Traveloka Application

Scale	Mean	Comparisson to benchmark
Attractiveness	2.49	Excellent
Perspicuity	2.29	Excellent
Efficiency	2.45	Excellent
Dependability	2.34	Excellent
Stimulation	2.39	Excellent
Novelty	2.29	Excellent

In Figure 5. can be seen the visualization diagram of the benchmark results of the user experience questionnaire scale means. Where in Figure 5 shows 6 UEQ scales are in the excellent criteria.
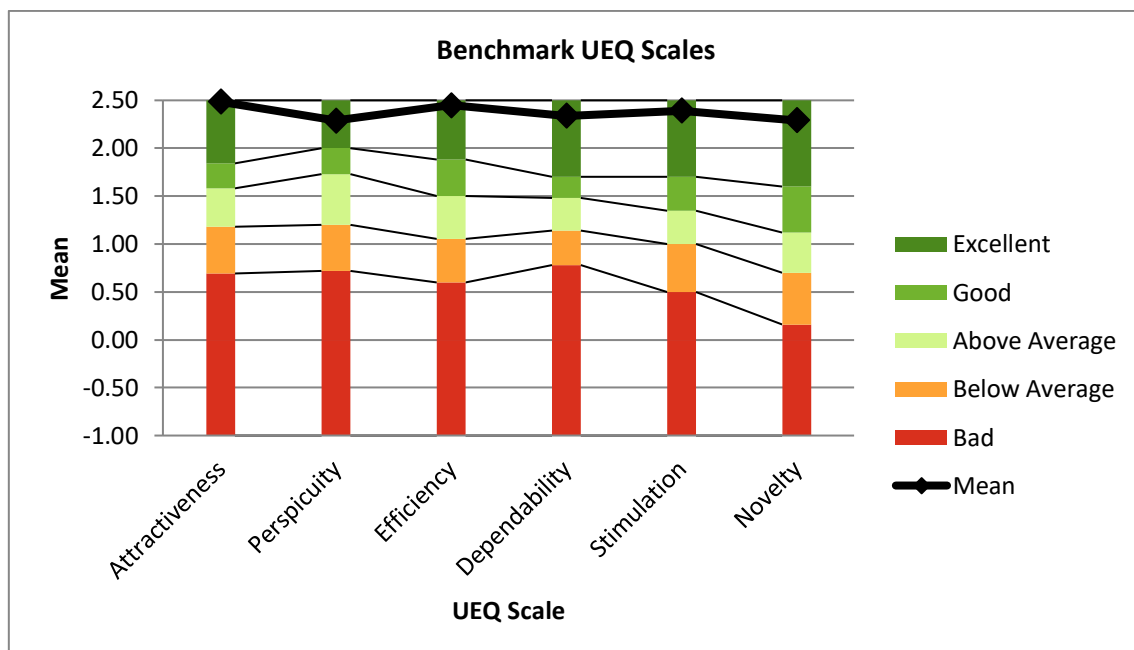
Figure 5. UEQ Benchmark Visualization of Traveloka Application

4. CONCLUSION

The results of this study obtained UX measurements and obtained user perceptions of hotel bookings on the Traveloka application. The UX measurement carried out using the UEQ questionnaire which consists of 26 questions and there are 6 UX factors, namely: attractiveness, clarity, efficiency, accuracy, stimulation and novelty, can be concluded as follows:

The UX level on the Traveloka application is that overall each scale is at an excellent level with an average, namely: attractiveness scale 2.485 ≥ 1.750, perspiculty scale 2.290 ≥ 1.900, efficiency scale 2.448 ≥ 1.780, dependability scale 2.338 ≥ 1.650, stimulation scale 2.393 ≥ 1.550, and novelty scale 2.293 ≥ 1.400.

UX assessment of the Traveloka application, namely the Traveloka application can further improve the clarity scale with functions at the hotel booking stage, or other technical aspects when booking hotels in the application, or convenience when booking hotels such as understandable, easy to learn, simple and clear, to achieve goals or features in the application

in terms of design, systems and services so that users are easy when using the Traveloka application.

Analysis is carried out using other UX theories that can be developed, for example using the System Usability Scale (SUS) method, where the system usability scale is used to determine the level of usability and testing deeper into all aspects of the system. So that the user experience of the application can be measured accurately and the results are close to the impression of the user.

REFERENCES

[1] A. Susilo, "Aktivitas Cyber Public Relations Pegipegi.Com Dalam Meningkatkan Brand Awareness Cyber Public Relations Activities Pegipegi.Com In Improving Brand Awareness," *J. Spektrum Komun.*, Vol. 8, No. 1, Hal. 22–29, 2020.

[2] M. A. Kresnanto, B. T. Hanggara, Dan B. S. Prakoso, "Analisis Pengalaman Pengguna Pada Aplikasi Mobile Booking Hotel Dengan Menggunakan Metode User Experience Questionnaire (Ueq) (Studi Pada Reddoorz Dan Airy)," *J. Pengemb. Teknol. Inf. Dan Ilmu Komput.*, Vol. 4, No. 10, Hal. 3637–3646, 2020.

[3] D. Novita Dan F. Helena, "Analisis Kepuasan Pengguna Aplikasi Traveloka Menggunakan Metode Technology Acceptance Model (Tam) Dan End-User Computing Satisfaction (Eucs)," *J. Teknol. Sist. Inf.*, Vol. 2, No. 1, Hal. 22–37, 2021, Doi: 10.35957/Jtsi.V2i1.846.

[4] C. M. Annur, "Survei Populix : Traveloka Aplikasi Perjalanan Online Paling Banyak Disukai Konsumen," *Databoks*, No. November, Hal. 2022, 2022.

[5] S. R. Henim Dan R. P. Sari, "User Experience Evaluation Of Student Academic Information System Of Higher Education Using User Experience Questionnaire," *J. Komput. Terap.*, Vol. 6, No. Vol 6 No. 1 (2020), Hal. 69–78, 2020, Doi: 10.35143/Jkt.V6i1.3582.

[6] N. K. Suastini, A. R. Putra, Dan P. Satwika, "Analisis Pengalaman Pengguna Pada Website Distro Management System (Dimans)," *Jutisi J. Ilm. Tek. Inform. Dan Sist. Inf.*, Vol. 7, No. 3, Hal. 135–144, 2018, [Daring]. Tersedia Pada: Http://Ojs.Stmik-Banjarbaru.Ac.Id/Index.Php/Jutisi/Article/View/300

[7] L. A. Abdillah, "Analisis Aplikasi Mobile Transportasi Online Menggunakan User Experience Questionnaire Pada Era Milenial Dan Z," *J. Sist. Inf. Bisnis*, Vol. 9, No. 2, Hal. 204, 2019, Doi: 10.21456/Vol9iss2pp204-211.

[8] B. S. Prakoso Dan A. P. Subriadi, "User Experience On E-Government Online Services : A Case Study On The Simpatika Service Application At The Ministry Of Religious Affairs Of Indonesia," Vol. 3, No. 1, Hal. 67–76, 2018.

[9] K. T. Martono, "Analysis On User Experience Using Ueq Method In The Information System Of Web-Based Child Development Monitoring," *Ssrn Electron. J.*, Vol. 2016, 2021, Doi: 10.2139/Ssrn.3794981.

[10] I. N. Saputra, W. Wijaya, P. P. Santika, I. Bagus, A. Indra, Dan I. N. Alit, "Analisis Dan Evaluasi Pengalaman Pengguna Patik Bali Dengan Metode User Experience Questionnaire (Ueq) Patik Bali With The User Experience Questionnaire (Ueq) Method," Vol. 8, No. 2, 2021, Doi: 10.25126/Jtiik.202182763.

[11] F. Kesuma Bhakti, I. Ahmad, Dan Q. J. Adrian, "Perancangan User Experience Aplikasi Pesan Antar Dalam Kota Menggunakan Metode Design Thinking (Studi Kasus: Kota Bandar Lampung)," *J. Teknol. Dan Sist. Inf.*, Vol. 3, No. 2, Hal. 45–54, 2022, [Daring]. Tersedia Pada: Http://Jim.Teknokrat.Ac.Id/Index.Php/Jtsi

[12] R. A. P. P. Hadi, H. M. Az-Zahra, Dan S. H. Wijoyo, "Evaluasi User Experience Menggunakan Mecue Questionnaire (Studi Kasus Pada Aplikasi Traveloka Dan Pegipegi)," *J. Pengemb. Teknol. Inf. Dan Ilmu Komput. E-Issn*, Vol. 2548, No. 3, Hal. 964x, 2019.

[13] K. Y. Ernanda, G. Indrawan, P. Studi, I. Komputer, P. Pascasarjana, Dan U. P. Ganesha,

"Evaluasi Sistem Informasi Rumah Sakit Umum Daerah Kabupaten Bangli Pada Aspek Usability Dengan Metode User Experience Questionnaire Dan Think Aloud," *J. Ilmu Komput. Indones.*, Vol. 6, 2021.

[14] S. F. Novitasari, Y. T. Mursityo, Dan A. N. Rusydi, "Evaluasi Pengalaman Pengguna Pada E-Commerce Sociolla.Com Menggunakan Usability Testing Dan User Experience Questionnaire (Ueq)," *J. Sist. Informasi, Teknol. Informasi, Dan Edukasi Sist. Inf.*, Vol. 1, No. 2, Hal. 57–63, 2020, Doi: 10.25126/Justsi.V1i2.9.

[15] A. I. Islami Dan E. Krisnanik, "Analisis User Experience Dan Redesign User Interface Website Bta Group Dengan Metode User Experience Questionnaire (Ueq)," Hal. 1–11, 2023.

[16] M. A. Maricar, D. Pramana, Dan D. R. Putri, "Evaluasi Penggunaan Slims Pada E-Library Dengan Menggunakan User Experience Question (Euq)," *J. Teknol. Inf. Dan Ilmu Komput.*, Vol. 8, No. 2, Hal. 319, 2021, Doi: 10.25126/Jtiik.2021824443.

[17] M. Schrepp, A. Hinderks, Dan J. Thomaschewski, "Construction Of A Benchmark For The User Experience Questionnaire (Ueq)," *Int. J. Interact. Multimed. Artif. Intell.*, Vol. 4, No. 4, Hal. 40, 2017, Doi: 10.9781/Ijimai.2017.445.

[18] D. S. Fitriansyah Dan R. Riwinoto, "Analisis User Experience Web Halal Batam Di Pusat Kajian Halal Politeknik Negeri Batam Menggunakan User Experience," *J. Appl. Multimed. Netw.*, Vol. 5, No. 2, Hal. 67–76, 2021, Doi: 10.30871/Jamn.V5i2.3768.

[19] H. Halin, "Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Semen Baturaja Di Palembang Pada Pt Semen Baturaja (Persero) Tbk," *J. Ecoment Glob.*, Vol. 3, No. 2, Hal. 79, 2018, Doi: 10.35908/Jeg.V3i2.477.

[20] R. Riyani, S. Maizora, Dan H. Hanifah, "Uji Validitas Pengembangan Tes Untuk Mengukur Kemampuan Pemahaman Relasional Pada Materi Persamaan Kuadrat Siswa Kelas Viii Smp," *J. Penelit. Pembelajaran Mat. Sekol.*, Vol. 1, No. 1, Hal. 60–65, 2017, Doi: 10.33369/Jp2ms.1.1.60-65.

[21] L. Maharani, "Evaluasi User Experience Pada Aplikasi Pemesanan Tiket Pesawat Traveloka Dan Tiket.Com Menggunakan User Experience Questionnaire (Ueq)," *Univ. Islam Negeri Syarif Hidayatullah Jakarta*, 2022, [Daring]. Tersedia Pada: Https://Repository.Uinjkt.Ac.Id/Dspace/Handle/123456789/65499

[22] I. R. Wulandari Dan L. D. Farida, "Pengukuran User Experience Pada E-Learning Di Lingkungan Universitas Menggunakan User Experience Questionnare (Ueq)," Vol. 2, No. 2, Hal. 146–151, 2018.

[23] M. S. Abubakari, Nurkhamid, Dan G. Hungilo, "Evaluating An E-Learning Platform At Graduate School Based On User Experience Evaluation Technique," *J. Phys. Conf. Ser.*, Vol. 1737, No. 1, 2021, Doi: 10.1088/1742-6596/1737/1/012019.

[24] S. Putro, K. Kusrini, Dan M. P. Kurniawan, "Penerapan Metode Ueq Dan Cooperative Evaluation Untuk Mengevaluasi User Experience Lapor Bantul," *Creat. Inf. Technol. J.*, Vol. 6, No. 1, Hal. 27, 2020, Doi: 10.24076/Citec.2019v6i1.242.

[25] E. D. Kartiningrum, "Panduan Penyusunan Studi Literatur," *Lemb. Penelit. Dan Pengabdi. Masy. Politek. Kesehat. Majapahit, Mojokerto*, Hal. 1–9, 2015.

[26] A. G. Prawiyogi, T. L. Sadiah, A. Purwanugraha, Dan P. N. Elisa, "Penggunaan Media Big Book Untuk Menumbuhkan Minat Membaca Di Sekolah Dasar," *J. Basicedu*, Vol. 5, No. 1, Hal. 446–452, 2021, Doi: 10.31004/Basicedu.V5i1.787.

[27] N. Shabrina, D. Darmadi, Dan R. Sari, "Pengaruh Motivasi Dan Stres Kerja Terhadap Kinerja Karyawan Cv. Muslim Galeri Indonesia," *J. Madani Ilmu Pengetahuan, Teknol. Dan Hum.*, Vol. 3, No. 2, Hal. 164–173, 2020, Doi: 10.33753/Madani.V3i2.108.

[28] U. M. K. Adnan Fadkhurosi , (Bimbingan Dan Konseling, Fkip, "Analisis Parson Product Moment Dan Alpha Cronbach Dalam Pengembangan Need Assesment Bimbingan Dan

Konseling," Vol. 2, No. 1, Hal. 40–47, 2023.

[29]   M. Erida, "Uji Validitas Dan Uji Reliabilitas Instrumen Motivasi Pengidap Hiv/Aids," *J. Ilm. Bina Edukasi*, Vol. 1, No. 1, Hal. 10–21, 2021.

[30]   J. Dosen, J. Psikologi, B. K. Fip, Dan I. Mataram, "Pengaruh Kualitas Item Terhadap Reliabilitas Alpha Cronbach Pada Tes Bakat Numerikal Dan Tes Potensi Akademik," Vol. 4, No. 1, Hal. 18–24.