

ANALISIS DAN PERANCANGAN *USER INTERFACE* UNTUK MENINGKATKAN *USER EXPERIENCE* MENGGUNAKAN METODE *EXTENDED GOAL QUESTION METRICS* DAN *KANSEI ENGINEERING* PADA WEBSITE KLEORA.COM

Evi Margaretha

ABSTRAK

Tugas Akhir ini membahas tentang analisis dan perancangan *user interface* untuk meningkatkan *User Experience* menggunakan metode *Kansei Engineering* dan *Extended Goal Question Metric* yang dilakukan pada *website* kleora.com. Sebuah perusahaan *e-commerce* harus memenuhi kebutuhan nyata dari *user* dan meningkatkan *User Experience* dalam mendukung aktivitas perusahaan secara berkelanjutan. *User Experience* diukur melalui dimensi, *usability*, konten, kepuasan, *perceived usability*, estetika klasik, estetika ekspresif dan *service quality*.

Penelitian ini menggunakan metode *Extended Goal question Metrics* dan *Kansei Engineering*. Pentingnya meningkatkan *User Experience* dalam *website*, dengan menganalisis masalah dan mengusulkan beberapa saran yang berguna untuk persaingan antar perusahaan dalam proses bisnis. Sebagai hasil dari penelitian ditemukan bahwa penerapan *User Experience* mempengaruhi perilaku dan emosional *user* terhadap interaksinya dengan *website* dan dapat meningkatkan *User Experience*. Perancangan ulang *User Interface* dapat meningkatkan nilai *UX usability* – 30%, *content* - 46, *pleasure* – 37%, *classic aesthetic* – 31%, *expressive asthetics* – 43% and *perceived usability* – 35%.

Kata Kunci : *User Interface, User Experience, E-commerce, Website, Extended Goal Question Metrics, Kansei Engineering*

ANALISIS DAN PERANCANGAN *USER INTERFACE* UNTUK MENINGKATKAN *USER EXPERIENCE* MENGGUNAKAN METODE *EXTENDED GOAL QUESTION METRIC* DAN *KANSEI ENGINEERING* PADA WEBSITE *KLEORA.COM*

Evi Margaretha

ABSTRACT

This research discuss about the analysis of user interface plan to enhance the User Experience by implementing the Extended Goal Question Metric and Kansei Engineering method in website Kleora.com. An E-commerce must fulfill the real needs of user and enhance the user experience to support the activities of company continuously. User Experience can be measured through several dimension such as usability, content, satisfaction, perceived usability, classic aesthetics, expressive, asthetics, and perceived aesthetics. The research is performed by using Extended Goal question Metrics dan Kansei Engineering methodology. The importance of the enhancement of user experience for website by analysing the problem and suggesting some usable advice to win the competition with the competitor in the same business industry. As the result of the research, it was found that the implementation of user experience in the user interface of an e-commerce website affect the behaviour and user emotional during the interation of user with the website. Therefore, it can be used for enhancing the user interest and the desire to buy the product and user experience. Re-design of User Interface is the one which adequate to improve the level of UX, usability - 30%, content - 46, pleasure – 37%, classic aesthetic – 31%, expressive asthetics – 43% and perceived usability – 35%.

Key Words : *User Interface, User Experience, E-commerce, Website, Extended Goal Question Metrics, Kansei Engineering*