

ABSTRAK

Layanan kemahasiswaan merupakan suatu kegiatan yang terjadi berupa interaksi langsung antara pimpinan/dosen/karyawan dengan mahasiswa secara fisik dan menyediakan kepuasan mahasiswa. Kondisi layanan kemahasiswaan yang mulai berbeda ketika adanya penyebaran Virus Corona (COVID-19). Biro Akademik, Kemahasiswaan, Perencanaan, dan Kerjasama (AKPK) Universitas Pembangunan Nasional (UPN) “Veteran” Yogyakarta mengembangkan *website* Layanan Kemahasiswaan yang memungkinkan mahasiswa untuk mengajukan permintaan Surat Keterangan, pendaftaran Beasiswa, pendataan Prestasi mahasiswa, pemrosesan kegiatan Program Kreativitas Mahasiswa, dan layanan Alumni, secara *online*. Meskipun demikian, berdasarkan wawancara singkat dengan perwakilan Biro Akademik, Kemahasiswaan, Perencanaan, dan Kerjasama Universitas Pembangunan Nasional “Veteran” Yogyakarta didapatkan beberapa fitur belum disinkronkan dengan data serupa yang dimiliki oleh universitas. Survei singkat yang dilakukan kepada beberapa mahasiswa juga dapat disimpulkan bahwa secara keseluruhan *website* belum optimal untuk memenuhi kebutuhan mahasiswa dan perlu dilakukan perbaikan. Analisis *user experience* dapat dilakukan untuk mendapatkan bahan evaluasi ketika Biro AKPK UPN “Veteran” Yogyakarta mengembangkan *website* lebih lanjut.

Penelitian ini menggunakan metode *User Experience Questionnaire* (UEQ) KPI *Extension* yang memiliki 6 aspek penilaian yaitu *Attractiveness*, *Perspiciuity*, *Efficiency*, *Dependability*, *Stimulation*, dan *Novelty*. Selanjutnya dikombinasikan dengan penggunaan *quadrant analysis* metode IPA yang memiliki 2 aspek penilaiannya yaitu *Importance* dan *Performance*. Kuesioner UEQ KPI *Extension* ini melibatkan 102 responden yang selanjutnya data diolah menggunakan SPSS dan *UEQ Analysis Data Tools*.

Hasil pengujian *user experience* pada *website* Layanan Kemahasiswaan menggunakan metode UEQ, mendapatkan kategori *Good* untuk aspek *Efficiency* (1.56) dan *Dependability* (1.57), kategori *Above average* untuk aspek *Attractiveness* (1.28), *Perspiciuity* (1.57), dan *Stimulation* (1.15) serta kategori *Bad* pada *Novelty* (-0.27). Pemetaan hasil UEQ KPI *Extension* kepada *quadrant* IPA, mendapatkan hasil aspek *Attractiveness*, *Perspiciuity*, *Efficiency*, dan *Dependability* berada pada *Quadrant* 1, aspek *Stimulation* berada pada *Quadrant* 2, aspek *Novelty* berada pada *Quadrant* 3, dan tidak ada aspek yang berada pada *Quadrant* 4. Berdasarkan hasil penelitian, dapat ditarik kesimpulan bahwa nilai *user experience* dari pengguna akhir sudah baik. Rekomendasi prioritas perbaikan untuk *website* Layanan Kemahasiswaan lebih lanjut dapat memprioritaskan pada aspek *Novelty* yang berada pada *Quadrant* 3 dan kondisi *Bad*.

Kata kunci: *User Experience*, UEQ KPI, IPA (*Importance Performance Analysis*), *Website* Layanan Kemahasiswaan.

ABSTRACT

Student service is an activity that takes place in the form of direct interaction between leaders/lecturers/employees and students physically and provides student satisfaction. Conditions for student services began to differ when the Corona Virus (COVID-19) spread. The Bureau of Academic, Student Affairs, Planning and Cooperation (AKPK) of the National Development University (UPN) "Veteran" Yogyakarta developed a Student Services website that allows students to submit requests for certificates, scholarship registration, data collection on student achievements, processing of Student Creativity Program activities, and services Alumni, online. However, based on a brief interview with representatives of the Bureau of Academic, Student Affairs, Planning and Cooperation of the "Veteran" Yogyakarta National Development University, it was found that several features had not been synchronized with similar data held by the university. A brief survey conducted on several students can also be concluded that overall the website is not optimal to meet student needs and needs to be improved. User experience analysis can be carried out to obtain evaluation material when the AKPK UPN "Veteran" Yogyakarta Bureau develops a website further.

This study uses the User Experience Questionnaire (UEQ) KPI Extension method which has 6 assessment aspects namely Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. Furthermore, it is combined with the use of the quadrant analysis method of IPA which has 2 aspects of its assessment, namely Importance and Performance. The UEQ KPI Extension Questionnaire involved 102 respondents whose data was then processed using SPSS and UEQ Analysis Data Tools.

The results of user experience testing on the Student Services website using the UEQ method, get the Good category for the Efficiency (1.56) and Dependability (1.57) aspects, the Above average category for the Attractiveness aspect (1.28), Perspicuity (1.57), and Stimulation (1.15) and the Bad category on Novelty (-0.27). Mapping the results of the UEQ KPI Extension to the IPA quadrant, getting the results of the Attractiveness, Perspicuity, Efficiency, and Dependability aspects are in Quadrant 1, the Stimulation aspect is in Quadrant 2, the Novelty aspect is in Quadrant 3, and no aspect is in Quadrant 4. Based on the results of the study, it can be concluded that the user experience value of the end user is good. Recommendations for improvement priorities for the Student Services website can further prioritize Novelty aspects that are in Quadrant 3 and in Bad condition.

Keywords: *User experience, UEQ KPI, IPA (Importance Performance Analysis), Student Services Website.*