

ABSTRAK

Penelitian ini bertujuan untuk meningkatkan pengalaman pengguna (*user experience*) dan tampilan antarmuka (*user interface*) pada website *OPAC* (*Online Public Access Catalogue*) perpustakaan UPNYK. Latar belakang penelitian ini didasari oleh rendahnya skor evaluasi website berdasarkan metode *Usability Testing*. Beberapa atribut dalam *Usability Testing*, seperti nilai *Effectiveness* dan *Satisfaction*, berada di bawah ambang batas yang disarankan.

Fokus penelitian ini adalah merancang desain website baru sebagai solusi, dengan menggunakan pendekatan *User-Centered Design* dan *Usability Testing*, dengan harapan skor evaluasi website dapat meningkat dan menjadi lebih baik dibandingkan versi sebelumnya. Dalam penelitian ini, enam mahasiswa UPNYK berperan sebagai responden yang akan menguji website *OPAC* versi lama dan versi baru.

Evaluasi website dilakukan melalui dua tahap *Usability Testing*, yakni pada versi lama dan versi baru. Pengujian dilakukan dalam tiga tahap. Tahap pertama adalah wawancara dengan responden untuk mengetahui *persona* masing-masing. Tahap kedua adalah pengujian skenario penggunaan website *OPAC* dengan metode *Think-Aloud*, di mana responden diminta menyelesaikan beberapa tugas yang berkaitan dengan alur atau fitur pada website, sambil mengungkapkan pendapat mereka secara verbal, baik itu positif, negatif, rasa frustrasi, kekecewaan, dan sebagainya. Komentar-komentar tersebut akan dikumpulkan, dikategorikan, dan dianalisis menggunakan metode *Verbal Behavior Analysis*. Tahap ketiga adalah wawancara lanjutan untuk menggali pengalaman responden selama pengujian, serta pengisian paket pertanyaan *System Usability Scale* (SUS) untuk menghitung tingkat kepuasan pengguna.

Hasil penelitian menunjukkan bahwa perancangan *UI* dan *UX* dengan pendekatan *User-Centered Design* dapat menjadi solusi yang efektif dalam memperbaiki desain sebuah website. Metode *UCD* memungkinkan peneliti mengidentifikasi masalah dan kesulitan yang dialami langsung oleh pengguna, sehingga solusi yang diberikan dapat lebih sesuai dengan kebutuhan mereka. Evaluasi website melalui *Usability Testing* juga memberikan data kuantitatif yang dapat dijadikan acuan untuk menilai apakah desain tersebut telah memenuhi kebutuhan dan harapan pengguna.

Kata Kunci: *User Interface, User Experience, User-Centered Design, Usability Testing, Think Aloud, Verbal Behaviour Analysis, System Usability Scale.*

ABSTRACT

This study aims to improve the user experience (UX) and user interface (UI) of the UPNYK library's *OPAC* (Online Public Access Catalogue) website. The background of this research is based on the low evaluation scores of the website using *Usability Testing* methods. Several *Usability Testing* attributes, such as *Effectiveness* and *Satisfaction* scores, were below the recommended levels.

The focus of this research is to provide a new website design as a solution by using the user-centered design (UCD) method and *Usability Testing*, with the expectation that the website evaluation scores will improve and be better than before. In this study, six UPNYK students participated as respondents to test both the old and the new versions of the *OPAC* website.

The website evaluation was conducted using *Usability Testing* twice: once on the old *OPAC* website and once on the new one. The testing process involved three stages. The first stage was conducting interviews with the respondents to understand their personas. The second stage was scenario-based testing of the *OPAC* website, complemented by the think-aloud method, where respondents were asked to perform several scenario tasks related to the website's flow or features while expressing their thoughts aloud — including positive or negative opinions, feelings of frustration, disappointment, and so on. These comments were collected and categorized for analysis using the verbal behavior analysis method. The third stage involved follow-up interviews with the respondents to gather their experiences during the scenario testing, followed by the completion of a System Usability Scale (SUS) questionnaire, the results of which were used to calculate user *Satisfaction* scores.

The results of the study indicate that UI and UX design using the user-centered design method can be an effective solution for improving website design. The UCD method helps identify issues and difficulties experienced directly by users, allowing researchers to provide appropriate and accurate solutions based on user needs. Website evaluation through *Usability Testing* provides measurable scores that serve as references to determine whether the design meets user needs and *Satisfaction*.

Kata Kunci: *User interface, User experience, User-Centered Design, Usability Testing, Think Aloud, Verbal Behaviour Analysis, System Usability Scale.*