

ABSTRAK

Ledok Sambi Yogyakarta merupakan destinasi wisata yang menyediakan berbagai layanan seperti *camping*, *outbound*, wahana permainan, restoran, dan sewa tempat. Saat ini, Ledok Sambi telah memiliki website sebagai media informasi mengenai layanan yang tersedia, namun proses reservasi masih bergantung pada komunikasi melalui WhatsApp. Kondisi tersebut membuat pelanggan harus menunggu respons admin untuk memperoleh informasi ketersediaan jadwal, paket, dan detail pemesanan. Selain itu, pencatatan reservasi yang dilakukan secara manual oleh pihak pengelola dapat menyebabkan redundansi pekerjaan dan kurang efisien dalam pengelolaan data reservasi. Permasalahan tersebut menunjukkan perlunya perancangan antarmuka dan pengalaman pengguna yang mampu mendukung proses reservasi secara lebih terintegrasi, informatif, dan mudah digunakan.

Penelitian ini bertujuan untuk merancang desain *user interface* dan *user experience* sistem reservasi pada website Ledok Sambi Yogyakarta menggunakan pendekatan *Design Thinking*. Metode *Design Thinking* terdiri dari lima tahapan, yaitu *empathize*, *define*, *ideate*, *prototype*, dan *test*. Pengumpulan data dilakukan melalui wawancara dengan pihak pengelola Ledok Sambi serta pengguna yang pernah melakukan reservasi. Hasil dari tahapan tersebut digunakan untuk merancang *prototype* website reservasi yang menyediakan fitur informasi paket, ketersediaan jadwal, pemesanan layanan, pembayaran DP, riwayat pesanan, serta formulir janji temu. Evaluasi dilakukan menggunakan *usability testing* untuk mengukur aspek *effectiveness* dan *efficiency*, serta *User Experience Questionnaire* (UEQ) untuk mengukur pengalaman pengguna terhadap *prototype*.

Hasil pengujian pertama menunjukkan nilai *effectiveness* sebesar 78,57% dan nilai *efficiency* sebesar 0,0221 goals/sec. Setelah dilakukan perbaikan desain berdasarkan hasil observasi dan kendala pengguna, hasil pengujian kedua menunjukkan peningkatan nilai *effectiveness* menjadi 94,29% dan nilai *efficiency* menjadi 0,0451 goals/sec. Hasil evaluasi UEQ juga mengalami peningkatan pada seluruh skala, yaitu *Attractiveness* dari 1,83 menjadi 1,93, *Perspicuity* dari 1,45 menjadi 1,75, *Efficiency* dari 1,50 menjadi 1,75, *Dependability* dari 1,60 menjadi 1,80, *Stimulation* dari 1,65 menjadi 1,75, dan *Novelty* dari 1,10 menjadi 1,20. Berdasarkan hasil tersebut, dapat disimpulkan bahwa *prototype* sistem reservasi website Ledok Sambi yang dirancang menggunakan pendekatan *Design Thinking* mampu meningkatkan kemudahan, efisiensi, dan pengalaman pengguna dalam melakukan reservasi, sehingga dapat dijadikan rekomendasi pengembangan website Ledok Sambi agar proses reservasi menjadi lebih terstruktur, informatif, dan terintegrasi.

Kata Kunci: *user interface*, *user experience*, *Design Thinking*, *usability testing*, *User Experience Questionnaire*, reservasi, Ledok Sambi

ABSTRACT

Ledok Sambu Yogyakarta is a tourist destination that provides various services, such as camping, outbound activities, recreational rides, restaurants, and venue rental. Currently, Ledok Sambu has a website that serves as an information medium for the available services. However, the reservation process still depends on communication through WhatsApp. This condition requires customers to wait for the admin's response to obtain information about schedule availability, packages, and reservation details. In addition, the reservation records are still managed manually by the staff, which may cause redundant work and reduce efficiency in reservation data management. These problems indicate the need to design a user interface and user experience that can support a more integrated, informative, and easy-to-use reservation process.

This research aims to design the user interface and user experience of a reservation system on the Ledok Sambu Yogyakarta website using the Design Thinking approach. The Design Thinking method consists of five stages, namely empathize, define, ideate, prototype, and test. Data collection was carried out through interviews with Ledok Sambu management and users who had previously made reservations. The results of these stages were used to design a reservation website prototype that provides several features, such as package information, schedule availability, service booking, down payment, order history, and appointment forms. The evaluation was conducted using usability testing to measure the aspects of effectiveness and efficiency, and the User Experience Questionnaire (UEQ) to measure user experience toward the prototype.

The first test showed an effectiveness score of 78.57% and an efficiency score of 0.0221 goals/sec. After design improvements were made based on observation results and user problems, the second test showed an increase in effectiveness to 94.29% and efficiency to 0.0451 goals/sec. The UEQ evaluation results also increased in all scales, namely Attractiveness from 1.83 to 1.93, Perspicuity from 1.45 to 1.75, Efficiency from 1.50 to 1.75, Dependability from 1.60 to 1.80, Stimulation from 1.65 to 1.75, and Novelty from 1.10 to 1.20. Based on these results, it can be concluded that the reservation system prototype for the Ledok Sambu website designed using the Design Thinking approach is able to improve ease of use, efficiency, and user experience in making reservations. Therefore, the prototype can be used as a recommendation for developing the Ledok Sambu website to make the reservation process more structured, informative, and integrated.

Keywords: user interface, user experience, Design Thinking, usability testing, User Experience Questionnaire, reservation, Ledok Sambu