

User Experience Analysis of Satisfaction of Job Seekers (Pencaker) In The City of Semarang Manpower Department In Using The Siker Application Using The User Experience Questionnaire (UEQ) Method

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ABSTRACT

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The Semarang City Manpower Service or also known as (DISNAKER) is a government agency that can foster and control the manpower sector. The Manpower Office has its website application, namely the work system (SIKER) which is an integrated employee recruitment information system from the Semarang city government, companies, and also the community or job seekers. This study aims to understand the level of comfort in terms of User Experience in using the SIKER application. Analysis of the SIKER website application by applying the User UEQ method approach given to 32 respondents who have used this website. The UEQ assessment focuses on six aspects, namely: efficiency, attractiveness, accuracy, clarity, novelty, and stimulation. The results obtained after conducting the analysis are that the average respondent gives below average results, at the User Experience level the efficiency item gets a sufficient value, on the clarity, accuracy, stimulation, attractiveness, and novelty scales it gets a value below the average. This tends to be the lack of seeker users with this SIKER application. In other words, the reason is that there are still many users who do not understand this application because this application is still relatively new.

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1 Introduction

The Central Java provincial government has various implementing elements that must be carried out to improve community service facilities. As in the city of Semarang where the government has a field in manpower and transmigration, namely the Semarang City Manpower Service or also known as (DISNAKER) is a government institution that can foster and control the field of employment and can provide training for prospective workers to have special skills. DISNAKER has its website application which is managed directly with its employees, namely *siker.semarangkota.go.id* where the main function of this web application is to collect data on prospective job training centers (BLK), to apply for jobs, and to make AK1 yellow cards which serve to make a job application.

In this study, we will analyze the user experience of job seekers using the work system application (SIKER) developed by the Semarang City Manpower Office. The work system (SIKER) is an integrated employee recruitment information system from the Semarang city government, companies, and also the community or job seekers. This website application is used to make AK1 yellow cards which are useful for registering work at a company or other institution. The SIKER

website application is relatively new, but not all people in the city of Semarang understand by the user to this system.

This study uses the User Experience Questionnaire (UEQ) method, which aims to analyze the design of this application. According to Mustikaningtyas et al. (2016) in conducting UX analysis, you must first understand this system because UX focuses on the user and the response given. User Experience of the users on the SIKER website using a distributed questionnaire. According to Schrepp (2015), User Experience measurement is carried out to determine user experience. Questionnaires were given to 20 to 30 users, with this number of respondents, they were able to provide fairly stable results. So that it meets the requirements of the supposed UEQ respondents.

2 Theoretical Basis

2.1 Sistem Kerja (SIKER)



Figure 1. Home System Work Page (SIKER)

The work system (SIKER) is an integrated employee recruitment information system from the Semarang city government, companies, as well as the community or job seekers which can be accessed at <https://siker.semarangkota.go.id>. This system was developed based on the vision and mission of the city of Semarang to reduce the unemployment rate in the city of Semarang. This website application is used for many things such as making AK1 cards, and registration for vocational training centers (BLK). This system can be used by the entire Semarang city community, including companies, and village heads, but all are managed directly by the manpower office.

2.2 User Experience (EX)

According to Garrett (2010) User experience is not just how a product or service works. But it is an interaction between the user and the product, such as the user experience in using a product, whether it is easy to use in its operation to the experience of understanding the information. According to Bevan (2008) outcomes of interaction. The pragmatic goals of users are perceived and acceptable use experiences (including efficiency) and acceptable outcomes of perceived and acceptable use (including effectiveness), consequences of perceived and acceptable use (including safety). Meanwhile, according to Hassenahl, hedonic goals consist of stimulation (increasing knowledge and abilities), identification (self-expression, interaction with others), and stimulation of memory.

User Experience can make a difference between a successful product or a failed product, as for User Experience steps (Lam, 2016).

1. Conduct user interviews
2. Create User Stories

To get a good User Experience, a system or product must be compatible with the user. As is the case if the system is easy to use the first time it will cause users to feel happy about the system (Biduski et al., 2020).

2.3 User Experience Questionnaire (UEQ)

This study uses a User Experience Questionnaire (UEQ) (Schrepp, Hinderks, et al., 2017b), where the questionnaire can provide a simpler and faster way to express user feelings, impressions, and attitudes when using a product (Laugwitz et al., 2008). UEQ has been applied in studies such as the evaluation of enterprise software, websites and web services, and social networks (Rauschenberger et al., 2013). The main purpose of using UEQ is to allow a rapid assessment by the user which includes a comprehensive impression of the preferred user experience (Schrepp, Hinderks, Thomaschewski, et al., 2017).

This method has six variables with a total number of questions twenty-six variables, namely:

- Attractiveness, which is an overall impression of the user using a product or system.
- Clarity (Perspicuity), which is an impression of the user using a product or system quickly and efficiently.
- Efficiency, which is an impression of users whether they can easily get to know the product or system.
- Dependability, which is an impression of the user whether they can control the product or system.
- Stimulation, which is an impression that the user is interested in using this system or can be motivated to use the system.
- Novelty, which is a user's impression of whether this product has an innovative or creative nature and whether it attracts users to use the product or system.

The six scales are then divided into three groups, namely attractiveness, pragmatic quality, and hedonic quality. In the aspect of attractiveness, it is the main part of UEQ as a dimension related to user perceptions in terms of attractiveness in a system. In the pragmatic aspect, quality is the user perception of the technical focus on achieving a goal, product design is fast and efficient, understandable, and does not constrain users. The hedonic quality aspect is a relationship with non-technical aspects that are interrelated with user feelings involving fun and motivation, and innovative designs (Intanny et al., 2018).

2.4 UEQ Data Analysis Tools

There are UEQ data analysis tools that can be used to simplify the process of data analysis and processing. UEQ data analysis tools were developed directly by Dr. Martin Schrepp to make it easier to analyze UEQ data. This tool is available in the form of an excel application and can be downloaded from the *ueq-online.org* website (Schrepp, 2015).

To carry out the process of analyzing and processing data, researchers only need to enter data from questionnaires with an excel worksheet extension. The required data will be processed automatically to interpret the results of the questionnaires that have been collected. In the tool, several graphs can help to describe the results of the research (Hidayah, 2021).

2.5 Website

Website is one of the media used to disseminate information quickly. With the website, users can access information quickly and accurately (Budiman & Akhlis, 2021). Websites also provide facilities from the internet that are linked in a local area or document on the site called web pages and links from a website that allow users to move from one page to another (Mustamiin et al., 2020). Meanwhile, according to Rahmadi (2013) websites are several web pages that have interrelated topics, accompanied by image files, videos, or other file types. But there are still many things that are still in use. Based on their purpose, websites are divided into:

- Web forum, a web that aims as a medium of discussion.
- Personal web, a website that contains a person's personal information.
- Corporate web, a website owned by a company.
- Besides that, there are also e-Government websites, eBanking, e-Payment, Procurement, and so on.

- Web portal, a website that has many services, ranging from news services, email, and other services.

3 Method

In solving the above problems, and achieving research objectives. This study uses several stages of research which can be seen in Figure 2 below.

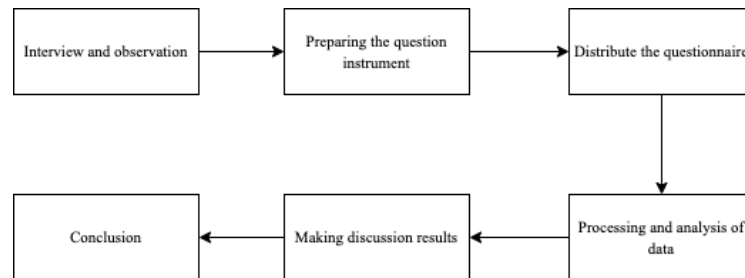


Figure 2. Stages of Research Methods

By analyzing the User Experience on the SIKER website using the User Experience Questionnaire (UEQ), it is hoped that the use of a questionnaire can assess the perceived experience of a product quickly and efficiently (Wibowo et al., 2019). This method has 26 questions and each aspect has half a positive value and half a negative value with a scale of one to seven to a value range of -3 to +3 (Umar et al., 2020). The determination of the number of respondents determined refers to a statement that states that similar products have been evaluated so far using UEQ, according to Schrepp (2015) 20 - 30 respondents have given fairly stable results so that they have met the requirements for the number of UEQ respondents that should have been. The research aspect consists of 6 aspects, namely:

- Attractiveness, which is an overall impression of the user using a product or system.
- Perspicuity, which is an impression of the user using a product or system quickly and efficiently.
- Efficiency, which is an impression of users whether they can easily get to know the product or system.
- Dependability, which is an impression of the user whether they can control the product or system.
- Stimulation, which is an impression that the user is interested in using this system or can be motivated to use the system.
- Novelty, which is a user's impression of whether this product has an innovative or creative nature and whether it attracts users to use the product or system.

The analysis used in this study is descriptive quantitative data which aims to determine the level of satisfaction. The use of this method is because the UEQ method is very easy to use, efficient, and very accurate compared to using other methods.

The tools in this method focus more on the user's reaction and impression of the product in which there are hedonic and pragmatic aspects. The hedonic aspect is oriented to the impression, appearance, and encouragement, and the pragmatic aspect is oriented to efficiency, learnability. UEQ itself is a tool that can be used for users to give ratings or impressions on products quickly and spontaneously, and a more in-depth rational analysis should be avoided.

3.1 Question Instrument

Collecting data through surveys, surveys are carried out by distributing questionnaires to respondents. This questionnaire contains 26 items that represent the 6 factors that will be analyzed to evaluate user experience, namely attractiveness, efficiency, perspicuity, dependability, stimulation, and novelty. The questionnaire is divided into 3 parts, the respondent's identity, UEQ items, and the closing part.

3.2 Questionnaire Distribution

Evaluation using the UEQ method is carried out to users of the SIKER application. In distributing the questionnaires using the Simple Random Sampling method. The questionnaires were distributed using google form media. After the questionnaires were distributed or distributed, users filled out the questionnaires according to their own opinions and experiences when using the SIKER application. There were 36 respondent data obtained. In this determination, the number of respondents was able to provide fairly stable results. This has been done in similar studies. So that it meets the requirements of UEQ respondents (Schrepp, 2015). The original version of UEQ was designed in German, but so far it has been translated into several languages around the world (Suastini et al., 2018).

3.3 Data Analysis

Data analysis was carried out by analyzing and processing data from the results of distributing the UEQ questionnaire by using the Data Analysis Tool application, which is a tool to simplify UEQ calculations. The User Experience Questionnaire (UEQ) is a tool that can assist in processing survey data related to user experience. The main goal of UEQ is to be able to provide a direct and rapid assessment of the user experience (Schrepp, Hinderks, et al., 2017).

4 Results and Discussion

Analysis of the SIKER website system using the UEQ method was carried out on 36 respondents who had previously used the SIKER website. With the number of questions that exist, namely 26 questions covering 6 scales with points having a value of 1 to 7. Based on the results that have been obtained through distributing questionnaires using google form media with the UEQ method to users of the SIKER application in the form of 26 questions, the UEQ questionnaire has six aspects of the UEQ questionnaire. UEQ was distributed to 36 respondents. Of the 36 respondents only used 32 respondent data because of the level of inconsistency. The results of the distribution of the questionnaire can be seen in Table 1.

Table 1. UEQ respondent data

| Items | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 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 |
| 3 | 6 | 4 | 3 | 7 | 5 | 7 | 5 | 1 | 2 | 7 | 1 | 6 | 5 | 6 | 5 | 2 | 1 | 2 | 7 | 2 | 7 | 1 | 2 | 3 | 4 |
| 3 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 1 | 4 | 7 | 2 | 6 | 5 | 5 | 7 | 2 | 2 | 2 | 7 | 3 | 6 | 1 | 2 | 3 | 7 |
| 3 | 6 | 3 | 2 | 2 | 7 | 6 | 5 | 2 | 3 | 5 | 2 | 6 | 5 | 7 | 6 | 3 | 2 | 1 | 7 | 6 | 6 | 2 | 3 | 2 | 7 |
| 3 | 6 | 5 | 6 | 6 | 6 | 5 | 5 | 3 | 5 | 5 | 2 | 5 | 6 | 6 | 5 | 3 | 2 | 3 | 5 | 2 | 7 | 1 | 2 | 2 | 6 |
| 3 | 7 | 5 | 6 | 7 | 5 | 5 | 6 | 7 | 5 | 6 | 2 | 5 | 6 | 5 | 5 | 3 | 1 | 2 | 6 | 3 | 7 | 3 | 2 | 1 | 7 |
| 3 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 7 | 4 | 4 |
| 3 | 5 | 6 | 3 | 3 | 5 | 7 | 3 | 2 | 4 | 6 | 1 | 5 | 5 | 5 | 7 | 1 | 3 | 4 | 6 | 3 | 7 | 2 | 2 | 2 | 1 |
| 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 6 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 6 | 6 | 4 | 2 | 3 | 4 | 5 | 4 | 2 | 4 | 6 | 1 | 6 | 6 | 4 | 6 | 2 | 1 | 2 | 6 | 2 | 6 | 2 | 2 | 2 | 6 |

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | |
| 4 | 4 | 5 | 4 | 6 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | |
| 5 | 5 | 5 | 4 | 6 | 2 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 2 | 3 | 2 | 5 | |
| 5 | 6 | 2 | 5 | 2 | 5 | 6 | 6 | 3 | 2 | 7 | 1 | 6 | 6 | 6 | 6 | 3 | 1 | 3 | 5 | 3 | 5 | 3 | 2 | 3 | 7 | |
| 6 | 6 | 6 | 5 | 5 | 6 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 |
| 6 | 6 | 2 | 2 | 2 | 6 | 6 | 5 | 2 | 3 | 6 | 2 | 6 | 6 | 5 | 5 | 2 | 2 | 3 | 6 | 1 | 7 | 1 | 2 | 2 | 7 | |
| 6 | 6 | 2 | 3 | 2 | 2 | 6 | 6 | 6 | 3 | 6 | 3 | 7 | 3 | 5 | 4 | 5 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | |
| 5 | 5 | 4 | 5 | 4 | 6 | 5 | 4 | 5 | 4 | 6 | 5 | 5 | 6 | 6 | 4 | 5 | 6 | 5 | 4 | 6 | 4 | 5 | 6 | 4 | 6 | |
| 6 | 6 | 2 | 2 | 1 | 6 | 6 | 5 | 2 | 3 | 7 | 1 | 6 | 6 | 4 | 6 | 2 | 1 | 3 | 6 | 1 | 6 | 1 | 1 | 2 | 7 | |
| 6 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 2 | 4 | 5 | 2 | 5 | 6 | 6 | 5 | 3 | 2 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 6 | |
| 6 | 5 | 3 | 3 | 2 | 5 | 5 | 5 | 2 | 2 | 6 | 2 | 6 | 6 | 6 | 6 | 3 | 3 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | |
| 5 | 4 | 3 | 4 | 6 | 4 | 4 | 5 | 5 | 5 | 6 | 2 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 6 | 5 | 4 | |
| 5 | 6 | 4 | 3 | 3 | 4 | 6 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 2 | 6 | 2 | 5 | 3 | 3 | 2 | 5 | |
| 6 | 6 | 6 | 6 | 5 | 5 | 5 | 4 | 6 | 4 | 2 | 5 | 4 | 6 | 5 | 5 | 6 | 6 | 7 | 5 | 6 | 6 | 6 | 7 | 7 | 6 | |
| 5 | 6 | 4 | 4 | 5 | 5 | 6 | 3 | 4 | 3 | 5 | 2 | 5 | 5 | 6 | 5 | 3 | 3 | 4 | 5 | 4 | 6 | 2 | 4 | 3 | 5 | |
| 4 | 4 | 4 | 3 | 4 | 5 | 4 | 6 | 3 | 4 | 6 | 1 | 5 | 4 | 2 | 5 | 2 | 2 | 4 | 5 | 3 | 5 | 2 | 3 | 3 | 6 | |
| 4 | 5 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 2 | 6 | 4 | 4 | 6 | 3 | 4 | 3 | 5 | 2 | 6 | 2 | 4 | 4 | 4 | |
| 4 | 6 | 5 | 5 | 6 | 6 | 4 | 5 | 3 | 6 | 5 | 3 | 6 | 4 | 4 | 6 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | |
| 6 | 5 | 3 | 3 | 3 | 5 | 6 | 4 | 3 | 6 | 5 | 2 | 5 | 5 | 4 | 5 | 2 | 3 | 4 | 6 | 2 | 6 | 2 | 3 | 3 | 4 | |
| 7 | 5 | 2 | 1 | 1 | 6 | 6 | 2 | 1 | 2 | 6 | 1 | 6 | 6 | 4 | 6 | 1 | 2 | 3 | 6 | 2 | 6 | 2 | 2 | 2 | 5 | |
| 7 | 7 | 1 | 2 | 2 | 5 | 5 | 2 | 1 | 6 | 6 | 2 | 6 | 5 | 4 | 5 | 3 | 2 | 3 | 5 | 2 | 6 | 2 | 3 | 2 | 6 | |

In Table 1 is a data table that has been selected based on the level of consistency. The consistency that is seen is whether the respondent answers carelessly or not. In Table 1 the existing data is then transformed to find out the positive and negative values of each item. The data from the transformation can be seen in Table 2.

Tabel 2. Data after transformed

| Items | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------|---|----|----|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 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 | 0 | 1 | -3 | 1 | 3 | 1 | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 1 | 0 |
| -1 | 3 | -3 | -3 | -3 | 2 | 3 | 3 | 3 | 0 | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 3 | 2 | 1 | 3 |
| -1 | 2 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 3 | 3 | -2 | 2 | 2 | 1 | 2 | 3 |
| -1 | 2 | -1 | -2 | -2 | 2 | 1 | 1 | 1 | -1 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 2 | 2 |
| -1 | 3 | -1 | -2 | -3 | 1 | 1 | 2 | -3 | -1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 3 |
| -1 | 0 | 0 | 0 | -1 | -1 | 0 | -1 | 0 | 1 | 0 | 1 | -1 | -1 | -1 | -2 | 0 | 1 | 0 | -2 | 0 | -1 | 1 | -3 | 0 | 0 |
| -1 | 1 | -2 | 1 | 1 | 1 | 3 | -1 | 2 | 0 | 2 | 3 | 1 | 1 | 1 | 3 | 3 | 1 | 0 | 2 | 1 | 3 | 2 | 2 | 2 | -3 |
| -1 | 1 | -1 | -1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 2 | 0 | 1 | 0 | -1 | -1 | 1 | -1 | 1 | -1 | 0 | -1 | 1 |
| 2 | 2 | 0 | 2 | 1 | 0 | 1 | 0 | 2 | 0 | 2 | 3 | 2 | 2 | 0 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | -1 | -1 | 0 | 0 | 1 | 0 | 0 | 1 | -1 | 1 | -1 | 0 | -1 | -1 | 0 | 0 | 0 |
| 0 | 0 | -1 | 0 | -2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | -1 |
| 1 | 1 | -1 | 0 | -2 | -2 | 0 | 1 | 0 | 1 | -1 | -1 | 1 | 0 | 0 | 1 | 0 | -1 | 0 | 1 | -1 | 0 | 2 | 1 | 2 | 1 |
| 1 | 2 | 2 | -1 | 2 | 1 | 2 | 2 | 1 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 3 |
| 2 | 2 | -2 | -1 | -1 | 2 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | -1 | -1 | 0 | 0 | 0 | -1 | 0 | -1 | 1 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 3 | 3 | 3 | 2 | 2 | 3 |
| 2 | 2 | 2 | 1 | 2 | -2 | 2 | 2 | -2 | 1 | 2 | 1 | 3 | -1 | 1 | 0 | -1 | 1 | 1 | -1 | 2 | -1 | 1 | 2 | 2 | -2 |
| 1 | 1 | 0 | -1 | 0 | 2 | 1 | 0 | -1 | 0 | 2 | -1 | 1 | 2 | 2 | 0 | -1 | -2 | -1 | 0 | -2 | 0 | -1 | -2 | 0 | 2 |
| 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 3 | 3 | 2 | 2 | 0 | 2 | 2 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 2 | 3 |
| 2 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 2 |
| 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | -1 | 1 | 0 | -1 | 0 | 1 |

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|----|----|----|---|---|----|----|----|----|----|---|---|----|---|----|----|----|---|----|---|----|----|----|---|
| 1 | 0 | 1 | 0 | -2 | 0 | 0 | 1 | -1 | -1 | 2 | 2 | 1 | 0 | 0 | 1 | 0 | -1 | 1 | 1 | 0 | 0 | 1 | -2 | -1 | 0 |
| 1 | 2 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1 |
| 2 | 2 | -2 | -2 | -1 | 1 | 1 | 0 | -2 | 0 | -2 | -1 | 0 | 2 | 1 | 1 | -2 | -2 | -3 | 1 | -2 | 2 | -2 | -3 | -3 | 2 |
| 1 | 2 | 0 | 0 | -1 | 1 | 2 | -1 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 1 | 1 |
| 0 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 2 | 3 | 1 | 0 | -2 | 1 | 2 | 2 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 2 |
| 0 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 2 | 0 | 0 | 2 | 1 | 0 | 1 | 1 | 2 | 2 | 2 | 0 | 0 | 0 |
| 0 | 2 | -1 | -1 | -2 | 2 | 0 | 1 | 1 | -2 | 1 | 1 | 2 | 0 | 0 | 2 | 0 | 0 | -1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 |
| 2 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | -2 | 1 | 2 | 1 | 1 | 0 | 1 | 2 | 1 | 0 | 2 | 2 | 2 | 2 | 1 | 1 | 0 |
| 3 | 1 | 2 | 3 | 3 | 2 | 2 | -2 | 3 | 2 | 2 | 3 | 2 | 2 | 0 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 1 |
| 3 | 3 | 3 | 2 | 2 | 1 | 1 | -2 | 3 | -2 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 2 |

The data that has been successfully transformed in Table 2 is based on the positive and negative values of each item, which will then be divided into several groups based on six scales, the scale contains attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty of a website. The six scales can be seen in Table 3.

Table 3. Results of mean, variance, and standard deviation

| Items | mean | Variance | Std. Dev. | No. | Left | Right | Scale |
|-------|------|----------|-----------|-----|-----------------------|----------------|-------------|
| 1 | 0.8 | 1.7 | 1.3 | 32 | Troublesome | Pleasant | Attraction |
| 2 | 1.5 | 0.7 | 0.8 | 32 | Not can understand | Can understand | Clarity |
| 3 | 0.2 | 2.0 | 1.4 | 32 | Creative | Monotone | Novelty |
| 4 | 0.4 | 2.2 | 1.5 | 32 | Easy learn | Hard to learn | Clarity |
| 5 | 0.1 | 3.2 | 1.8 | 32 | Beneficial | Less useful | Stimulation |
| 6 | 0.8 | 1.4 | 1.2 | 32 | Boring | Exciting | Stimulation |
| 7 | 1.2 | 0.9 | 1.0 | 32 | Not interesting | Interesting | Stimulation |
| 8 | 0.5 | 1.3 | 1.1 | 32 | No can be predictable | Can predict | Accuracy |

| | | | | | | | |
|----|-----|-----|-----|----|---------------------|------------------------|-------------|
| 9 | 1.8 | 2.3 | 1.5 | 32 | Fast | Slow | Efficiency |
| 10 | 0.2 | 1.4 | 1.2 | 32 | Empowered to create | Conventional | Novelty |
| 11 | 1.3 | 1.4 | 1.2 | 32 | Obstruct | Support | Accuracy |
| 12 | 1.4 | 1.9 | 1.4 | 32 | Good | Bad | Attraction |
| 13 | 1.3 | 0.7 | 0.8 | 32 | Complicated | Simple | Clarity |
| 14 | 1.0 | 0.9 | 0.9 | 32 | Not liked | Exhilarating | Attraction |
| 15 | 0.6 | 1.2 | 1.1 | 32 | Common | Front | Novelty |
| 16 | 1.1 | 1.0 | 1.0 | 32 | Not comfortable | Comfortable | Attraction |
| 17 | 0.9 | 1.4 | 1.2 | 32 | Safe | Not safe | Accuracy |
| 18 | 0.9 | 2.3 | 1.5 | 32 | Motivate | Not motivating | Stimulation |
| 19 | 0.6 | 1.5 | 1.2 | 32 | Meet expectations | Not meets expectations | Accuracy |
| 20 | 1.2 | 1.3 | 1.1 | 32 | Not efficient | Efficient | Efficiency |
| 21 | 0.8 | 2.2 | 1.5 | 32 | Clear | Confusing | Clarity |
| 22 | 1.3 | 1.6 | 1.3 | 32 | No practical | Practical | Efficiency |
| 23 | 1.3 | 1.9 | 1.4 | 32 | Organized | Untidy | Efficiency |
| 24 | 0.6 | 2.3 | 1.5 | 32 | Attractive | Not attractive | Attraction |
| 25 | 1.0 | 1.6 | 1.3 | 32 | User friendly | Not friendly user | Attraction |
| 26 | 1.1 | 2.2 | 1.5 | 32 | Conservative | Innovative | Novelty |

Based on the results in Table 3, it can be seen that the results of the average, variance, and deviation for the 26 UEQ items listed above. The value of each item has an average value above 1 but some have a value below 1. This assessment shows that each question item has a fairly good value. The data in the table becomes a reference for calculating the six scales. Then the analysis and conclusion of the largest and smallest scale will be carried out from the UEQ. Each scale has several

questions contained in the 26 items. The scale is calculated to find the average value. The average value is given in the figure.

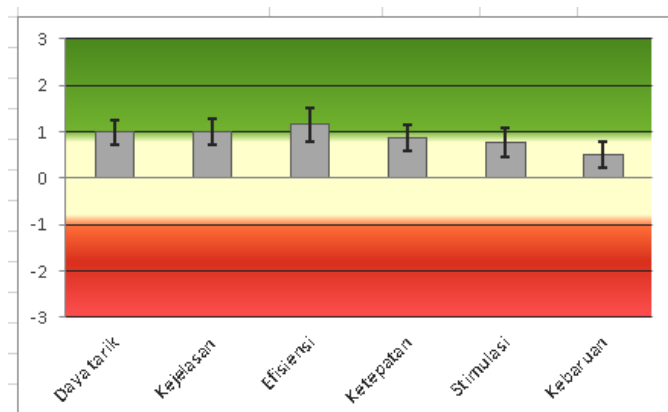


Figure 3. Diagram of the average value of the six scales

In the picture above is a graph of the average values on the six UEQ scales. It can be seen that the average scale is green and is still below the green limit. On the green border, it shows that the measurement scale is at a level above the average. The components of the scale in question are attractiveness, clarity, and efficiency. As for the components of the scale that are below the average, namely Accuracy, Stimulation, and Novelty. The best assessment is on the efficiency element, while the lowest score is on the novelty point. The efficiency component is seen from the items fast, efficient, practical, and organized. Of all the items get an average value above 1 which is within good limits. However, the item that gets the smallest value is a novelty. For items from novelty, the value is seen based on monotonous, conventional, common, and conservative items. Based on the questionnaire, the SIKER website system has this level of innovation sufficient, but it still has a value below the average. Several items have the lowest rating, namely useful/less useful items because the SIKER website application is still relatively new so people think this website is still not helpful in Their life.

The six scales can be processed to determine the Pragmatic and Hedonic Quality of the evaluated application. Pragmatic qualities consist of clarity, efficiency, and accuracy. Stimulation and novelty are part of the hedonic quality. Assessments for attractiveness, pragmatic, and hedonic qualities can be seen in Table 4.

Table 4. Quality pragmatic and hedonic

| Pragmatic and Hedonic Quality | |
|-------------------------------|------|
| Attractiveness | 0,99 |
| Quality Pragmatic | 1,00 |
| Quality Hedonic | 0,63 |

Based on these three qualities, pragmatic quality has the highest value. Based on Table 4, it can be seen that the value of pragmatic quality is around 1.00, which is considered a sufficient category. Then followed by attractiveness and hedonic quality with values of 0.99 and 0.63. To clarify this, the graph shown in Figure 4.

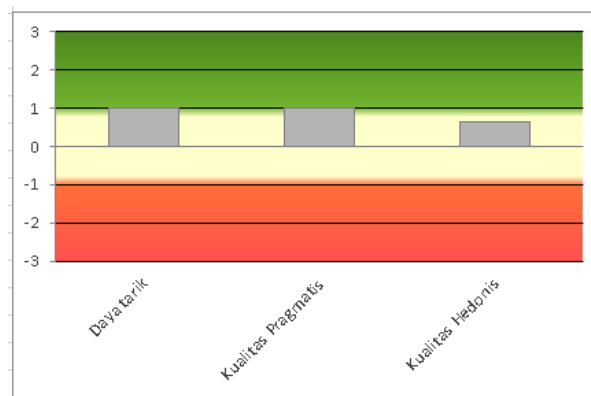


Figure 4. Diagram quality pragmatic and hedonic

Figure 4 shows the ratings given for attractiveness, pragmatic quality, and hedonic. The peaks of each diagram are in different colored areas ranging from dark green, light green, and yellow. The light green color represents an above-average rating, while the dark green color represents a good rating, and the yellow one is below average.

Another analysis carried out is the benchmark analysis. Benchmarks for the user experience of the SIKER application can be seen in Figure 5.

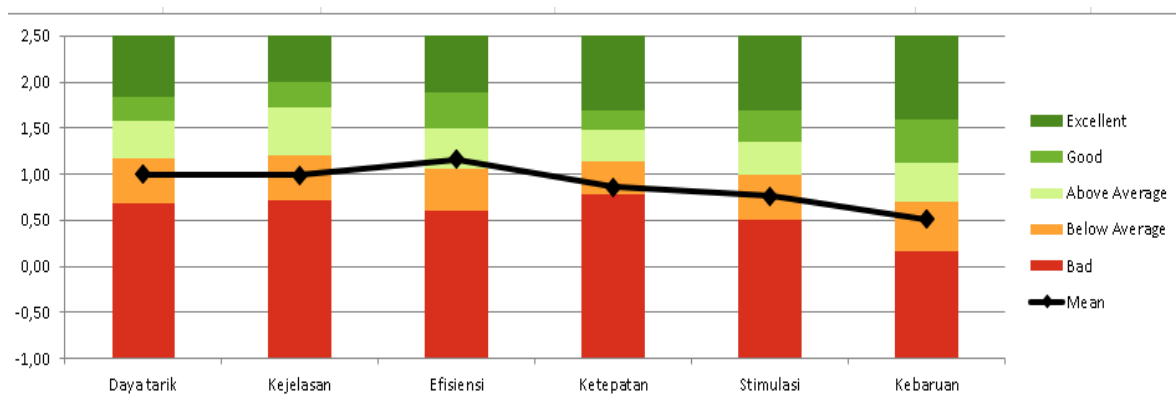


Figure 5. SIKER website application benchmark

Figure 5 shows the benchmark for the SIKER application. Based on Figure 5, one class has a value above the average and the other class has a value below the average. The above-average value is owned by the efficiency class. While the values below the average are owned by attractiveness, clarity, accuracy, stimulation, and novelty. Overall, UEQ can provide user experience analysis results quickly and efficiently.

5 Conclusion

Based on the discussion that has been carried out above, it can be concluded that the results of the analysis of the user experience of the SIKER application using the UEQ method were given to 32 respondents after being selected based on the level of consistency carried out with six UEQ questionnaire measurement scales, namely attractiveness (attractiveness), perspicuity (clarity), efficiency (efficiency), dependability (accuracy), stimulation (stimulation) and novelty (newness) in the SIKER application where at the user experience level the efficiency item gets a value above the average, while on the clarity, accuracy, stimulation, attractiveness and novelty scale it gets a value below average. This tends to be a lack of pencaker users with the SIKER application. Based on this, the user experience experienced by SIKER application users can be said to be lacking. In other words, the cause is that there are still many users who don't understand this application because this application is still relatively new.

In this research, there are still many shortcomings and improvements are needed in conducting research. For further research, it is hoped that more pencaker users understand and are interested in the SIKER application in carrying out their analysis using UEQ. And when you want to distribute the UEQ questionnaire, an explanation that is easier to understand is needed because there are still many users who ask about the questionnaire given. In the future, it is hoped that by filling out the UEQ questionnaire, the data obtained will not be repeated in obtaining data because there are still respondents who do not understand filling out the UEQ questionnaire so that it can provide maximum results. It is hoped that further research will collect more respondents to get better results.

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