

ABSTRAK

Analysis of User Experience and Usability on the New Student Admissions Website Using the System Usability Scale Method

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The new student admissions website, commonly known as the PMB website, is an online website owned by the University of Muhammadiyah Bandung, managed by the promotion and PMB division. It is expected to simplify and expedite the registration process for prospective students wishing to enroll as new students at the University of Muhammadiyah Bandung. The new student admissions website can consider user experience design, so that user satisfaction, effectiveness, and efficiency in interacting with users can be determined. The questionnaire used was taken and calculated using the System Usability Scale method to determine the level of usability on the PMB Website at the University of Muhammadiyah Bandung. Respondents will be given 10 questions using a Likert scale, then the data is taken and processed and then analyzed to draw conclusions, and used for evaluation material by related parties. Based on the results of the study, the value of the system usability scale calculation was obtained, the final score was 64. This score can be stated that the usability results on the PMB Website are still not satisfactory so the Website must be improved so that users are more comfortable in accessing the Website.

Keywords : Website, System Usability Scale, User Experience, Usability .

ABSTRAK

Analisis User Experience Dan Usability Pada Website Penerimaan Mahasiswa Baru Menggunakan Metode System Usability Scale

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Website penerimaan mahasiswa baru atau biasa disebut *website* PMB adalah *website online* yang dimiliki oleh Universitas Muhammadiyah Bandung yang di kelola oleh bagian promosi dan pmb yang di harapkan dapat mempermudah dan mempercepat kinerja dalam hal pendaftaran bagi calon mahasiswa yang ingin mendaftar sebagai mahasiswa baru Universitas Muhammadiyah Bandung. Website penerimaan mahasiswa baru dapat mempertimbangan desain *User Experience*, agar dapat di ketahui kepuasan, tingkat efektifitas dan efisiensi pengguna dalam berinteraksi. Kuisoner yang digunakan diambil dan di hitung dengan menggunakan metode *System Usability Scale* untuk mengetahui tingkat *usability* pada *Website* PMB di Universitas Muhammadiyah Bandung. Responden akan di berikan 10 pertanyaan dengan menggunakan skala *likert* yang kemudian data tersebut diambil dan di olah kemudian di analisis untuk di ambil kesimpulan, serta di gunakan untuk bahan evaluasi oleh pihak terkait. Berdasarkan hasil penelitian didapatkan nilai dari perhitungan *system usability scale*, skor akhir mendapatkan nilai 64. Skor tersebut dapat dinyatakan hasil *usability* pada Website PMB masih belum memenuhi sehingga *Website* harus diperbaiki agar user lebih nyaman dalam mengakses *Website*.

Kata Kunci : *Website, System Usability Scale, User Experience, Usability .*