ABSTRACT

User Experience Analysis of Learning Management System (LMS) of XYZ University with Usability Testing and User Experience Questionnaire (UEQ) Method

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Online learning or e-learning in higher education has become a common and important thing, especially in today's digital era. XYZ University is one of the universities that still utilizes e-learning technology as an academic service. Measuring the way users interact in an application is crucial to ensure a smooth learning process. This research aims to evaluate user experience on Learning Management System (LMS) of XYZ University. The methods used in this research are usability evaluation method and User Experience Questionnaire (UEQ). The research results from the usability evaluation show that the effectiveness aspect gets the Task Completed Rate result of 100%, the efficiency aspect gets Overall Relative Efficiency of 100%, and the satisfaction aspect gets the SUS questionnaire value from 108 respondents of 64.4. Based on the usability evaluation, it can be concluded that the three aspects get a value that tends to be positive even though the satisfaction aspect gets a value below the average but is still well received. Furthermore, the results of research from the UEQ questionnaire with a total of 101 respondents gave the results of a very good level of clarity, attractiveness, efficiency, and accuracy as well as the level of stimulation and novelty which is normal or can be called quite good and not significantly bad.

***Keywords:** Analysis, User Experience, LMS, Usability Testing, User Experience Questionnaire.*

Libraries   *: 32*

Publication Years   *: 1996 - 2023*