

ABSTRAK

Rohmah, Nurulia Ainur. 2026. Evaluasi *User Experience* pada Pengembangan Fitur Layanan *Online Website* SIPDipendukcapil Jember.

Pembimbing: (1) Henny Wahyu Sulisty, S.Kom, M.Kom; (2) Habibatul Azizah Al Faruq M.Pd

Perkembangan teknologi informasi mendorong peningkatan kualitas layanan publik berbasis digital, sehingga pengalaman pengguna (*user experience*) menjadi salah satu faktor penting dalam keberhasilan sebuah *website* pelayanan. *Website* SIP Dipendukcapil Jember masih memiliki beberapa aspek yang perlu ditingkatkan berdasarkan hasil evaluasi awal. Penelitian ini bertujuan untuk mengevaluasi *user experience website* SIP Dipendukcapil Jember menggunakan metode *User Experience Questionnaire* (UEQ) serta mengembangkan fitur layanan melalui pendekatan *Software Development Life Cycle* (SDLC) model *Waterfall*. Penelitian menggunakan pendekatan kuantitatif dengan melibatkan 100 responden pada evaluasi sebelum dan sesudah *redesign*. Hasil evaluasi awal menjadi dasar dalam pengembangan sistem melalui perbaikan antarmuka serta penambahan fitur *preview* dokumen administrasi, notifikasi status permohonan, *chatbot* layanan, bantuan layanan, dan informasi tanggal pengambilan berkas. Hasil evaluasi setelah *redesign* menunjukkan peningkatan pada seluruh dimensi UEQ, yaitu *Attractiveness* (2,64), *Perspicuity* (2,67), *Efficiency* (2,64), *Dependability* (2,66), *Stimulation* (2,65), dan *Novelty* (2,66). Seluruh dimensi memperoleh kategori *Excellent* berdasarkan *benchmark* UEQ. Hasil penelitian menunjukkan bahwa pengembangan *website* berdasarkan hasil evaluasi UEQ menggunakan metode SDLC model *Waterfall* berhasil meningkatkan kualitas pengalaman pengguna, yang ditunjukkan oleh peningkatan nilai pada seluruh dimensi UEQ dibandingkan sebelum dilakukan *redesign*.

Kata kunci: *User Experience*, *User Experience Questionnaire* (UEQ), SDLC *Waterfall*, *Website*, SIP Dipendukcapil Jember.

ABSTRACT

Rohmah, Nurulia Ainur. 2026. *User Experience Evaluation in the Development of Online Service Features for the SIP Dispendukcapil Jember Website.*

Advisors: (1) Henny Wahyu Sulisty S.Kom, M.Kom; (2) Habibatul Azizah Al Faruq M.Pd

The rapid development of information technology has encouraged improvements in digital public services, making user experience (UX) an important factor in the success of public service websites. The SIP Dispendukcapil Jember website still had several aspects that required improvement based on the initial evaluation. This study aims to evaluate the user experience of the SIP Dispendukcapil Jember website using the User Experience Questionnaire (UEQ) and to develop its service features through the Software Development Life Cycle (SDLC) using the Waterfall model. A quantitative approach was employed involving 100 respondents in both the pre-redesign and post-redesign evaluations. The initial evaluation served as the basis for redesigning the website by improving the user interface and adding several features, including administrative document preview, application status notifications, service chatbot, customer support, and document collection date information. The post-redesign evaluation showed improvements across all UEQ dimensions, namely Attractiveness (2.64), Perspicuity (2.67), Efficiency (2.64), Dependability (2.66), Stimulation (2.65), and Novelty (2.66). All dimensions achieved the Excellent category based on the UEQ benchmark. The results indicate that developing the website based on the UEQ evaluation using the SDLC Waterfall model successfully improved the overall user experience, as evidenced by higher scores across all UEQ dimensions compared with the website before the redesign.

Keywords: *User Experience, User Experience Questionnaire (UEQ), SDLC Waterfall, Website, SIP Dispendukcapil Jember.*