

INTISARI

Penelitian ini bertujuan untuk menganalisis pengalaman pengguna dalam melakukan pembelian makanan dan minuman melalui layanan Shopee Food pada Spesial Geprek Mbah Kakung cabang Purwokerto Timur menggunakan metode User Experience Questionnaire (UEQ). Metode ini mengukur enam dimensi utama UX, yaitu Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, dan Novelty. Data dikumpulkan dari 103 responden yang telah menggunakan layanan tersebut, kemudian dianalisis menggunakan UEQ Data Analysis Tool versi 12 untuk mengetahui nilai rata-rata, varians, dan posisi benchmark. Hasil penelitian menunjukkan bahwa seluruh dimensi memperoleh skor positif di atas 1, yang berarti pengalaman pengguna secara umum tergolong baik. Skor tertinggi terdapat pada skala Perspicuity (1,72) dan Efficiency (1,66), menunjukkan bahwa aplikasi mudah dipahami dan efisien digunakan. Sementara skala Attractiveness dan Dependability juga menunjukkan hasil baik, namun masih terdapat ruang untuk perbaikan terutama dari sisi tampilan visual dan keandalan sistem. Secara keseluruhan, layanan Shopee Food pada outlet ini telah memberikan pengalaman pengguna yang memuaskan, namun peningkatan kualitas UX tetap diperlukan untuk mempertahankan dan meningkatkan kepuasan pelanggan.

Kata kunci: User Experience, Shopee Food, UEQ, UX, Spesial Geprek Mbah Kakung.

ABSTRACT

This study aims to analyze the user experience in ordering food and beverages through the Shopee Food service at Spesial Geprek Mbah Kakung, Purwokerto Timur branch, using the User Experience Questionnaire (UEQ) method. The UEQ measures six core UX dimensions: Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. Data were collected from 103 respondents who had used the service, then analyzed using the UEQ Data Analysis Tool version 12 to obtain average scores, variance, and benchmark comparisons. The results indicate that all dimensions received positive scores above 1, suggesting that the overall user experience is considered good. The highest scores were found in the Perspicuity (1.72) and Efficiency (1.66) scales, indicating that users found the application easy to understand and efficient to use. The Attractiveness and Dependability scales also showed positive results, although there is still room for improvement, particularly in terms of visual appeal and system reliability. Overall, the Shopee Food service at this outlet provides a satisfying user experience, although continuous UX improvements are recommended to maintain and enhance user satisfaction.

Keywords: User Experience, Shopee Food, UEQ, UX, Spesial Geprek Mbah Kakung