

ABSTRAK

Tetty Rani Naibaho, 7202550001. “Pengembangan Website Saulina Resort Berbasis User Interface Dan User Experience (UI/UX) Untuk Memberikan Nilai Positif Terhadap Customer Experience”. Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini dilakukan untuk mengembangkan website Saulina Resort guna untuk memberikan tampilan yang menarik, fungsional, dan informatif sehingga berdampak nilai positif terhadap *Customer Experience*. Nilai positif diukur berdasarkan hasil kuesioner yang disebarikan kepada 50 responden dan kepada satu orang ahli desain. Pengukuran dilakukan menggunakan *System Usability Scale* (SUS). SUS merupakan alat pengujian kegunaan yang valid dan reliabel meskipun dengan sampel yang sedikit.

Hasil pengujian terhadap 50 responden mendapatkan hasil 85,8 dan dari ahli desain mendapatkan rata-rata 85. Jika dilihat dari aspek *usability* maka Website tersebut mendapatkan *grade scale* B. Berdasarkan *acceptability ranges*, website yang dikembangkan tersebut masuk kategori *high acceptane range*. Di dalam aturan dan ketentuan *system usability scale*, score tersebut dikatakan *excelient* atau layak diterima user.

Kata Kunci: *User Interface, User Experience, Design Thinking, Customer Experience*

THE
Character Building
UNIVERSITY

ABSTRACT

Tetty Rani Naibaho, 7202550001. "Development of Saulina Resort Website Based on User Interface and User Experience (UI/UX) to Provide Positive Value to Customer Experience". Department of Management, Faculty of Economics, State University of Medan 2024.

This research was conducted to develop the Saulina Resort Website in order to provide an attractive, functional and informative appearance so that it has a positive impact on the Customer Experience. Positive value was measured based on the results of a questionnaire distributed to 50 respondents and one design expert. Measurements were carried out using the System Usability Scale (SUS). SUS is a usability testing tool that is valid and reliable even with small samples.

The test results on 50 respondents gave a result of 85.8 and the design experts got an average of 85. If seen from the usability aspect, the Website received a scale grade of B. Based on the acceptability ranges, the Website developed was in the high acceptance range category. In the rules and regulations of the usability scale system, the score is said to be excellent or worthy of being accepted by the user.

Keywords: User Interface, User Experience, Design Thinking, Customer Experience

THE
Character Building
UNIVERSITY