CHAPTER V
CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of the testing conducted by the author and the discussion of the research findings gathered concerning "The Development Of User Interface (Ui) For M-Tix Application In Improving User Experience (Ux) Using A/B Testing Method", the author presents the following conclusions:

1. The analysis of user complaints revealed significant issues with the original M-Tix application, specifically citing an outdated interface design, confusing navigation, and technical problems like forced closures and delayed OTP. This confirmed the necessity of a design intervention.
2. The demographic findings (dominated by young adults aged 21-28 , high income, and high education levels) reinforce the validity of the high UEQ scores. The aesthetically pleasing and efficient nature of the redesign successfully meets the expectations of this digitally literate, middle to upper middle class user base.
3. The A/B Testing, which compared the Original App (Design A) with the Redesign Prototype (Design B), showed an overwhelming and consistent preference for Design B across all five elements tested. Statistically proving that the redesign principles are superior and resonate strongly with the target users.
4. The strong and consistent preference for Design B conclusively proves that implementing the redesign is strongly warranted as it directly addresses user dissatisfaction and is highly likely to improve overall satisfaction and usability.
5. The mean scores for all six scales of the UEQ were classified as Excellent when compared against the comprehensive UEQ Benchmark Data Set. This exceptional result signifies that the proposed redesign is statistically proven

to be within the 10% best results among hundreds of other digital products globally.

6. The application excels in utilitarian qualities, with the highest mean scores achieved in the functional scales: Efficiency (2,07) and Perspicuity (2,06). This demonstrates that the redesign is exceptionally fast, clear, and logical, successfully meeting the fundamental usability requirements
7. The redesign also scored highly on hedonic and subjective scales, with Attractiveness (2,03) and Dependability (1,83) also classified as Excellent. This indicates that the prototype instills high levels of trust, security, and emotional connection in users.

5.2 Suggestion

Following the analysis of the research findings and the conclusions reached, the author proposes the subsequent suggestions:

1. Based on user complaints identified in the analysis phase , the implementation must prioritize integrating popular and convenient digital payment methods (such as QRIS, Dana, ShopeePay, or virtual accounts without the high minimum top-up and administration fees) to match the seamless experience of the new interface.
2. Future research should conduct a follow up study using the UEQ model after the full implementation of Design B in the live M-Tix application. This will empirically confirm if the high scores achieved on the prototype carry over to the real-world operational environment.
3. Future researchers are strongly advised to integrate other established evaluation instruments to delve deeper into specific facets of user experience. Tools such as the System Usability Scale (SUS), Software Usability Measurement Inventory (SUMI), or Questionnaire for User Interface Satisfaction (QUIS) should be employed to complement the comprehensive results of the UEQ model, providing richer insights into the usability, loyalty, and interface satisfaction dimensions of the application.