

Evaluasi usability website perguruan tinggi: studi kasus Universitas Indonesia = Usability evaluation of university websites: a study case of Universitas Indonesia

Amanda Myra, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20332278&lokasi=lokal>

Abstrak

Website saat ini merupakan komponen kunci kelangsungan hidup organisasi pada kompetisi global. Hal ini juga berlaku untuk website universitas. Usability merupakan salah satu faktor utama yang menentukan kesuksesan website. Tujuan dari penelitian ini adalah untuk mengevaluasi usability website Universitas Indonesia yaitu, www.ui.ac.id dan menghasilkan rekomendasi untuk dapat dijadikan acuan perbaikan oleh pihak Universitas Indonesia, maupun universitas lainnya. Terdapat lima kriteria yang akan dievaluasi yaitu, attractiveness, controllability, efficiency, helpfulness dan learnability. Metode yang digunakan pada penelitian ini adalah kuesioner dan eye tracking. Hasil dari penelitian menunjukkan bahwa dari lima kriteria yang dievaluasi masih terdapat empat kriteria yang belum dapat memenuhi ekspektasi penggunanya.

.....Websites are becoming key components of an organization's survival in the globalized competition University web sites are no exception Usability is considered as one of the major factors that determine the successfulness of a website This research aims to evaluate the usability of the Universitas Indonesia website which is www.ui.ac.id and provide improvement recommendation for Universitas Indonesia and other universities The five criteria that used Websites are becoming key components of an organization's survival in the globalized competition. University web sites are no exception. Usability is considered as one of the major factors that determine the successfulness of a website. This research, aims to evaluate the usability of the Universitas Indonesia website, which is www.ui.ac.id and provide improvement recommendation for Universitas Indonesia and other universities. The five criteria that used to evaluate the website are attractiveness, controllability, efficiency, helpfulness and learnability. This research used questionnaire and eye tracking as the method. The results have revealed that from five evaluated criteria there are four criteria that did not meet user's expectation.to evaluate the website are attractiveness controllability efficiency helpfulness and learnability This research used questionnaire and eye tracking as the method The results have revealed that from five evaluated criteria there are four criteria that did not meet user's expectation