

Analisis pengaruh usability dan web design attributes terhadap preferensi pengguna website LCC di Indonesia = The effects of usability and web design attributes on users preference for LCC websites in Indonesia

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Abstrak

Skripsi ini membahas korelasi antara usability (yang di dalam penelitian ini terbagi menjadi pre-use usability dan user performance) dan web-design attributes terhadap preferensi pengguna website LCC di Indonesia. Penelitian ini adalah penelitian kualitatif dengan menggunakan metode statistik inferensial. Hasil penelitian ini menunjukkan bahwa ada hubungan yang erat antara usability dan preferensi pengguna website LCC di Indonesia, dan pre-use usability memiliki hubungan yang lebih kuat terhadap user preference dibandingkan user performance; seluruh atribut desain website LCC memiliki korelasi yang kuat terhadap user preference, dan user preference lebih dipengaruhi oleh aspek estetika dibandingkan struktur dan layout website LCC di Indonesia.

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This thesis aims to evaluate the correlation between usability (which in this study consists of pre-use usability and user performance) and web-design attributes towards preference of Indonesian LCC websites users. The data were collected by using questionnaire and scenario-based time study. This study uses inferential statistic methods. The results show that there are strong correlations between usability and user preference, pre-use usability has greater correlation than user performance to user preference, all of web-design attributes have strong correlation with user preference, and user preference is mainly affected by aesthetic aspects rather than the organization of structur and layout of the websites.