ABSTRAK

MUHAMMAD RIZKY BAMBY SAPUTRA. Evaluasi User Experience Platform Roblox pada segmen Mahasiswa Terhadap Kepuasan Pengguna Menggunakan User Experience Questionnaire (UEQ). Dibimbing oleh Firmansyah Pariyadhi, S.Kom., MTI

Penelitian ini bertujuan mengevaluasi *user experience* (UX) platform Roblox pada segmen mahasiswa serta menentukan posisi hasil evaluasi tersebut terhadap *benchmark* UEQ. Metode penelitian yang digunakan adalah kuantitatif deskriptif dengan instrumen *User Experience Questionnaire* (UEQ) yang mencakup enam skala, yaitu *attractiveness*, *perspicuity*, *efficiency*, *dependability*, *stimulation*, dan *novelty*. Sampel diambil dengan teknik *purposive sampling* terhadap 100 mahasiswa aktif pengguna Roblox, dengan data dianalisis menggunakan SPSS serta *UEQ Data Analysis Tool*. Hasil uji validitas dan reliabilitas menunjukkan seluruh item valid dan reliabel. Secara absolut, keenam skala UEQ memperoleh kategori netral dengan rata-rata keseluruhan -0,004; *efficiency* memperoleh nilai tertinggi (0,063), sedangkan *novelty* terendah dan satu-satunya bernilai negatif (-0,103). Namun, dibandingkan dengan data *benchmark* resmi UEQ, keenam skala tanpa terkecuali berada pada kategori "*Bad*", yaitu termasuk 25% skor terendah dari ratusan produk digital yang telah dievaluasi. Temuan ini menunjukkan bahwa sikap netral mahasiswa terhadap Roblox tidak dapat dimaknai sebagai kualitas UX yang memadai, sehingga masih diperlukan perbaikan signifikan pada seluruh dimensi UX Roblox, khususnya *dependability* dan *novelty*.

Kata Kunci: *Benchmark,* Kepuasan Pengguna, Mahasiswa, Roblox, *UEQ, User Experience.*

ABSTRACT

MUHAMMAD RIZKY BAMBY SAPUTRA. *Evaluation of the Roblox User Experience Platform Among College Students Regarding User Satisfaction Using the User Experience Questionnaire* (UEQ). *Under the Guidance of* Firmansyah Pariyadhi, S.Kom., MTI

This study aims to evaluate the user experience (UX) of the Roblox platform among college students and to determine how the evaluation results compare to the UEQ benchmark. The research method used is descriptive quantitative, employing the User Experience Questionnaire (UEQ), which covers six scales: attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. The sample was selected using purposive sampling from 100 active college students who use Roblox; data were analyzed using SPSS and the UEQ Data Analysis Tool. The validity and reliability tests showed that all items were valid and reliable. In absolute terms, all six UEQ scales fell into the "neutral" category with an overall average of -0.004; efficiency received the highest score (0.063), while novelty received the lowest and only negative score (-0.103). However, compared to the official UEQ benchmark, all six scales fell into the "Bad" category, among the lowest 25% of scores from hundreds of digital products evaluated. These findings indicate that students' neutral attitude toward Roblox cannot be interpreted as adequate UX quality, so significant improvements are still needed across all dimensions, particularly dependability and novelty.

Keyword: Benchmark, Roblox, UEQ, University Students, User Experience, User Satisfaction.