

Table of Contents

CHAPTER I: INTRODUCTION	1
1.1 Background	1
1.2 Research Context	4
1.3 Research Question	6
1.4 Research Purpose	7
1.5 Research Benefits	7
1.6 Research Outline	8
 CHAPTER II: LITERATURE REVIEW	 10
2.1 User Satisfaction	10
2.2 User Experience	11
2.2.1 Interactivity Affordance	12
2.2.2 Information Affordance	13
2.2.3 Navigation Affordance	14
 CHAPTER III: RESEARCH METHOD	 16
3.1 Research Type	16
3.2 Research Time and Location	16
3.3 Population and Sample	16
3.4 Data Collection Methods	18
3.4.1 Back Translation	18
3.4.2 Pilot Project	18
3.5 Measurement	19
3.5.1 Validity Test	19
3.5.2 Reliability Test	20
3.6 Method of Analysis	21
3.6.1 Descriptive Statistics	21
3.6.2 Classic Assumption Test	21
3.6.3 Multiple Linear Regression	23
 CHAPTER IV: RESULTS AND DISCUSSION	 31
4.1 Research Result	31
4.1.1 Respondent Data Description	31



UNIVERSITAS
GADJAH MADA

**Delivering Digital Service in the Public Sector: User Experience (UX) Analysis of the SIARAN
TANGSEL**

Mobile Application Towards User Satisfaction of South Tangerang City

BERLIANA AZKA AFINA, Drs. Yuyun Purbokusumo, M.Si., Ph.D

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

4.1.2 Respondent Answer	32
4.1.3 Instrument Test	40
4.1.4 Classic Assumption Test	43
4.1.5 Multiple Regression Analysis	48
4.1.6 Hypothesis Test	50
 CHAPTER V: CONCLUSION AND RECOMMENDATION	53
5.1 Conclusion	53
5.2 Recommendation	54
5.3 Findings and Discussion	56
5.4 Limitations	57
 REFERENCES	59

Table of Figure

Figure 1 Research Model	15
Table 3.1 Population Data of South Tangerang City	17
Table 3.2 Research Instrument	26
Table 3.3 Likert Measurement Scale	30
Table 4.1 Respondent Data Based on Gender	31
Table 4.2 Respondent Data Based on Age Range	32
Table 4.3 Variable X1: Interactivity Affordance	32
Table 4.4 Variable X2: Information Affordance	34
Table 4.5 Variable X3: Navigation Affordance	36
Table 4.6 Variable Y: User Satisfaction	38
Table 4.7 Validity Test Output	40
Table 4.8 Reliability Test Output	42
Figure 2 Normality Test Output	43
Table 4.9 Linearity Test Output	45
Table 4.10 Multicollinearity Test Output	46
Figure 3 Heterocedasticity Test Output	47
Table 4.11 Multiple Linear Regression Output	48
Table 4.12 t Test Output	50
Table 4.13 F Test Output	51
Table 4.14 Coefficient Determination Test Output	52